

Image: Cheltenham Paint Festival



# Single-use Plastics in Cheltenham's Lower High Street

A study of the use of single-use plastics by independent  
takeaway businesses

May 2019

Cheltenham West End Partnership

 UNIVERSITY OF  
GLOUCESTERSHIRE

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The report's cover image is used courtesy of Cheltenham Paint Festival and shows artwork by Andrew Burns Colwill on the Lower High Street.

## EXECUTIVE SUMMARY

Experts warn that plastics are one of the greatest threats facing the world's seas and oceans. Without intervention, plastic pollution levels are predicted to treble between 2015 and 2025. The BBC series *Blue Planet* has helped to visualize the scale and seriousness of the issue and the public response has been considerable.

This research was commissioned by the Cheltenham West End Partnership in conjunction with undergraduate Sociology students at the University of Gloucestershire, and examined the use of single-use plastics by takeaway businesses in the Lower High Street in Cheltenham. This area is densely populated by take-away businesses and 18 are identified as independent. In close proximity to the local residential and university community, the activity of takeaway businesses in this location is of public concern. Waste generated by business activity has an impact on the local community who are often involved in helping to improve the environment.

The definition of an independent take-away used for the purpose of this research is: *“An independent business [non-chain or franchise] that sells hot food through collection or delivery”*.

## AIMS AND OBJECTIVES

The aim of this research is to influence a reduction in the use of single-use plastics by takeaways in the Lower High Street, and to provide useful and relevant information to stakeholders.

The objectives were to learn about: use of single-use plastics; the barriers faced by businesses seeking to reduce use; to gather the views of stakeholders; and to provide useful information to influence reduction of single-use plastics in the future.

## RESEARCH METHODS

- An online questionnaire, aimed at takeaway consumers, was circulated via social media and captured 56 responses.

- A semi-structured questionnaire was used to interview 12 independent take-away businesses situated along Cheltenham’s Lower High Street.
- An interview was conducted with a relevant officer from Cheltenham Borough Council.
- Researchers visited a meeting of Plastic Free Cheltenham and local plastic free shop “Food Loose” to speak with volunteers and campaigners.

## **OVERALL FINDINGS**

- 100% of businesses use single-use plastics for takeaway orders.
- 96% of consumers and 92% of business employees are concerned about the impact single-use plastic has on the environment.
- 83% of consumers said that their take-away comes with single-use plastic.
- 67% of businesses believe they should be acting to reduce single-use plastics.
- 76% of consumers said they are willing to pay more for alternatives.
- 89 % of consumers said they would pay up to 50p extra per item.
- Some businesses have already made changes towards using alternatives to plastic.
- Barriers to reduction include the cost of alternative packaging and knowledge of alternatives.

## **RECOMMENDATIONS**

### **FURTHER RESEARCH**

The sample of businesses we spoke with were engaged and keen to talk more about how they could be supported to reduce single-use plastics.

### **BUSINESSES NEED SUPPORT**

Finding shows that businesses need help and advice to reduce single-use plastic waste. The Lower High Street is not in the Business Improvement District (BID); therefore, this role could be fulfilled by Cheltenham West End Partnership or a partnership approach.

### **PARTNERSHIP**

Findings show that single-use plastic is a public concern. All stakeholders are taking action to reduce

single-use plastic in Cheltenham, however this is not always joined up. A cross-sector partnership approach where expertise, ideas and resources can be shared for mutual benefit and for a common aim for Cheltenham would be helpful.

### **OPPORTUNITY FOR INNOVATION AND LEADERSHIP**

There is best practice in the UK, with Councils leading initiatives to reduce plastic waste. There is opportunity to consider how Cheltenham stakeholders can support, encourage or incentivise independent takeaways to reduce plastic waste in ways that are specific to Cheltenham.

