

Veolia Westminster displays pride with London's most colourful clean up achieving 56% recycling rate

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[Veolia](#), in partnership with Westminster City Council, has achieved a recycling rate of 56% in one of Westminster's largest clean-up operations of the year.

Veolia's team members not only marched in solidarity with the LGBTQIA+ community for the fourth year in a row, but also orchestrated the clean up response for Westminster's biggest and most colourful event of the year. Dedicated crews worked shifts before, during, and after the parade, collecting just over 26 tonnes of litter from the streets, with 14.7 tonnes being recycled.

Innovative practices were put in place this year to further improve upon the event's recycling rate, including ten employees maintaining a constant presence along the parade route, with six of these dedicated to litter picking recyclable items, collecting cans, cartons and bottles from those enjoying the parade.

Visitors were supported in their efforts to recycle by crew members proactively taking their waste, as well as through distinctive on-street litter bins with clear recycling compartments that were strategically placed behind the crowd line. Correct waste segregation was also ensured through the deployment of both recycling and general waste collection vehicles on the day, with recycling vehicles heading straight to the nearby Southwark Materials Recycling Facility (MRF) for sorting.

Veolia and Westminster City Council's rainbow coloured electric Refuse Collection Vehicles (eRCVs) and electric assisted vehicles (EAVs) were visible around the busy streets of Soho throughout Pride month and

in the parade itself, and will continue to serve Westminster's communities year-round. The vibrant rainbow livery with the theme of "Proud" was designed to reflect the dynamic spirit of the City that Veolia is proud to serve while celebrating its diverse workforce who keep streets clean nationwide.

Scott Edgell, Divisional Head of Municipal Operations at Veolia Westminster said: "Pride in London is the largest event in Westminster and our street cleansing teams worked hard to not only ensure an efficient clean-up operation, but to maximise recycling efforts to make it the most sustainable Pride parade yet. The parade reflects our values of community spirit and respect, and it was heartening to stand shoulder to shoulder with our LGBTQIA+ workforce, as well as the wonderfully diverse communities we serve. I'm incredibly proud of our team who not only champion inclusion but work tirelessly to keep Westminster's streets clean year round."

Cllr Max Sullivan, Cabinet Member for Streets at Westminster City Council, said: "Before, after and during Pride, our Veolia teams have been incredible in cleaning up the streets as efficiently and sustainably as possible. On behalf of the council, our residents and our visitors, I'd like to say a huge thank you for making this event a success and for ensuring that Westminster remains a welcoming city for large-scale events all year round."