



mytimeactive

**PRESS RELEASE: FOR IMMEDIATE RELEASE**

**APRIL 2024**

## **Mytime Active ditches the blue to go green!**

**The Trust has removed all blue single-use plastic overshoes from its swimming pools, saving more than 36,000 pairs per month**

Charitable trust, Mytime Active, has removed all single-use plastic overshoes from its swimming pools and leisure centres, as part of ongoing sustainability efforts. Across the trust's six swimming pools in the Borough of Bromley, the decision to no longer use single-use plastic overshoes will prevent **36,000 pairs** from going into landfill per month - that's a staggering **432,000 a year**. The trust, which is celebrating its 20<sup>th</sup> anniversary this year, is asking its community to instead bring their own flip flops or other suitable footwear to use around its swimming pools.

"This is an important step in helping make Mytime Active plastic free, part of our responsibility to reduce our environmental impact within the local community," explains CEO Jason Stanton. "There is growing awareness of the issue of plastic and other waste, and we are taking really positive steps towards lessening our impact on the environment. We have clear sustainability goals and work hard to communicate these to everyone in the company and beyond, helping employees and members to understand how they can contribute to our environmental and sustainability targets.

"We have created a team of energy champions who are passionate about environmental and sustainability issues to help lead our initiatives. This team serve as ambassadors for the company's environmental and sustainability efforts."

Part of Mytime Active's Carbon Net Zero targets, the move comes under the charitable trust's wider environmental commitment, which includes a plan to shift the organisation's focus towards environmental and sustainability enterprises. Other initiatives underway include replacing all existing lighting with energy-saving LED fittings



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and installing energy efficient speed controllers to pumps and ventilation equipment, to reduce energy consumption. Mytime Active is also taking steps to improve biodiversity and promote ecological sustainability across its golf courses. These include incorporating native plants into the course's landscapes to provide habitats for local wildlife, and minimising the use of herbicides and fertilisers. Designated areas of Mytime Active's golf courses are protected as wildlife habitats to provide shelter, food and breeding grounds for a variety of species, and the trust has added nesting boxes and insect houses.

Mytime Active is working with a full range of partners, including Community Leisure UK and England Golf to achieve its environmental and sustainability targets, and identify opportunities to collaborate and share best practice.

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#### **NOTES TO EDITORS**

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#### **ABOUT MYTIME ACTIVE**

Mytime Active is an independent charity and social enterprise on a mission to improve wellbeing in its local communities. Mytime Active strives to help people get more out of life through its range of more than 100 accessible services. These include swimming, golf, gyms, group exercise programmes, bowling, soft play, social events, childcare and health programmes at 23 locations across Bromley, the Midlands and Hampshire.

Mytime Active's family-friendly services cater to every segment of the community, from children and parents to young golfers and older members. It offers specialised and inclusive programmes for various groups including those with health conditions, disabilities, new parents, older individuals and young people, to ensure that everyone gets more out of life.

Mytime Active reinvests all its profits back where it matters most, into its facilities, services and programmes, as well as into community activities, for the long-term wellbeing of the local community.