### **LEGISLATION**

Businesses and the Council expressed a need for greater clarity through legislation and guidance. Cheltenham Borough Council should review food hygiene and environmental health policies and consider how businesses could be given greater communication and guidance on how to reduce single-use plastics; looking particularly at options for customers to bring their own containers for re-use and opportunities for businesses to incentivise re-use. The re-use option may be particularly valuable given the limited sustainability of supposedly sustainable alternatives to single-use plastic (e.g. 'bio-degradable' plastics such as PLA).

## INTRODUCTION

This research was commissioned by the Cheltenham West End Partnership in conjunction with undergraduate Sociology students at the University of Gloucestershire to examine the use of single-use plastics by independent takeaway businesses in the Lower High Street in Cheltenham.

This area of Cheltenham is densely populated by 29 take-away businesses, many are independent and not part of a chain or franchise. The street is in close proximity to the local residential and university community. The activity of takeaway businesses in this location is of public concern. Waste generated by business activity has an impact on the local community who are often involved in helping to improve the environment. Their position at the lower end of the high street also excludes them from the Cheltenham Business Improvement District network, meaning that they lack the support other businesses may benefit from through this membership.

The definition of a take-away used for the purpose of this research is: *“An independent business that sells hot food through either collection or delivery”*.

## WHY FOCUS ON SINGLE-USE PLASTICS?

It is estimated that 300 million tonnes of plastics are produced each year and 5 million tonnes of this figure is used by the UK (Plastic Waste, 2019). Roughly half of the volume produced is disposable and enters landfill or into waterways leading to the world’s seas and oceans.

Humankind’s addiction to plastic has grown sizeably since the 1990’s and now over 1 million plastic water bottles are purchased every minute, while up to 500 trillion plastic carrier bags are used per year in the world (UN Environment, 2019). The BBC “Blue Planet II” series helped visualise the scale and damaging impact that single-use plastic is having on the world's oceans and marine life. The public and Government response has been significant and in January 2018 Prime Minister Theresa May pledged to eradicate all avoidable plastic waste in the UK by 2042 (BBC News, 2018).

In October 2018, the European Parliament voted for a ban on various types of single-use plastics, and legislation is expected to be introduced in 2021. Items to be banned include plastic cutlery, straws and certain polystyrenes – all products used heavily by take-away businesses. Furthermore, a 25% expected reduction in products where easy alternatives are not found is anticipated (Rankin, 2019).

Food delivery service 'Just Eat' announced a range of measures to reduce unnecessary products usually found in takeaways, and consumer research conducted by the company found 74% of customers did not want to receive items including cutlery, straws and sauces in their order (Just Eat, 2019). Large fast food chains, such as MacDonald's, have switched from plastic to paper straws and large supermarket firms are introducing 'plastic free' aisles. The response by businesses around the world to the crisis has been considerable. However, less is known about what is happening at a micro level.

The emergence of active campaign groups across the UK offer examples trying to address the use of plastic in their communities. 'Plastic Pollution Awareness and Actions Projects' (PPAAP) is led by a businessman responding to the BBC series. As a takeaway owner, he identifies the struggle to find alternative use containers. He has brought together experts from Dyson, Tesla, the University of Bristol and 40 takeaway businesses in Bristol in a bid to find a solution to the problem. This campaigner recognises that the action so far is "just the start" of the conversation and highlights that a range of partners are needed in a bid to find a solution to the problem (BBC News, 2019).

Alternatives to single-use plastics are not necessarily better for the environment and climate change. Research has suggested that switching from plastic to paper bags could be worse for the environment when considering the emissions that occur throughout the lifecycle of production and use. The study concluded that for a paper bag to have the same impact on the environment as a plastic bag it would need to be used at least 4 times; however, most paper bags would not be durable enough to be used 4 times. This highlights that careful consideration needs to be given to any choice of alternatives, and arguably, reduction of use is a better option (Comparison of Environmental Impact of Plastic, Paper and Cloth Bags, 2011).



