

# Eco Burslem

Together, as a community of businesses, organisations and individuals, we can build a more sustainable and healthy environment for us all.

- Support the regeneration of Burslem
- Decrease our negative environmental impact
- Increase social action and volunteering
- Bring about cost savings for businesses
- Improve health and wellbeing for all

Find out how you can get involved at  
[burslem.info/eco-burslem!](http://burslem.info/eco-burslem!)



**bare  
WALL**



**Burslem** Regeneration

*Making Burslem a great place for people to  
live, work, visit and invest in*

Burslem Regeneration Trust (BRT) aims to bring together each and every interest group in Burslem to create a shared vision and to facilitate the delivery of a long-term strategy of 'Transforming Burslem'. BRT is a not-for-profit organisation aiming to make Burslem a great place for people to live, work, visit and invest in. We contribute to the renewal of heritage buildings, support existing and new businesses, seek investment in local infrastructure, promote world class education and lifelong learning, and ensure cultural opportunities and events within Burslem are nurtured and accessible to everyone.

We believe that the Eco Burslem initiative can bring about positive social and environmental change and support the transformation and reputation of the wider Stoke-on-Trent region.

### **Eco Bricks**

Could we help minimise plastic waste from single-use bottles? We're looking for innovative ideas or groups that could utilise Eco Bricks for their own projects  
<https://www.ecobricks.org/>.

### **Single-use Plastic Free Retail**

We want to drastically reduce the amount of single-use plastic in our community and need your help to do so. If you're a business wanting to cut out plastic then there are funded support programmes that can help, or if you are already doing so let us know so we can shout about it! Individuals; start to rethink the way we use plastics and demand change, encouraging local businesses to adopt more sustainable practices.

### **Circular Economy – one man's trash is another man's treasure**

**Does your business produce a lot of waste that costs to dispose of?** We're looking for an organisation to take charge and create a forum for local businesses to post their available, good quality waste (such as wood, metals, plastics). Arts groups, upcyclers, community organisations or other businesses can then have the opportunity to utilise these materials for free, benefiting both parties.

### **Community Sustainability Champions**

We're looking for businesses or organisations to take the lead and act as drop-off points for hard-to-recycle waste streams such as snack packaging, pens, personal & oral care packaging and cigarette waste. These can then be sent to Terracycle, for free, to be recycled instead of ending up in our environment or landfill  
<https://www.terracycle.co.uk/en-GB/brigades>.

### **Sustainable Food**

Root 'n' Fruit is a community food initiative that links together schools, businesses and people from the community, to help them to learn about, grow, and eat, fruit and vegetables. The hub is a 600sqm allotment at Trubshawe Cross Allotments in Middleport, Stoke-on-Trent, where they grow fruit and veg, and run allotment gardening sessions for schools and community groups.

All the fruit and veg that is grown is donated, free-of-charge, to people in the local community who are experiencing food crisis – a sort of fresh-food bank, if you will.

The group is completely run by volunteers so if you are interested in getting involved please pop down for a chat on Thursday or Saturday between 10am-12pm or visit our website [www.rootnfruit.co.uk](http://www.rootnfruit.co.uk).

### **Funded Business Support**

There are multiple funded business support programmes aimed at increasing environmental sustainability and reducing operating costs (energy and waste bills). More information is available on our website.