Landsec to launch textile recycling scheme at Westgate Oxford

By Barbara Santamaria - 27 February 2019

Property firm Landsec has devised a plan to incentivise consumers to recycle their old clothes in response to calls for a clothing levy to reduce the industry’s waste.

Landsec said it will trial a recycling scheme for used clothes at Westgate shopping centre in Oxford, and if successful, the scheme will be replicated across its retail destinations.

The company manages Bluewater, Clarks Village, Trinity Leeds and St David’s in Cardiff, among others.

It said the ‘spring clean, think green’ scheme will launch on 4 March and run for a month. A number of initiatives, including weekly competitions, will explore different ways to promote recycling, and that the trial’s success will be measured by the number of people donating items and the total weight of the clothes.

It has partnered with I:Collect for the clothing collection scheme. A global leader in the collection, sorting, reuse and recycling of used clothing, I:Collect will also educate consumers about how donated garments can be upcycled and the importance of recycling textiles.

“Michael Gove is right to be concerned about the impact fast fashion has on the environment, but now is not the time to introduce a new levy in bricks and mortar retail,” said Ailish Christian-West, head of property of Landsec’s retail portfolio, commented.

“Both retailers and retail landlords undoubtedly have a role to play in reducing the amount of textiles which end up incinerated or sent to landfill.”

Tom Byrne, sustainability manager at Landsec, added: “Clothing banks have existed for a number of years, but what we feel has been missing is a landlord-led initiative which can really drive up recycling rates in key retail destinations; our kiosk will bring the experience of recycling to life for customers and we’re hopeful that a less passive waste strategy will translate into greater enthusiasm for recycling textiles.”