

# BEACH GUARDIAN CORNWALL TOURISM PLASTICS ENGAGEMENT

CIRCULAR ECONOMY & SUSTAINABILITY

## INTRODUCTION

Beach Guardian CIC was formed in February 2018 with the aim to engage, educate and empower against Plastic Pollution. This is achieved by organising regular community beach cleans in Cornwall, enhancing Cornwall's natural resources and improving the environment. Everything collected from beaches cleans is sorted, cleaned and reused for art and educational workshops with schools.

The ambition is to expand Beach Guardian's activities and services by working with a sector that is new to them; holiday companies and holiday homeowners. The aim is to create a bespoke service directed at this audience, and with Tevi funding Beach Guardian are looking to work in partnership with targeted landlords in Cornwall in order to achieve the following:

- 1 - Co-develop a targeted plastics reduction and recovery service for customers and guests.
- 2 - Produce feedback materials in order to share the actual value of the contributions landlords and their guests are making to the environment of Cornwall.



## GRANT AWARDED

£10,086.45

### Used to purchase

Canon Powershot G7 Camera, Canon camera waterproof case, Go Pro Hero 7, Apple MacBook laptop and salary costs for an additional employee

## IMPACT SUMMARY

This project is planned to increase exposure for Beach Guardian in Cornwall and throughout the rest of the UK and into Europe. It is forecast to open new markets including tourism businesses, and will directly increase staff numbers and turnover. The project will also enhance people's experience of Cornwall by connecting them with nature and ensuring that they value Cornwall's landscape.

It is expected that some holiday companies may then take on additional members of staff to have their own "Beach Guardian" at their local beaches, providing community beach cleans and education to those that visit the beach.

## BUSINESS ASSISTANCE

*"I was really grateful to the way the Tevi team were able to help me think through my business strategy and to support me to make my project become a reality."*

*This will really help to take Beach Guardian to a much wider audience and help transform the way people participate in becoming part of the solution to dealing with beach waste".*

*Rob Stevenson(Director)*

