



Press Release

800,000 Green Points awarded to households and local charities as recycling shows early signs of improvement

Embargoed to Thursday 1 December

The London Borough of Bexley is pleased to award its first round of 'Green Points' on the lead up to Christmas. Households in Thamesmead and local charities have earned 800,000 Green Points through the London Green Points – Bexley scheme.

Every household in Thamesmead that has activated its Green Points account is getting 1,000 Green Points (which equates to £2.50) with 100,000 Green Points (equating to £250) also going to each of the three beneficiary charity projects. The Council is offsetting the cost of the points with savings in waste disposal charges combined with increased income from recycled materials.

The London Green Points - Bexley scheme, which started in September, incentivises residents to reduce the amount of rubbish they send for disposal by reducing, reusing and recycling their waste. Every three months the residual waste and the amount of recycling are measured on a neighbourhood scale, not by individual households, and if there is an improvement all households with activated accounts share the Green Points equally.

Just three months in, the new waste and recycling incentive scheme is already showing early signs of improvement in reducing waste. Weekly localised spot-checks being carried out show positive signs of reduced residual waste and increased recycling within the area.

Councillor Gareth Bacon, Bexley's Cabinet Member for Environment, is delighted that the scheme has got off to such a good start: *"We're the first council in the country to participate in the Local Green Points scheme, and it's very exciting to see Bexley residents and local retailers getting behind it so quickly. Already 25% of households in the phase 1 area have activated their accounts and with 30 local retailers signed up too, we're off to a flying start."*

Green Points earned can be redeemed for a range of eco products and exciting days out or donated to selected local charity projects. Participants also have access to a wide range of offers and discounts provided by 30 local retailers.

Local resident, Katrina O'Connell, is equally enthusiastic about the scheme: *"Living in a tower block means I have to take my recycling down to the communal bins in the street outside, but once you're in the habit it's really not difficult; the discounts from local shops and cafes plus the Green Points have really encouraged me and my*

neighbours to make that little bit of extra effort – I plan to donate my points to charity.”

The three beneficiary charities were selected by a Community Leaders Panel and include The Youth Awareness Project, MyBnk and Trees for Cities. Chantel Marcroft from The Youth Awareness Project is delighted to be benefitting from the recycling efforts of local people: *“We work with teenagers in the Thamesmead area to help them participate fully in the cultural life of the community and it’s great to see recycling efforts in the area supporting our activities; and of course we’d be absolutely thrilled if local people also choose to donate their household Green Points to us!”*

Legendary broadcaster Neil “Doctor” Fox, host of Magic FM’s Brighter Breakfast Show and ‘ambassador’ for London Green Points, is encouraging other households to get signed up to the scheme: *“It’s great 25% of eligible households are already signed up and I’d urge everyone in the phase 1 area to get involved – there’s some great stuff to spend your points on, including the option to donate them to the charity projects, but people are only going to get the points if they go to the website and get themselves registered for the scheme.”*

To activate a Green Points account, people living in flats in East Thamesmead need to log on to www.localgreenpoints.com/bexley or call the Local Green Points hotline between 9am and 5pm, Mon-Fri on 020 7326 5082.

Notes to Editors:

Earlier this year, it was announced that the London Borough of Bexley had received funding from the London Waste and Recycling Board’s (LWARB) Flats Recycling Programme and the Recycle for London programme, which is also funded by LWARB, to support the scheme in partnership with Gallions Housing Association.

The first phase is focused on 2,000 flats in East Thamesmead with a potential expansion to 15,000 flats across Bexley planned for 2012, and following that, a potential roll-out to all households in Bexley in 2013.

Every 400 Green Points equals £1.

Local Green Points is an LLP company backed by Green Rewards, Envirocomms and RWA (Resources and Waste Advisory Group).

The London Borough of Bexley is one of the partners in the London Green Points – Bexley scheme. If you would like to know more about the services the Council provides, please call the contact centre on 020 8303 7777 or visit www.bexley.gov.uk/recycling.

Gallions Housing Association, the other partner in the London Green Points – Bexley scheme, owns and manages 5,600 homes across South and East London offering a range of general needs, shared ownership, sheltered housing and other services.

For further information contact Graham Simmonds or Steve Bates at Local Green Points on g.simmonds@localgreenpoints.com or s.bates@localgreenpoints.com or 020 7326 5055.