

From silver screen to podcast dream

Glencar - Showcase Cinema Newham - Return MK

Project DIVERT connects reusable items from cinema demolition to children's charity

Glencar Construction working with Metro Deconstruction Services has implemented Project DIVERT, Encore Environment's award-winning environmental and social value initiative to successfully divert reusable items from the demolition of a former Showcase Cinema in Newham to Return MK, a charity providing alternative activities to engage young people in Milton Keynes.

Project DIVERT can identify items from demolition and refurbishment construction projects that are reusable such as furniture, appliances and carpet tiles. It then facilitates the donation of those items to local charities, non-profits and community groups therefore avoiding traditional waste streams! This keeps the items in circularity, reduces the amount of waste from site, and creates positive impact through social value.

Reel to reuse

Over 5 tonnes of reuse materials were identified for donation including 100 acoustic sheets, 30 large globe lights, over 2000 sqm of carpet tiles, cinema seats, storage units and audio equipment. A successful connection was made with Return MK, who provide services for young people otherwise excluded from mainstream schools, and they were delighted to receive acoustic sheets, cinema seats and lighting! With support from Bishops Move removals, the items have now been gratefully received and they envisage the build of a new podcast auditorium!

Through Project DIVERT's unique database of VCSE organisations, Encore Environment's team has been in touch with over 25 additional local charities and community groups to make them aware of the remaining items available for donation.

Stacey Bee, key account manager at Encore Environment said: "It has been an absolute pleasure to see Project DIVERT in action - from the identification of items on site, the segregation and uploading for transportation, and meeting Jason from Return MK who was taking delivery of the items. I was privileged to be shown around Return MK to see their fantastic facilities and can see that this donation is going to make a hugely positive impact on the students. We would like to thank our clients Glencar, Metro, Bishops Move and the Project DIVERT team for making this happen!"

The Glencar, Metro and Project DIVERT collaboration has ensured over 5 tonnes of materials have been diverted away from traditional waste disposal to local organisations in need, this equates to a carbon saving of 358kgCO₂e.



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Tonnage diverted

358

(kgCO₂e)
Carbon Savings

£550

Waste costs
saved

100%

social value
created when helping
community groups