## AIMS AND OBJECTIVES

The aim of the project was to influence a reduction in the use of single-use plastics by takeaways in the Lower High Street, and to provide useful and relevant information to stakeholders. To achieve this aim, five objectives were selected:

- Audit businesses' current use of single-use plastics
- Understand barriers for reducing single-use plastic in the context of the Lower High Street's independent takeaway businesses
- Find out the views of consumers on single-use plastic use by takeaways in the Lower High Street
- Inform businesses about alternatives to single-use plastics
- Encourage relevant stakeholders to engage with the research and findings specific to independent takeaway businesses

## RESEARCH METHODS

This research involved relevant stakeholders in Cheltenham, plus research with consumers.

Stakeholders were:

- Local independent take-away businesses on the Lower High Street (there were 18 businesses on the lower high street that met the criteria for this research)
- Cheltenham Borough Council (CBC)
- Plastic Free Cheltenham, Surfers Against Sewage
- Food Loose and Plastic Free (plastic free shop)
- Cheltenham Business Improvement District (BID)

## RESEARCH WITH CONSUMERS

Consumer research was conducted via an online questionnaire containing 11 questions; with the majority being closed quantitative questions and a few open-ended qualitative questions for people to

give more in-depth information if they wanted to. The link to the questionnaire was shared on social media - mainly on relevant Facebooks groups and Twitter.

Questions included:

- How often respondents used the takeaways on the Lower High Street?
- How they normally placed their order?
- If their takeaways came with single-use plastics?
- How much they would be willing to pay for alternatives to single-use plastics?

### **RESEARCH WITH INDEPENDENT TAKEAWAY BUSINESSES**

The 18 businesses were asked to complete a questionnaire containing 16 open and closed questions (see appendices section for the full questionnaire). 12 of the 18 businesses identified agreed to participate. The businesses had a diverse multi-cultural range of food on offer that included Asian, Kebabs, Pizza, Chinese, Fish & Chips, Burgers and Italian.

Questions included:

- The main form of takeaway orders received e.g. collection or delivery
- The type of single-use plastics used in takeaway orders
- Any changes businesses have made or want to make around single-use plastics
- What barriers are preventing a change to alternatives

### **RESEARCH WITH STAKEHOLDERS**

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CHELTENHAM BOROUGH COUNCIL

A semi-structured interview was carried out with a relevant officer from the Local Authority. This included questions on (see appendices for full script):

- Projects, policies and relevant work that exists to reduce single-use plastics
- The barriers which are preventing businesses from reducing single-use plastics
- Which organisation should take control of making changes, e.g. local council or national government
- What could be put in place to make changes happen

The interview was transcribed, then analysed thematically. The key findings from the interview were:

- The Local Authority supports the need for clear legislation and;
- Plays a key role in regulation and enforcement of standards in take-away businesses
- Is a champion of local businesses and the local economy
- Is currently reviewing all internal and external procurement processes to identify ways to reduce plastic
- Recognises that strong political and workforce leadership is needed for organisational change to eliminate and reduce plastic use
- Is influencing partner organisations to reduce use and is active in discussions involving key stakeholders in Cheltenham
- Recognises more must be done collaboratively on the issue of plastic waste
- Is concerned about overall climate change and the impact of alternative products

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## PLASTIC FREE CHELTENHAM

Researchers attended a public meeting hosted by “Plastic Free Cheltenham, Surfers against Sewage”, a local branch of a national environmentalist group who are currently campaigning for the town to obtain “plastic free” status. During the meeting, the focus was on single-use plastic and available alternatives. The group identified the issues concerning compostable items and confusion on whether they are easily disposed of correctly and without additional harm to the environment. For example, stakeholders identified that paper bags can have a larger environmental footprint than plastic bags because of the costs they require to produce, and that many of the plastic alternatives marketed as

'compostable' actually require specialised 'closed-loop' systems in order to break-down effectively or risk contaminating recycling loads of other materials due to a lack of consumer awareness.

