

London Borough of Bexley

Bexley Council wanted to find a way to engage with their incredibly diverse 240,000 residents to create a cohesive strategy towards waste management in their borough. To do this, they partnered with Jump to create a digital programme called 'Bexley Green Points'. This programme is available via a bespoke website and app which educates and motivates residents to reduce their waste and increase recycling.



Sector:
Public



Location:
London



Residents:
240,000+



Challenge:
Education

The impact so far

Over 18,600
residents signed up



Food, paper, plastic waste
tonnage reduced by over 30%

737 food waste
challenge participants



£120,000 in waste management
costs avoided per annum

Recorded March 2022

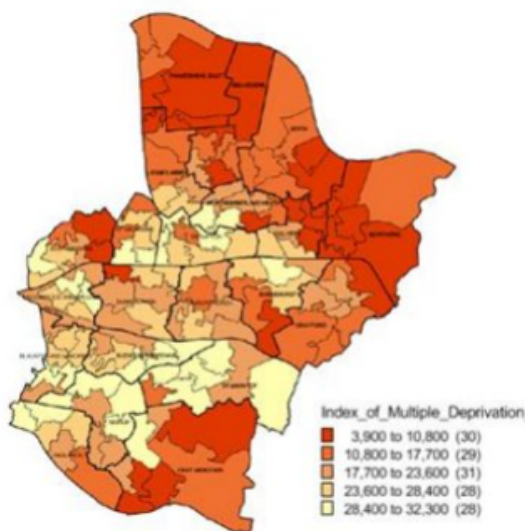
The challenge

With a diverse range of residents, the London Borough of Bexley found it challenging to communicate the importance of proper waste management to them. This challenge was especially prevalent in the Thamesmead estate, where fly-tipping was a regular occurrence. The Council knew they needed to engage and educate residents in waste and recycling behaviours, so they partnered with Jump to find a solution.

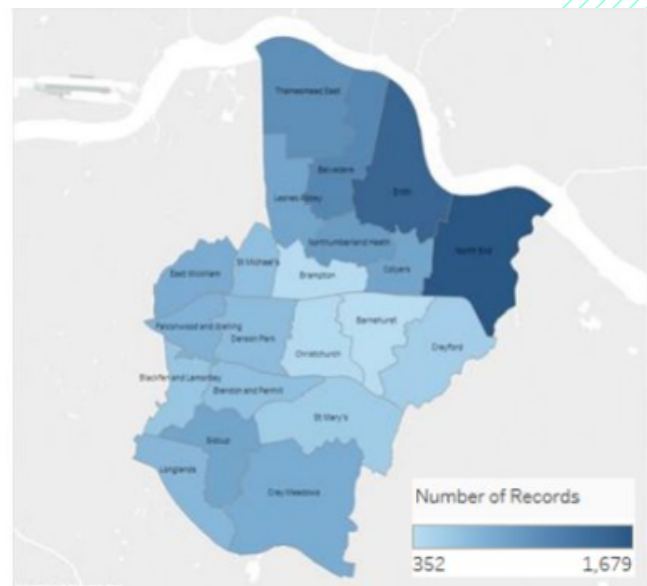
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The Solution

In 2011, we launched a bespoke programme for the London Borough of Bexley called 'Bexley Green Points'. The programme focuses on educating residents on the importance of reducing waste and increasing recycling, as this ultimately reduces the amount of waste sent to incineration and landfill sites. The easy-to-use interface of a Jump platform as well as a range of activities for various ability levels, chosen by the Borough Council, addressed the Council's challenge in communicating to a wide range of demographics. This allowed engagement to blossom in typically hard-to-reach demographics, including the Borough's most deprived areas, and resulted in over £120,000 saved in waste management costs per annum.



Multiple deprivation rankings



Green Points sign ups by ward

The bespoke nature of a Jump programme meant for the London Borough of Bexley could integrate quizzes where users can learn what can be recycled in the Borough, guides on sustainable packaging, and a map of plastic-free businesses in the area. These educate residents on how they can take action and reduce costs in printing physical education materials. The programme also features fun, community activities such as organising litter picks and submitting photos of upcycling projects which can be viewed on the platform's gallery. These make the platform a sustainable community hub and have resulted in over 18,600 residents being signed up.

Want to learn more about how Jump could help your organisation?
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