



LONDON REMADE
The business of recycling

Powerday plc

London Remade is helping Powerday develop a state-of-the-art recycling facility, processing construction and demolition waste, as well as municipal solid waste.

“This is a unique, innovative project for London. Waste will be transported to and from the reprocessing plant via rail and waterways, revitalising an area in need of significant regeneration.”

Vince O’Shea, Director, Powerday

Background

The Powerday facility, based at Willesden Junction, is a demonstration of generating economic growth and development through the recycling and reclamation of waste.

A signatory to the Mayor’s Green Procurement Code and with support from enhance, Powerday was awarded £562,400 through the London Development Agency’s Economic Development Infrastructure Building project, via the London Recycling Fund.



Aerial view of brownfield site

What is happening?

Powerday is developing a flagship facility for the capital, embracing many requirements of the Greater London Authority’s wider waste plan for London. It has rail and water transport links and English, Welsh and Scottish Railways and British Waterways are project partners.

London Remade has given Powerday practical business advice; helped find the best location for the plant; assisted with grant

applications and contracts; and sourced materials, academic links and funding streams.

London Remade interviewed five of Powerday’s key stakeholders as part of a communications audit. This resulted in recommending a comprehensive communications strategy, including a detailed plan for the launch and opening of the plant.

Achievements

Powerday has invested £9 million, representing a major venture in a deprived area, which will create 58 new jobs by March 2008.

Brownfield land has been remediated for this regenerated site. Due to the rail and canal links, less waste will be transported by road, resulting in fewer vehicle movements, reduced traffic congestion, carbon emissions and noise pollution.

Brownfield land remediated (ha)	Investment so far (£m)
3.7	9
Tonnes (million) diverted from landfill	Jobs created by March 2008
2.5 by 2010	58

Future

The facility is due to open in the summer, 2007.

Powerday plans to invest another £9 million over the next five years, creating a further 50 jobs.

By 2010, more than 2.5 million tonnes of waste will have been treated at the plant and diverted from landfill sites, reducing carbon and greenhouse gas emissions.

London Remade will continue to support Powerday in the future, with the possibility of developing other recycling facilities.



Powerday facility under construction

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