## FOOD LOOSE AND PLASTIC FREE

Researchers also visited the Food Loose and Plastic Free shop on Portland Street, Cheltenham, where they met with volunteers. Part of the 'Global Footsteps' charity, Food Loose was born from a concern about the plastic waste our society generates and provides the opportunity to purchase a range of products "plastic free" (Food Loose and Plastic Free, 2019). The shop has proved popular and the range of products on offer has expanded in response to demand and customers' suggestions.



**Figure 1: Research visit to Food Loose plastic-free shop in Cheltenham**

Both meetings were valuable in helping to understand the existing initiatives to reduce plastic use in Cheltenham and in observing public support for further action on this issue.

## QUESTIONNAIRE FINDINGS

### CONSUMER QUESTIONNAIRE RESULTS

There were 56 responses to the consumer questionnaire with an equal number of participants saying they order for delivery and walk-in to collect.

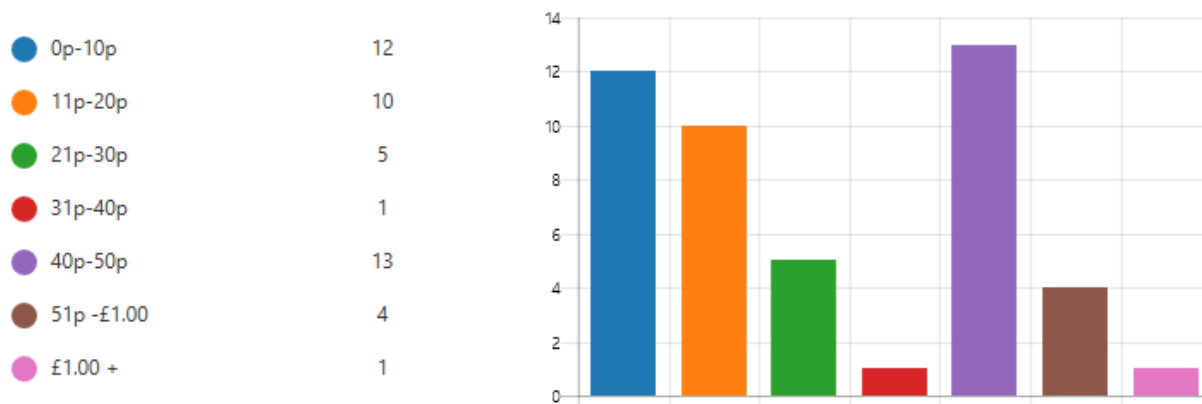
83% of participants said that their takeaways come with single-use plastic and 96% of participants said they are concerned about the impact single-use plastic have on the environment.

An important response from the consumer questionnaire shows that 76% of the participants said they are willing to pay more for alternatives to single-use plastics, shown in Figure 2 below:



*Figure 2: 'Would they be willing to pay more for alternatives'*

Figure 3 illustrates that 89% of consumers said they would pay up to 50p extra per item for alternatives. This is a very positive result for businesses considering introducing a higher charge for alternatives.



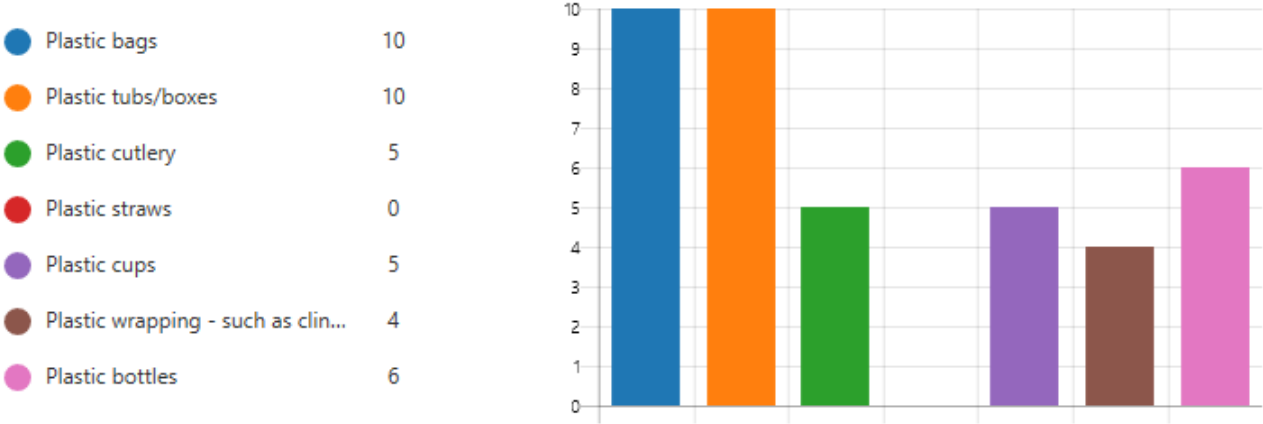
*Figure 3: The amount consumers are willing to pay for alternatives*

