



Press Release

London Green Points launches in Bexley with The Big Recycle!

Embargoed to Monday 3 October 2011

Pupils from [St John Fisher Catholic Primary School](#) in Thamesmead joined legendary broadcaster [Neil "Doctor" Fox](#), host of Magic FM's Brighter Breakfast Show and 'ambassador' for London Green Points, and local dignitaries and residents for the Big Recycle to mark the official launch of the [London Green Points scheme in Bexley](#) on Monday.

The London Green Points scheme incentivises residents to reduce the amount of rubbish they send for disposal by reducing, reusing and recycling their waste. The residual waste and the amount of recycling are measured at a neighbourhood level, not by individual households, and all households with activated accounts share the Green Points equally. Green Points earned can be redeemed for a range of eco products and exciting days out or donated to selected local charity projects. Participants will also have access to range of offers and discounts provided by local retailers.

Earlier this year, it was announced that the [London Borough of Bexley](#) had received funding from the [London Waste and Recycling Board's](#) Flats Recycling Programme and [Recycle for London](#) to support the scheme in partnership with [Gallions Housing Association](#). The first phase will reach just over 2,000 flats in East Thamesmead with a potential expansion to 15,000 flats across Bexley planned for 2012.

[Councillor Gareth Bacon](#), Bexley's Cabinet Member for the Environment, is delighted that Bexley is the first council in the country to adopt the scheme: *"We're proud that Bexley is already London's top borough for recycling with a recycling rate over 50%. However we recognise that we can still do more and see the London Green Points scheme as an excellent way to encourage even more people to recycle more waste, as well as helping to build community cohesion."*

[Tony Cotter, Chief Executive](#) at [Gallions Housing Association](#) is equally enthusiastic at the launch of the scheme in Thamesmead: *"There is a great sense of community here and we recognised early on that the London Green Points scheme has a very strong community element, supporting local charities through the donation of Green Points. We also see the partnerships with local retailers as benefiting the local economy"*.

Residents began to receive their welcome packs at the beginning of September and are starting to activate their accounts with over 10% of flats in East Thamesmead already signed up. The three selected local charities, The Youth Awareness Project, [MyBnk](#) and [Trees for Cities](#), were also present at the launch along with many of the

30 local retail partners who are already signed up and supporting the scheme. [Graham Simmonds](#), Partner at [Local Green Points LLP](#), the company behind the scheme, says that reaction from the community has been very positive: *“I spent some time recently out and about in Thamesmead talking to residents about the scheme and their enthusiasm for it was really encouraging. Of course, the ultimate test will be the reduction in waste that’s sent for disposal and the increase in recycling, but the initial positive reaction from residents and the local community is a great start!”*

[London Green Points Ambassador; Neil Fox](#), summed up the scheme’s ethos; *“Whenever there is a discussion on waste and recycling, whether on radio, tv or at the office, it is one subject that everybody has a view on. We all know there is a problem with too much stuff going to landfill, and most people would like to do something constructive to help. Well here it is – London Green Points, a simple and effective way for people to get involved. When you combine the retailer offers we’ve lined up on local high streets with the Green Points people earn, I believe London Green Points will make a big difference to how people deal with their rubbish.”*

Notes to Editors:

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

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.