

MORECAMBE BAY PARTNERSHIP

Vote now to win for Morecambe Bay. Your vote can banish plastic from our beautiful coast and countryside.

You can turn the tide on litter. Your vote can win funding for Morecambe Bay from an internationally renowned conservation charity. You will be banishing plastic from our beautiful coast and countryside.

The only UK-based project to be shortlisted in the 'marine' category of the European Outdoor Conservation Association's annual funding awards, 'Clear the Bay by Day' seeks to mobilise an army of volunteers to rid Morecambe Bay's beaches, footpaths and cycleways of plastic waste and the new pandemic of discarded masks and PPE. If our local project, secures the most votes by noon on Thursday 22 October it will win the funding. Voting is now open <http://bit.ly/nowvoteMBP>.

Volunteers for Morecambe Bay Partnership, the charity leading this charge against plastic in Morecambe Bay, have removed 47 tonnes of rubbish – the equivalent of 4 double decker buses - from the Bay over recent years. Yet sadly, in the last few months we are drowning in a wave of discarded masks. If left unchecked, plastic pollution will irreversibly harm the fragile ecology of our beauty spots.

'Clear the Bay by Day' will remove litter with the help of an army of dedicated volunteers. It will raise awareness so that local communities, businesses and visitors who cherish Morecambe Bay, can reverse this worrying trend by simple actions such as shunning the use of single-use plastics, taking litter home and passing the message on. And, Clear the Bay by Day will be exploring new ways to reduce the amount of waste going to landfill, by working with innovative companies to explore alternative uses for unrecyclable plastics.

Susannah Bleakley, CEO of Morecambe Bay Partnership said "Everyone can help – it only takes a few seconds to vote, you don't need to leave an email, just your support to keep Morecambe Bay beautiful.

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We've all found a new connection with nature since the pandemic; being outdoors helps us relax and gives us a boost. Now, you can easily and quickly give something back to nature – just by voting for this incredibly important project.

As lockdown eased there was a growing tide of new litter – the disposable mask. Disposable masks are now more common litter items than plastic bags. After the plastic bag tax, it was drinks bottles that overtook bags as the most common litter item – and now sadly we find more disposable masks.

The Bay is cherished by so many local people and holidaymakers who share a love of the Bay – the stunning views from our promenades and headlands, the quiet country lanes and picturesque villages and towns. But plastic and other waste is having a terrible lasting effect – it looks awful, it's dangerous to wildlife and it never decomposes. Please, vote now and you will save our beautiful Bay from the blight of plastic and other waste. Thank you for all your votes.”

Voting is open now on the EOCA website <http://bit.ly/nowvoteMBP> and closes at noon on Thursday 22 October.

ENDS

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Morecambe Bay Partnership

Morecambe Bay Partnership's vision is a thriving Bay, rich in landscape, wildlife and culture which connects and inspires residents and visitors alike. Our aims are to

- Celebrate: the Bay's landscape and history
- Conserve: the Bay's nature, culture and heritage
- Connect: to improve access and quality of life
- Collaborate: with key partners and the community

It is imperative that plastic pollution is prevented in Morecambe Bay. Not only does it threaten the health of the environment, but also the natural beauty, which attracts visitors to the area, affecting the tourism industry that the local economy relies on. Over 60,000 people use the Bay Cycle Way, 70,000 take part in Cross Bay Walks to raise money for charity and we welcome 18.1 million day-trippers annually. And with the growing

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influx of 'holiday at home' visitors due to Covid19, if unchecked, plastic pollution may irreversibly harm the ecologically fragile beauty spots of the Bay.

European Outdoor Conservation Association

European Outdoor Conservation Association has a **vision that the outdoor sector and the millions of people who enjoy the great outdoors are active champions for the conservation of nature and wild places.**

<https://www.outdoorconservation.eu/project-voting-category.cfm?catid=3>