Other suggestions of changes that could be made included foil and cardboard containers instead of plastic or bringing your own containers. Another suggestion was metal tiffin boxes that you pay a deposit for and is re-used each time you have a takeaway. Several participants suggested using paper packaging only, while other suggested the introduction of a ‘no cutlery’ option for delivery to reduce the use of unnecessary plastics.

**BUSINESS QUESTIONNAIRE RESULTS**

All 12 businesses that completed the questionnaire used single-use plastics in takeaway orders.

- 83% use plastics bags and plastic containers
- 41% use plastic cutlery
- 33% use plastic wrapping- i.e. cling film
- 50% offer plastic bottles of drink
- None of the businesses use plastic straws



*Figure 4: Single-use plastic audit*

The questionnaire found that 67% of businesses believe they should be taking action to reduce single-use plastics and 92% of respondents are personally concerned about the impact of single-use plastics on the environment. However, 58% have not, or do not know, if the business has made changes in the past 12 months. This is a high percentage and shows that more action needs to be taken to encourage businesses to make changes to around their use of single-use plastics.

Those that have made changes stated that they have replaced plastic straws with paper, plastic cutlery has been changed to wooden alternatives, and takeaway delivery company 'Deliveroo' has influenced one business to change plastic containers to cardboard ones. This is a step in the right direction and hopefully other businesses will follow.

One of the questions asked businesses to identify what alternatives or action could be taken to reduce single-use plastics. The answers included; changing to alternative containers, people bringing their own containers, combining food products so less packaging is needed, replace plastic bags with paper or jute material, use wooden cutlery and wait for legislation to make these changes compulsory.

There were also several barriers to alternatives identified, as shown in Figure 5.

