



20 June 2010

## PRESS RELEASE

### **Incentivated delivers location-based SMS recycling day and materials reminders for Liverpool City Council**

Liverpool, June 2010— Liverpool City Council has launched a brand new text messaging service to tell residents when to put their bins out.

By simply texting BINS, along with house number and postcode to 62233, Liverpoolians receive an SMS message telling them what day their bin collection is and what bins are to be put out.

e.g. Collection day: Wednesday. Purple bin/bag collection weekly from 23/06. Blue bin/box collection fortnightly from 30/06.

Thereafter, a text will be sent every week on the day before the collection as a continuous reminder. Once residents feel they don't need a reminder, they can just opt out by texting 'BINS STOP' to 62233.

The text messages are charged at standard network rates, and residents are only charged for the texts sent - not for the messages received from the council.

This new service comes as the city council introduces the biggest shake-up to the collection service in its history. The change means 80 per cent of the city's residents have a brand new collection day on which they'll put out both their waste (purple) bin or black bag and one of their recycling (blue/green) bins or boxes.

Leader of Liverpool City Council, Councillor Joe Anderson, said: "Most people have mobile phones, and text messaging is a great way to find out essential information. We all have busy lives, so it couldn't be easier getting a message to remind you to put out your bins."

Jonathan Bass, Managing Director, Incentivated, said: "We have a number of year's experience providing recycling information to Londoners on behalf of Recycle for London. We are delighted to be able to use that knowledge to now help Liverpool City Council, and other local authorities and residents around the UK, deliver similarly helpful reminders and information through their mobile phones."

#### **For further information:**

Jason Cross, Marketing Director, Incentivated.  
Tel: 0845 130 3985. Email [jasonc@incentivated.com](mailto:jasonc@incentivated.com)

page 1 of 2

*managing mobile interactivity*

#### **Incentivated Limited**

23 Curtain Road, London E22A 3LT (registered office) switchboard: 020 7392 2350 fax: 0845 230 3985  
email: [info@incentivated.com](mailto:info@incentivated.com) [www.incentivated.com](http://www.incentivated.com)

Registered number: 4330957. England and Wales

## **Notes to Editors**

### **Liverpool - Facts and Figures**

- Over 178,000 postal districts have been incorporated into this SMS recycling database
- Over 1700 SMS requests have been received in the first 10 days the service has been live
- The population of Liverpool has stabilised after decades of decline and now stands at around 450,000
- Recycling rates in the city have improved by 230% in the last 5 years (to 49,000 tonnes), according to Recycle Now.
- In March 2010, Liverpool saw the creation of a new Liver Bird made entirely from recyclable materials.
- Liverpool was the most successful European Capital of Culture ever with 15 million cultural visits and 7000 events generating £800m pounds worth of economic benefit during 2008
- The £1 billion Liverpool One development has transformed the city centre with 2 million sq ft of new shops, offices and leisure facilities - Europe's biggest regeneration scheme
- Liverpool is a UNESCO World Heritage city
- Liverpool is the most successful footballing city in England - with 27 League Championships, 5 European Cups, three UEFA cups, 1 cup Winners cup, 12 FA Cups and 6 League Cups

### **About Incentivated**

Incentivated works with brands, the public sector, charities and their agencies to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text and picture messaging, mobile internet, apps, mobile barcodes, Bluetooth and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Heineken, Hilton Group, Jaguar, King of Shaves, Macmillan Cancer Support, Marks & Spencer, Mars, Pricewaterhouse Coopers, Scottish Power, Specsavers, Transport for London, Virgin, and Visit Britain.

For more information, please visit: [incentivated.com](http://incentivated.com).