Swim books set to make a splash for Gloucestershire Green Points – Cheltenham.

Cheltenham residents who are part of the Gloucestershire Green Points – Cheltenham pilot scheme are now able to spend their Green Points, earned through recycling their food waste, on swims at their local leisure centre.

The scheme launched to a pilot area of 5,000 households in the summer of 2013 in order to reward residents who recycle their food waste with Green Points. These points can be spent by residents on a range of over 1,000 sustainable products, all of which have been approved by an independent Sustainability Advisory Panel, or donate to any of 6 local primary and secondary schools.

As part of the scheme, residents can now spend their Green Points on swim books for leisure-at-cheltenham which are simply ordered via the scheme’s rewards eShop and then collected from leisure-at-cheltenham. Residents are able to mix their points with cash if they haven’t got enough Green Points to cover the cost in full.
Press Release

Councillor Roger Whyborn, Cabinet Member for Sustainability at Cheltenham Borough Council is excited that swims at leisure-at-cheltenham are now available to residents as part of the Gloucestershire Green Points scheme. He says “This is a great way to encourage recycling and get more people swimming; bringing healthy living together with sustainability makes perfect sense, and I encourage everyone in the Up Hatherley catchment area for the scheme to recycle their food waste and benefit from this great offer from leisure-at-cheltenham.”

Graham Simmonds, Managing Director of Local Green Points sees the addition of these products as adding even more value to the scheme for the residents who participate. He said “We think that the way to encourage people to recycle more of their food waste is to offer them something that is a real-value and attractive reward. We’ve already had some great feedback from residents who love the idea of spending their points on swims and we’re confident it’s going to be very popular.”

Local residents have already started taking up the offer and Selina Thompson-Green, a member of the Gloucestershire Green Points – Cheltenham scheme says “What a fab incentive to make me swim, I used my points and paid the difference.”

The swim books for leisure-at-cheltenham are available from www.localgreenpoints.com/gloucestershire, costing 4,584 Green Points (or £11.46) for 6 swims and 9,168 Green Points (or £22.92) for 12 swims. The books are provided at a special discounted rate for Gloucestershire Green Points – Cheltenham members, and can be paid for with a mixture of Green Points and cash.

Gloucestershire Green Points – Cheltenham is a pilot scheme that has been made possible with grant funding from Defra’s Reward and Recognition Scheme.

Notes to Editors:

Local Green Points is an LLP company backed by Green Rewards, the UK’s leading supplier of sustainable rewards programmes. The Company operates schemes to reward and incentivise waste and recycling for the London Borough of Bexley, Rother District Council, the Royal Borough of Greenwich, Gloucestershire Waste Partnership and the London Borough of Havering. Its parent company, Green Rewards, operates the workplace sustainability programme, JUMP: Healthy Planet Healthy Team, and its clients include Barclays and Argos.

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