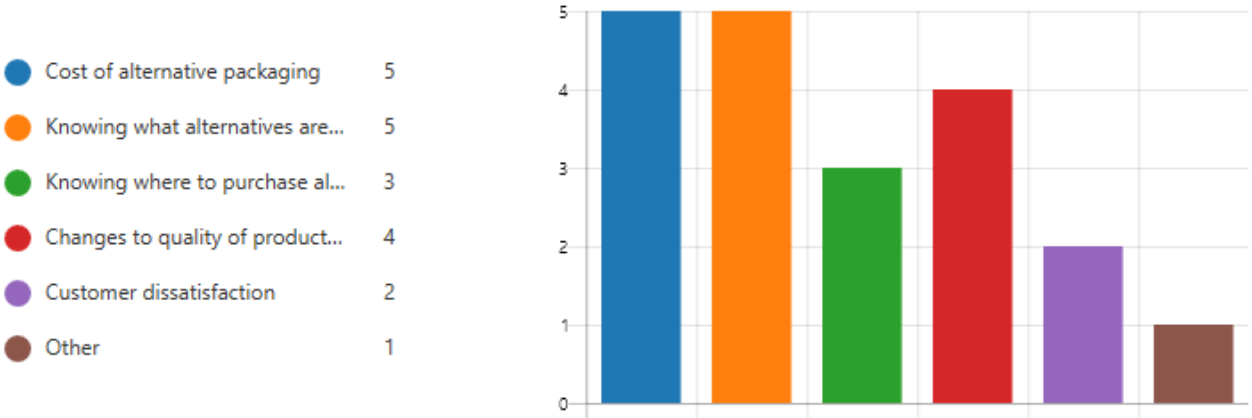


Figure 5: Barriers to alternatives

The two most popular answers to what the biggest barrier is was the cost of alternative packaging and knowing what alternatives exist. This shows that there is a lack of knowledge. This indicates that a good starting point would be spreading awareness of what alternatives are out there, along with why they are so important to use. As regards to the cost factor, if legislation were to dictate the use of alternatives then perhaps a tax on single-use plastics could happen. The barrier 'customer dissatisfaction' can be argued to not be a barrier as shown in the consumer research, as the majority of people were happy with the idea of using alternatives.

Overall businesses need more information about alternatives, legislation and perhaps a trial period to gain consumer feedback and see which products work best.

## CONCLUSIONS

The research has confirmed that single-use plastics is a shared concern amongst stakeholders in Cheltenham and is a huge public issue. Results confirmed that 97% of consumers and 92% of employees within the local independent takeaways who participated in the project are concerned about the impact plastic has on the environment.

Stakeholders are concerned about the implications of changing to alternative products and the adverse impact these alternatives may have on the environment and climate change. It is agreed that not all alternatives are better and a reduction in use of single-use products is preferred. Further research is necessary to identify suitable alternatives for takeaway use.

Furthermore, additional research could be helpful to explore barriers to reducing single-use plastic use by takeaway businesses who have expressed the need for additional support to make positive changes.

Businesses and stakeholders highlighted concerns about the cost of alternative products. The research results confirm that 79% of consumers surveyed may be willing to pay more for alternative products in their take-away, which goes some way to mitigating this particular concern.

The Local Authority and businesses identify that clear legislation from Government on this issue would be beneficial. However, action can be led at a local level and stakeholders could work more collaboratively locally to achieve positive outcomes for Cheltenham. Best practice and research in other areas of the UK could help steer this work and identify the most relevant actions for the town and businesses.



## OUTCOMES FROM THE RESEARCH

- A dissemination event was held in April 2019 at Cheltenham Borough Council's Municipal Offices, where the students presented key findings from their work and invited discussion of the issues raised among invited stakeholders. The event was attended by representatives of Cheltenham West End Partnership, Cheltenham Borough Council, Plastic Free Cheltenham, Food Loose and Plastic Free and Cheltenham BID. Takeaway businesses were also invited to attend but did not, although it is acknowledged that it is difficult for small business owners and employees to attend a meeting during the working day.
- An outcome of the discussion at this event was that Cheltenham West End Partnership would convene an action group to continue the work started by the students. This action group will include stakeholders, local businesses, and local residents (including students).
- Cheltenham West End Partnership, working with the University of Gloucestershire, will explore the potential for a post-graduate research project on the subject of whether alternatives to single-use plastics are as beneficial as many assume.

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# APPENDIX 1 – ONLINE CONSUMER QUESTIONNAIRE

Questions Responses 0

## Investigating single-use plastic in takeaways on the Lower High Street of Cheltenham

Students from the University of Gloucestershire are working with Cheltenham West End Partnership to investigate the use of single use plastic within takeaways in the Lower High Street of Cheltenham.

We would appreciate you taking 5 minutes of your time to help answer some questions we have around the topic.

All information is completely anonymous and will only be used within our research.

Thank you for your contribution.

