

# **first mile**

## **easy recycling**

Media toolkit

# About First Mile

Founded in 2004 by Bruce Bratley, First Mile makes it easy for UK businesses to recycle and improve corporate sustainability.

Serving over 25,000 customers, First Mile recycles 65,000 tonnes every year, with a focus on closing the loop where possible.

First Mile is at the forefront of the waste industry, investing in technologies and continually innovating to transform how businesses recycle, manage waste and reduce their impact on the environment.

## First Mile facts

- Five million recycling collections every year, recycling 65,000 tonnes
- Over 60% of all material collected is recycled - the London average is 30%.
- 25,000 customers
- 75 vehicles, collecting 24/7 in the cities of London and Birmingham
- 240 employees
- Head office in Highbury with our “sacktory” recycling depot in Park Royal
- Annual turnover of £25m
- Collecting from the cities of London and Birmingham, as well as serving national customers

## Key services, include:

**Cardboard recycling:** We collect bundles of flat-pack cardboard, such as large packing boxes, that are taken to a facility to be pulped and recycled back into new products.

**Coffee recycling:** Waste coffee grounds are collected and taken to a coffee recycling plant, where they are converted into biomass pellets and briquettes.

**Cooking oil:** We collect cooking oil and send it to be refined and converted into bio-diesel.

**Electronics recycling and disposal (WEEE):** We collect all kinds of broken and unwanted electrical equipment and safely recycle it, reclaiming all the precious resources inside it.

**Food waste:** Materials such as fruit and veg peelings, tea bags, bones and shells are collected and transformed into renewable energy and nutrient-rich fertiliser.

## Key services cont....

**Glass recycling:** All kinds of glass can be recycled in our glass recycling sacks. It is then taken to a local glass recycling specialist, where it is recycled back into glass. Broken glass is turned into aggregate for use in the construction of roads and buildings.

**General waste:** Our service for anything that can't be recycled. General waste is incinerated to produce green energy, so zero goes to landfill.

**Lightbulb recycling:** Fluorescent tubes and light bulbs are collected and taken to a specialist recycling facility, where materials such as mercury, lead and glass are recovered to make new products.

**Mixed recycling:** Businesses put plastic, paper and card in the same sack or bin, and we do the sorting before making sure every item is recycled correctly.

## The First Mile mission

To provide as many businesses as possible with our revolutionary recycling services, helping them leave a greener footprint, whilst inspiring a nation to save the planet.

## Why do businesses choose First Mile?

- We manage the 'first mile' of waste's journey to a better place. We collect from thousands of customers and send their recycling to the best local facilities to be recycled
  - It is cheaper for businesses to recycle than to use general waste collections
- We provide collections up to three times a day, 24 hours a day and seven days a week

# Spokespeople

We're always happy to provide expert insight and comment on a wide range of sustainability and business issues, including:

- Recycling and sustainability
- Waste management
- Technology and innovation
- The use of green vehicles
- Operating within the SME environment
- Geographical business issues in London and Birmingham
- Customer and staff engagement

## Case studies

We have over 25,000 customers, many of which love talking about their recycling efforts! We can offer/source case studies across many business sectors, including:

- Hospitality
- Catering
- Retail
- Offices
- Shopping centres

# The First Mile leadership team

Our team of industry leaders includes:

- Bruce Bratley: CEO/founder
- Joe Allen: Chief commercial officer
- James Harland: Chief financial officer
- Bethany Guard: Chief customer officer
- Lukasz Czech: Head of operations
- Ian Cairns: Director of sales
- Lily Grey: Partnerships director
- Zinnia Harris: Marketing director

## About Bruce Bratley, founder and CEO

Bruce set up First Mile in 2004. An entrepreneur but also an environmentalist at heart, he saw an opportunity to help businesses reshape how they managed their waste.

Bruce has a PHD in Environmental Marxism – which in layman’s terms is about how today’s consumerism destroys our planet through the consumption of limited natural resources and pollution. Therefore, his stance is collectively we need to reduce how much we use, and recycle as much as possible in an eco-friendly manner. And this is the mission of First Mile.

Fifteen years on Bruce is CEO and every bit as passionate and involved in the business as he once was. He remains at the forefront of innovation in the waste industry.

## Media contact

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