

# Anchor Group Services Led the Way in ESG and Sustainability Innovation at MediaCity on International ESG Day

6 months ago



As the world marked International ESG Day on 30 November, a global initiative promoting Environmental, Social, and Governance (ESG) principles, [Anchor Group Services](#) is celebrating its success and reflecting on the lasting impact of its ESG-driven initiatives at internationally acclaimed MediaCity, home of the BBC and ITV alongside 200+ media, digital and creative SMEs.

Since securing the cleaning contract at MediaCity in 2019, Anchor Group Services has demonstrated an unwavering commitment to innovation, sustainability and ESG excellence. By embedding sustainability into its operations, they have delivered impactful solutions that not only drive cost savings but also significantly reduce environmental impact.

Driving ESG through innovation is at the heart of Anchor's mission and they have implemented numerous pioneering initiatives across MediaCity. These efforts have resulted in substantial environmental benefits and long-term financial savings, reinforcing their position as a sustainability leader.

Key achievements at MediaCity include:

**Gum Drop Initiative:** Transforming waste into innovation, Anchor introduced Gum Drop bins, collecting and recycling used chewing gum into new products.

- In just six months , 5 bins collected 803g of gum.
- £301 saved on cleaning costs, with a projected annual saving of £602.

- The gum collected could be recycled into 44 new Gum Drop bins or 143 Gum Drop keyrings.

Q-Eco Tabs: A game-changer in waste reduction and carbon footprint reduction.

- Zero waste with fully recyclable packaging.
- 1.14 tonnes of plastic saved in one year.
- In a 12 month period: 0.3 tonnes (300kg) of single-use plastic saved – *equivalent to 2,400 bottles, enough to cover a full tennis court!*
- Projected annual savings of 0.7 tonnes of single-use plastic.

SoluCLEAN Auto Dishwash: A sustainable alternative to traditional dishwasher tablets.

- Replacing 9,200 pieces of unnecessary plastic packaging annually.
- Made in the UK, cruelty-free, and free from harmful chemicals.
- Cost-effective, highly efficient, and eco-friendly.
- Sustainably derived, free from Palm Oil, VOCs, Phosphates and EDTA.

V-Air Solid Air Fresheners: Cutting waste from single-use batteries and aerosols.

- 1,700 single-use batteries saved annually.
- No aerosols, solvents, or volatile organic compounds.
- 100% organic and biodegradable refills reducing environmental impact.
- 3,296 Aerosols saved per year and 824 Batteries saved per year.
- Full annual refills overall saved 2,790 which are Volatile Organic Compound (Biodegradable Refills). This is a reduction of 50%.

Tiboo Foam Soap Tablets: A revolutionary approach to hand hygiene.

- Eliminated 318 single-use plastic 5L bottles and 642 1L cartridges.
- Zero waste with fully recyclable, UK-manufactured products.
- Significant reduction in carbon footprint.

Regatta Uniform – The Honesty Project: Sustainable workwear making a difference.

- 3,159,435 plastic bottles saved through recycled fabric production.
- 100% recycled materials with responsible sourcing.
- Insulation made from plastic bottles.

- Ethical manufacturing with 68,000 workers covered under the ETI base code.

The partnership between MediaCity and Anchor is built on shared ESG values.

Rozalia Rushfirth, Key Account Director at Anchor Group Services said: “On this International ESG Day, it’s about having the courage and confidence to look at how something is done and changing it when it can be made better. Wherever possible we use recycled consumables and cleaning materials with the lowest possible carbon footprint. If consumables are not recycled, they are from sustainable sources. We are now supplying many items including vacuum cleaners, janitorial trollies, mop buckets and many others that are made from between 75% and 100% recycled plastic.

“We pride ourselves on true dedication to ESG values and take action rather than just paying it lip service. We’re delighted with the illustrative impact our innovative solutions have had on MediaCity – not just towards helping the environment and boosting sustainability, but in delivering evidenced cost savings for the client in the process.”

A spokesperson at MediaCity, added: “As we celebrate International ESG Day, it’s an opportune moment to highlight the tangible results that collaboration on sustainability can have across our community and operations.

“Anchor and MediaCity work closely together to achieve ESG shared goals. We don’t see them as contractors – we see them as a vital part of our business as well.”

By integrating sustainability into its operations, Anchor Group Services continues to redefine industry standards, proving that business success and environmental responsibility go hand in hand. As the world marks International ESG Day, Anchor remains committed to driving meaningful change in ESG performance at MediaCity and across its entire client portfolio – showing that innovation, ethics, and impact truly go together.