1. Which of these takeaways have you used? Choose all that apply:

- 288 Bar and Wok
- The Big Fish
- Bombay & Co
- Cheltenham Kebabs
- Chikaraza Peri Peri
- Curry Express
- Deepam Indian
- Ginger and Garlic
- Go Peri
- Happy Garden
- Havana's
- Kubaba
- Papparito's
- Rooder's Peri Peri
- Valentino's
- Walkame
- None of the above

Questions Responses 1

None of the above

2. How often, on average, do you use any of these takeaways?

- Daily
- More than once a week
- Once a week
- Monthly
- Occasionally (i.e. a few times a year)
- Never

3. How do you normally order?

- Walk in and wait for food to be cooked
- Phone takeaway and collect order
- Phone takeaway and they deliver
- Online or through an app (e.g. Deliveroo or Just Eat)

4. Does your takeaway order ever come in or with any single-use plastic (e.g. plastic cutlery, plastic containers, plastic straws, plastic bags etc)?

- Yes
- No
- Don't know

5. Do you recycle any of the plastic that comes with your takeaway?

- Always
- Sometimes
- Rarely
- Never

Questions Responses 1

6. Are you concerned by the damage caused to the environment by single-use plastic?

- Yes
- No
- Don't know

7. Would you be willing to pay more for your takeaway if it was packaged in alternatives to single-use plastic?

- Yes
- No
- Don't know

8. If you answered yes to question 7, how much more would you be willing to pay per item?

- 0p-10p
- 11p-20p
- 21p-30p
- 31p-40p
- 40p-50p
- 51p-£1.00
- £1.00 +

9. Do you know of any takeaways who are already using alternatives to single-use plastic? If yes, please provide brief details below (e.g. name and location of business and types of alternative packaging if known).

Enter your answer

10. If a takeaway reduced its use of single-use plastic, would this influence your choice of where to order from?

Questions Responses 1

Don't know

8. If you answered yes to question 7, how much more would you be willing to pay per item?

- 0p-10p
- 11p-20p
- 21p-30p
- 31p-40p
- 40p-50p
- 51p-£1.00
- £1.00 +

9. Do you know of any takeaways who are already using alternatives to single-use plastic? If yes, please provide brief details below (e.g. name and location of business and types of alternative packaging if known).

Enter your answer

10. If a takeaway reduced its use of single-use plastic, would this influence your choice of where to order from?

- Yes, I would be more likely to use a business which used less single-use plastic
- No, I would be less likely to use a business which used less single-use plastic
- It wouldn't have any influence on whether or not I used a business

11. Do you have any other comments you want to add about this issue (optional)?

Enter your answer

+ Add new

## APPENDIX 2 – BUSINESS QUESTIONNAIRE

### Ethical statement

*Thank you for agreeing to take part in this survey about the use of single-use plastics by independent takeaway businesses in Lower High Street, Cheltenham. The research is being jointly conducted by students of the University of Gloucestershire and the Cheltenham West End Partnership.*

*Today, as students of the University of Gloucestershire, we will be asking you questions about what products your business currently uses for takeaway food and your opinion on the use of single-use plastics.*

*The information gathered in our research will not be directly attributed to your business. Research findings will be available through an invitation to a presentation and by a written report. Your information will not be shared or used for any other purpose. Please be assured that all the answers you provide will be treated in this strictest of confidence. This study is voluntary, and you may ask questions at any point.*

*This survey should only take 8-10 minutes to complete.*

### Q1. Are you...

- The business owner
- Manager / supervisor
- An employee

### Q2: What is the primary category of food on sale for takeaway?

- Fish & Chips
- Indian/South Asian
- Chinese
- Kebab
- Pizza
- Burger
- Thai
- Japanese
- Southern Fried Chicken
- Other- please specify

**Q3: Do you sell more food through takeaway delivery or collection?**

- Delivery
- Collection in person
- It's about the same

**Q4: Do you use the following items for takeaway food: Tick all that apply**

- Plastic bags
- Plastic Tubs/boxes
- Plastic cutlery
- Plastic straws
- Plastic cups
- Plastic wrapping- such as cling film
- Plastic bottles
  
- Any other plastic items? Please specify

**Q5: Does your business take orders for takeaway online - for example, through "Just Eat" or "Deliveroo"?**

- Yes
- No
- Unsure

**Q6: Has your business made any changes to reduce the use of single-use plastics in the last 12 months?**

- Yes
- No
- Don't know

**Q7-If answered yes to Question 6, please say more about what has changed and why?**

**Q8: Does your business intend to make any changes to use of single-use plastics in the next 12 months?**

- Yes
- No
- Don't know
- This questionnaire has prompted us to think about making changes

