



## **Plastic Waste Challenge launches as Bexley Green Points celebrates 10 years of recycling action**

1<sup>st</sup> July 2021

Today, the London Borough of Bexley is celebrating the 10<sup>th</sup> anniversary of its pioneering recycling engagement programme, Bexley Green Points, with the launch of a new challenge to motivate residents to cut plastic waste across the Borough.

Ten years ago, Bexley was the first council in the UK to adopt the Green Points approach and now it is the UK's first council to launch the Plastic Waste Challenge, encouraging residents to reduce their plastic consumption and to recycle plastics properly.

The launch coincides with [Plastic Free July](#), a global campaign to reduce single-use plastics. In the UK [5 million tonnes of plastic is consumed each year with only 25% of this being recycled](#), leaving the rest sent for incineration, landfill and polluting the natural environment.

The Challenge provides a 12-week programme of communications and activities to drive behaviour change, including choosing reusable products, completing pledges to reduce plastic consumption, shopping at Bexley's zero waste and refill shops or learning about the environmental impact of plastic packaging.

Launched in 2011, Bexley Green Points rewards residents for reducing, reusing and recycling as much as they can in return for Green Points. Residents can compete individually and as part of community teams, with those that earn the most points winning vouchers and charity donations.

In March, the winning communities donated £10,000 to boost community projects including Bexley SNAP and Bexley Adolescent Support Services.

Bexley's recycling rewards scheme led to the successful roll-out of similar successful recycling reward schemes across a range of local authority areas including Camden, St. Helens, Warwickshire, Torbay and more.

To date, 18,644 households across the Borough have taken part in the scheme. The programme is enabling the Council to avoid around £120,000 waste management costs per annum thanks to a £102 saving for every tonne of waste not sent for disposal, as well as earning income from the sale of glass, paper and other recycled materials.

**Councillor Peter Craske, Cabinet Member for Places, London Borough of Bexley, said:**

"Bexley is proud to have been number one for recycling in London for over a decade and a half now. One of the key reasons for this is the Bexley Green Points Scheme which has successfully boosted recycling rates and incentivised people to recycle across the Borough. We know that plastic waste has a really negative impact on the environment so we are excited to launch of the Plastic Waste Challenge to tackle this type of waste and encourage everyone in Bexley to take action."

**Graham Simmonds, Chief Executive, Jump, said:** "We are delighted to celebrate the 10<sup>th</sup> anniversary of Bexley Green Points. Bexley residents have made a huge impact through a decade of positive actions by improving recycling rates and reducing the amount of waste



across the community. We can't wait to see the positive impact they will have through the launch of this new Plastic Waste Challenge as we move into a new decade, and beyond!"

**-Ends-**

For further information please contact Anna Ireland at [anna.ireland@teamjump.co.uk](mailto:anna.ireland@teamjump.co.uk) or call 020 7326 5055.

Jump is the UK's leading supplier of engagement programmes that boost sustainability and wellbeing. Jump work with companies, universities and the public sector to motivate individuals to take positive steps. Clients include Manchester University NHS Foundation Trust, Barclays, Camden Council, University of Bristol and ASM Pacific Technology. For more information please visit: [www.teamjump.co.uk](http://www.teamjump.co.uk).