

# Veolia Southend on Sea promotes sustainable style with spring Swap Shop

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Veolia, Southend-on-Sea City Council's recycling and waste collections partner, is urging residents to try 'swishing' this spring and swap their pre-loved clothes at a free event on Thursday 13 March 2025.

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Southend residents are invited to bring along up to 10 items of good quality adult-sized clothing that they no longer wear, and swap them for pre-loved items from their neighbours.

Unwanted fashion has a significant negative impact on the environment, with around 350,000 tonnes of clothing being thrown away each year\*. Residents who join in the clothes swap will help minimise the environmental impact of clothes shopping at no cost.

On Thursday 13 March at The Forum, Elmer Avenue, SS1 1NS, Southend-on-Sea residents will receive a token for each item of donated clothing, which can then be redeemed for preloved treasures. The timings of the day are as follows:

- **Donations are welcome 10 - 11am:** residents can donate up to 10 adult items of clothing in return for tokens.
- **Browsing will take place 11.30am - 2.30pm:** tokens can be exchanged for donated clothes.

Surplus clothing leftover at the end of the event will be sent for onward reuse and recycling.

Residents are asked to register to attend at [www.tickettailor.com/events/veolia/1555348](http://www.tickettailor.com/events/veolia/1555348).

**Ilana Shaw, General Manager for Veolia Southend** said: "Southend-on-Sea residents are fantastic recyclers, and I hope they will enjoy this opportunity to minimise waste whilst updating their wardrobes. Reusing second-hand goods reduces the demand for new items, meaning less energy and fewer materials are needed to produce them.

"Veolia began delivering Southend on Sea's recycling and waste services eight years ago and we have always been proud to support the community beyond the essential services we operate with our local funding and reuse schemes. Through this clothes swap, residents can participate in a sustainable shopping experience which is kind to their purses and the planet."

**Cllr Lydia Hyde, cabinet member for climate, environment and waste** said: "As a community, we have the power to make a real difference. By taking part in this clothes swap, Southend residents can refresh their wardrobes sustainably while reducing textile waste. It's a simple yet impactful way to protect our environment and support one another. I encourage everyone to get involved!":

\*according to Clothes Aid.

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## ABOUT VEOLIA

Veolia group aims to become the benchmark company for ecological transformation. Present on five continents with nearly 218,000 employees, the Group designs and deploys useful, practical solutions for the management of water, waste and energy that are contributing to a radical turnaround of the current situation. Through its three complementary activities, Veolia helps to develop access to resources, to preserve available resources and to renew them. In 2023, the Veolia group provided 113 million inhabitants with drinking water and 103 million with sanitation, produced 42 million megawatt hours of energy and treated 63 million tonnes of waste. Veolia Environnement (Paris Euronext: VIE) achieved consolidated revenue of 45,351 million euros in 2023. [www.veolia.com](http://www.veolia.com)

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