**Q9: To what extent do you agree or disagree that takeaway businesses should take action to reduce the use of single-use plastics?**

- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree

**Q10: Are you personally concerned about the use of single-use plastics and the impact on the planet?**

- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree

**Q11: Can you give an example of something your business could do to reduce your use of single-use plastics?**

**Q12: Who do you believe your largest customer base is?**

- Local residents to Lower High Street
- Students
- Night time economy (people buying food after a night out)
- Wider Cheltenham residents
- Other- Please specify
- Don't know

**Q13: What do you believe are the barriers or concerns your business has when deciding to reduce the use of single-use plastics? Please tick all that apply.**

- Cost of alternative packaging
- Knowing what alternatives are available
- Knowing where to purchase alternative products from
- Changes to quality of products used
- Customer dissatisfaction
- Unsuitability of alternatives for the products you sell
- Other- please specify

**Q14: Is there anything that would help your business reduce your use of single-use plastics?**

**Q15: Would you or someone in your business be willing to participate in a short interview to talk in more detail about some of your answers?**

- Yes- (please provide below a telephone number, email and the best time of day to call)
- No

### APPENDIX 3 – STAKEHOLDER INTERVIEW TOPIC GUIDE

*Thank you for agreeing to take part in this interview. We are students of the University of Gloucestershire and we are working in partnership with the Cheltenham West End Partnership to look at the use of single-use plastics by takeaways, in particular by businesses in the Lower High Street area of Cheltenham.*


*We will be gaining your thoughts and opinions to help with our research. We will use the findings in a presentation and in a written report. A copy will be provided to you. This information will not be used for any other purpose.*

*The interview should take approximately 20 minutes. With your consent, we will record the interview using an audio device and the responses transcribed for use in our research and report. All recordings will be treated with confidence and destroyed once they have served the research purposes for which it will be captured. This study is entirely voluntary, and you can withdraw at any time and for any reason. You may also ask questions at any point in the interview.*

- Please tell us about your role.
- How do you feel about the use of single-use plastics?
- Please tell us about any projects, policies or relevant work you are involved in that seek to reduce the use of single-use plastics in your organisation.
- Are you aware of any good practice in Cheltenham or elsewhere in the UK?
- Do you support “Plastic Free Cheltenham” and their ambition to become “Plastic Free Cheltenham”.
- What do you feel are the barriers to businesses reducing single-use plastics?
- In your opinion, is there anything else that could be done to reduce the use of single-use plastics by businesses?
- Who do you believe should be leading the agenda to reduce single-use plastics? i.e. Councils or businesses?
- Are you working with local businesses? If so, which ones? What are you doing with them?

- What do you think about existing or proposed legislation relating to single-use plastics?
- Are there any other issues you would like to discuss relevant to this topic?
- Are there any questions you would have expected us to ask?
- Is there anyone else who you feel would be able to help us in our research of this topic?

## APPENDIX 4 – PUBLICITY LEAFLET FOR RESEARCH DISSEMINATION EVENT



### Reducing single-use plastics on Cheltenham's Lower High Street

Cheltenham West End Partnership & sociology students from the University of Gloucestershire have been researching the use of single-use plastics by independent takeaway businesses on the Lower High Street, consumer attitudes to this, & options for (& barriers to) more sustainable alternatives.

You are invited to hear about key findings & join a discussion of how businesses & other stakeholders can work together to reduce single-use plastics in this area.

**Monday 29<sup>th</sup> April, 12:00 –  
13:00, Montpellier Room,  
Cheltenham Borough Council  
Municipal Offices, Promenade**

Please RSVP to  
[bernice.thomson@cwep.co.uk](mailto:bernice.thomson@cwep.co.uk)  
or 01242 692112