

NEWS RELEASE

Borough Council of
King's Lynn &
West Norfolk



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Local charities set to benefit when residents recycle

A new scheme which launched in Kings Lynn and West Norfolk last month will see six local charity and community projects benefit from residents' recycling efforts. These are: Hospital Radio Lynn, West Norfolk Mind, Scotty's Little Soldiers, The Rotary Club of King's Lynn, The Norfolk Hospice and Festival Too.

West Norfolk Recycling Rewards encourages residents to recycle as much as they can in order to earn Green Points for their community. There are five communities across the Borough: Kings Lynn and Surroundings, Southern and Downham Market, Northern and Hunstanton, West Norfolk Fens and West Norfolk Central.

The rubbish and recycling produced by each of the five communities is measured and when rubbish is going down and recycling going up, registered members of that community will earn Green Points for their efforts. Residents can also earn more Green Points for their community by taking part in extra activities on the Recycling Rewards website, such as by reporting which materials they recycle each week.

After 6 months, the community that has earned the most Green Points overall will receive £1,500 to donate to one of the six charity projects, with the communities in second and third place receiving £750 each.

Residents can vote for which of the projects they'd like their community to support on the website at www.west-norfolk.gov.uk/recyclingrewards.

Mark Shea, Commercial Director at the Norfolk Hospice, who currently have the most votes of the charities, said: "We're really pleased to have been given the opportunity to be a part of this scheme as it's a great way for people to support causes close to them with actions that are great for their community too."

As well as earning donations for charities, residents also have the chance to win vouchers for themselves – with one £50 and two £25 vouchers up for grabs for those individuals who contribute the most points to their community's total each month. Winners can choose from Marks & Spencer, Alive Leisure, iTunes, Majestic Cinema and National Garden gift vouchers.

Cllr Brian Long, Leader of the Borough Council of King's Lynn & West Norfolk and Cabinet Member for Environment, said: "Reducing waste and increasing the amount

of quality recycling we collect is crucial. We would encourage people to sign up to the scheme to get more information about recycling whilst having the opportunity to earn rewards that could help a local charity.

The scheme is open to all residents of Kings Lynn and West Norfolk and is completely free to participate in. Welcome packs have been sent to all households with information on the scheme and how to recycle in West Norfolk.

To get involved, residents need to first activate their accounts either online at www.west-norfolk.gov.uk/recyclingrewards, by calling 0207 326 5055 (Mon-Fri, 9am-5:30pm) or by filling in the freepost activation form included with their welcome pack.

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For more information please contact:

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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 provides a range of services to local authorities that encourage waste reduction, recycling and reuse, and its local authority clients include the London Borough of Bexley, Torbay Council, London Borough of Havering, Coventry City Council, and many more. Its parent company, Green Rewards, operates the workplace sustainability programme, JUMP, and its clients include RBS and the University of Chichester.

Issued by: Sharon Clifton, Communications Manager, on 01553 616711