# CornwallLive launches 'Ban the Boards' campaign to tackle polystyrene bodyboards



CornwallLive has launched a campaign titled "Ban the Boards," aimed at eliminating the use of inexpensive, polystyrene bodyboards that contribute significantly to environmental degradation in Cornwall. The campaign highlights the detrimental impact of these disposable products, which can take up to 500 years to decompose and break down into microplastics, infiltrating the food chain and potentially entering the human body.

The issue surrounding these bodyboards is multifaceted. Produced predominantly in China, they are often manufactured under questionable conditions and then transported over 11,000 miles to reach British shores, where they can be sold for as little as £5 or £10. This low price appeals to families, particularly in a time of economic strain, yet CornwallLive argues that this is a false economy as the boards frequently break and require replacement, thus leading to more waste.

The campaign's urgency is underscored by statistics such as the hundreds of bodyboards collected from Cornish beaches at the end of each season. Photos depicting mountains of debris, sometimes numbering up to 600 boards, illustrate the scale of the problem. Although local initiatives have been launched—such as rental schemes and collection points for recycling—CornwallLive asserts that addressing the issue at its source is critical to preserving the natural beauty of the region.

Cornwall, celebrated for its picturesque coastal scenery, is significantly impacted by the influx of visitors who often choose to purchase these bodyboards for temporary use. Many of these visitors discard the boards unresponsively, exacerbating the environmental crisis. To tackle this issue, CornwallLive plans to exert pressure on retailers, both local and national, to cease selling these products, aiming to promote sustainable alternatives that are both eco-friendly and cost-effective over time.

Some shops in Cornwall have already begun to stop selling these bodyboards, while others facilitate recycling efforts. The campaign underscores the potential for a wider societal shift towards more responsible consumer habits, emphasizing the importance of environmental preservation for future generations. The campaign not only seeks to gather support locally but also envisions it extending nationwide, ultimately hoping to reach governmental levels and influence policy changes regarding plastic and waste management.

As CornwallLive embarks on this initiative, it seeks participation from the community and visitors alike, encouraging awareness and action towards a more sustainable future. The collective responsibility of maintaining Cornwall's beaches and oceans is highlighted, with hopes for a lasting impact on both the environment and local culture.

Source: [Noah Wire Services](https://www.noahwire.com)