



TIVERTON MARKET

ENVIRONMENTAL STRATEGY

2017-2022



Introduction

Markets, by their nature, support environmentally-friendly initiatives through facilitating local producers and businesses, lowering food miles for local produce in particular meat, fish, dairy, fruit and veg. Furthermore, markets promote sustainability and waste minimisation through offering second-hand/preloved goods and upcycled items as well as supporting ethical and fair trade.

In line with the Council's objectives for 'Environment', Tiverton Market is committed to:

- Increasing recycling and reducing waste (in particular plastic and other non-biodegradable waste)
- Reducing our carbon footprint
- Protecting the natural environment

Outlined below are actions we aim to focus on to achieve these objectives.

Aim 1: Increase Recycling and Reduce the Amount of Waste

What we're already doing:

- ★ **Offer trade recycling** – the Market previously offered no trade waste recycling service to traders. Now we offer two trade recycling bins, regularly filled and have reduced our bi-weekly general waste (landfill) collection to weekly.
- ★ **Support 'love food, hate waste' campaigns** – the Market is working with Community Action Group (CAG) Devon on reducing food waste. This includes providing end-of-life produce to the 'Grubs Up' catering scheme and promoting their campaigns to the public and traders at our Streetfood events.
- ★ **Work with local groups on reducing waste** – the Market supports the work of Tiverton Repair Café (held at the Market Youth Centre) and promotes their local events through the Market's social media channels.
- ★ Work with Devon Recycling to **promote local recycling and composting schemes** to the general public.
- ★ **Reduce plastic waste** by removing disposable plastic cups from the water cooler in the office. Instead Market Staff (and traders) can use refillable containers (such as cups or eco-friendly bottles). In addition, in liaison with 'Refill Devon' we are officially a 'water refill station' and on the water refill map for Devon.
- ★ **Zero carrier bag policy** – the Market has banned carrier bags from being used, instead traders offer alternative carrier/packaging options (such as paper bags).

What else we will introduce:

- Increase recycling** – currently glass, food waste, garden waste or textiles are not able to be recycled under the current Trade Waste scheme. We will work with the Council's Trade Waste service to introduce a food trade waste / composting scheme and look into options for the other recyclable materials. Furthermore, we aim to increase public recycling through the provision of public recycling and charity bins on site.
- Educate traders and public on **reduce, reuse, recycle initiatives** by taking part in National Recycling Week, promotion on social media (with links where relevant to Market products), related activities with local school children and hosting 'shopping' events.
- Use recycled materials and art** in any building or renovation work (where possible) at the Market.
- Provide branded reusable bags** and associated strategy to encourage reuse.

Other options that we can investigate:

- **Awareness Raising Events** – in liaison with relevant parties we will look to host awareness raising events at the market.

Target: Reduce need for general waste collection from the market to once every three weeks by 2020.

Priority 2: Reduce our Carbon Footprint

What we're already doing:

- ★ **Promote alternative modes of transportation** – the Market has bike racks for the public to use plus we have links with local public transport provider Tiverton and District Community Transport Association (TDCTA) for a drop-off point next to the Market.
- ★ **Minimising food miles** – by supporting local producers, the Market offers products with reduced food miles from farm-to-fork. We also encourage traders to source local suppliers.

What else we will introduce:

- Switch to energy efficient lighting** – we aim to replace existing bulbs with energy-efficient LED bulbs.
- During any renovation or construction work to the Market, **eco-paint and low-emitting and recycled building materials** will be used where possible (subject to receipt of appropriate listed building consent)
- Improve bicycle storage** for traders and their staff to encourage alternative modes of transportation.
- Further **promote the bike racks** and bus drop off point at the Market with the public and through liaison with bus and coach companies.
- Liaise with hot food traders over the potential of offering **green menus** and promote the quality of meat offered at the Market, educating customers on how to cook it carefully and use every bit of the animal along with promotion of vegetarian products.
- A **strategy to reduce electricity** use by better understanding current usage and look for opportunities to operate more efficiently.

Other options that we can investigate:

- Installing solar (PV) panels (or other options for **generating energy**) at the Market.
- Providing an **electric-car charging point** in the Market Car Park.
- When required, replacing the trader toilet with a **low-flowing toilet**.
- Provide **trader and staff changing room facilities**.

Target: Reduce electricity usage by 10% by 2020 proportionate to trade.

Priority 3: Protect the Natural Environment

What we're already doing:

- ★ Offer **organic food** / produce made using eco-friendly farming methods.
- ★ **Support bee-friendly** products – plant sellers at the Market are encouraged to offer bee-friendly products and to highlight this in their labels. In addition, the Market displays seasonal hanging baskets containing bee-friendly plants.
- ★ **Limited use of plastic packaging** – most produce at the Market is free from packaging, with limited plastic used where necessary for health/hygiene purposes. Meat producers are encouraged to use butcher paper instead of Styrofoam to wrap produce and our egg sellers use paper cartons instead of polystyrene. At our food events, the Market requests all participating traders to use food containers, packaging, plates and cutlery made from biodegradable materials where possible.

What else we will introduce:

- Add greenery to the Market with a **wild flower garden** featuring bee-friendly plants (such as Lavender).
- Ensure **eco-friendly cleaning products** are used.
- Promote environmentally friendly options** on social media (with links to Market products).

Other options that we can investigate:

- While the Market is not a suitable location to site a **bee hive**, we would support any suitable business wishing to look after one in the town centre by offering their honey at the Market.
- When needing to repave the Market outside space, we will look into green options such as **grass paving** or other suitable permeable alternatives.

Target: Achieve all three proposed initiatives by 2020.

Further Actions

- i. The market's Communication Strategy will reinforce and promote the environmental aims of this strategy. The Market also aims to showcase more ethical and fair-trade products and welcomes traders offering such goods (in line with the Markets Balance of Goods Policy).
- ii. Traders will be encouraged to know and promote the eco-credentials of the products they stock. For example whether they are local? Do they use minimal or recycled packaging? Are fish @Marine Stewardship Council' (MSC)-certified etc.?
- iii. This Strategy will be monitored by a working group formed of Tiverton Market Traders and a representative from the Market Management Team. The working group will:
 - Actively monitor progress towards the aims and actions within this Strategy along with the wider aims within the Market Strategy;
 - Actively promote the aims and actions within this Strategy;
 - Identify further opportunities to improve our impact on the environment; and
 - Review and amend the strategy following relevant changes in best practice or legislation.
- iv. The Strategy will be formally reviewed every five years (next review due 2022) in consultation with relevant Mid Devon District Council services and with Tiverton Market Traders.