



**DIGITAL BIRMINGHAM**  
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## **GREEN IT INITIATIVE PROVIDES GOLDEN OPPORTUNITY FOR LOCAL COMMUNITY**

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Mountains of IT waste otherwise destined for landfill have been recycled or re-used in the community thanks to an environmentally friendly initiative by enterprising partners Birmingham City Council, Digital Birmingham and Secure IT Disposals Ltd.

Under the pioneering venture launched last May, Birmingham residents can benefit from the UK's first doorstep collection and recycling service for unwanted computers and IT equipment.

In addition, Birmingham businesses can take advantage of the UK's first computer recycling scheme offering data destruction guaranteed to MoD standards.

Secure IT Disposals Ltd, which is based at Woodgate Business Park, has so far collected around 15,000 pieces of unwanted IT equipment from Birmingham businesses and schools, alongside running 108 residential collections for which a nominal £15.00 fee is charged for four items. 49 of these collections were made free of charge for registered disabled people.

All equipment collected under the residential scheme that is still in a useable condition is offered to local charities or community groups free of charge whilst the original owners can rest assured that any personal data is completely and permanently erased.

"End of life' solutions for IT equipment are a pressing problem," said Cllr Paul Tilsley, Birmingham City Council deputy leader, who heads up the Digital Birmingham partnership.

"Research last year showed that only 20% of the 6 million items of electronic equipment thrown away annually are recycled. This initiative with Secure IT makes us one of the leading UK authorities to address the issue of IT waste, and it's heartening to see that it's been so enthusiastically taken up by businesses and residents."

The donated equipment makes a huge contribution to the local community: after it has been checked and cleaned by Secure IT it is passed to ENTA CIC, a local training provider that works in some of Birmingham's most disadvantaged wards and provides training to equip people to enter employment or further development.

Much of the equipment is refurbished and tested and 220 former city council computers have been sold to benefit recipients via a neighbourhood shop, Community Computers, which opened in the Shard End district in November last year. This scheme, which is supported by Service Birmingham and Secure IT, enables PCs and laptops - which come fully equipped with free Microsoft software - to be sold at a greatly reduced cost to people who otherwise would not be able to afford them

Furthermore, as direct result of the recycling initiative Secure IT has increased its staff by 40%, taking 17 people out of unemployment.

To find out about opening times for Community Computers, call 0870 727 1578, or visit [www.speedie.co.uk](http://www.speedie.co.uk) to buy online.

For further information on ENTA, call 0121 359 6162 or 0121 200 1096. To find out about opening times for Community Computers, call 0870 727 1578, or visit [www.speedie.co.uk](http://www.speedie.co.uk) to buy online.

ENDS (449 words)

Pic caption: Pictured is Mark Burgoyne (Director Secure IT) & Cllr Paul Tilsley as they set about smashing up an old PC. A new scheme set up by Secure IT and Digital Birmingham will see more old IT equipment being re-cycled.

For press enquiries, please contact: Mary Whitehouse, betterpr, tel: 01527 881965, fax: 01527 881985, email: [mary@betterpr.co.uk](mailto:mary@betterpr.co.uk)

Notes to editors:

Digital Birmingham is a strategic partnership of private, voluntary and public organisations that aims to establish Birmingham as a leading European digital city by 2010 and to ensure that the benefits of digital technologies are available to all in the city. It is a Birmingham City Council initiative that is being delivered by Service Birmingham. For more information visit: [www.digitalbirmingham.co.uk](http://www.digitalbirmingham.co.uk).

Service Birmingham is a strategic partnership between Birmingham City Council and Capita which will support a transformation in the way the council works; improving services and contributing to its efficiency agenda. The council intends to achieve efficiency savings worth almost £1.5 billion by 2016. This strategic partnership forms part of the council's objective to find better and more innovative ways of delivering services for the benefit of employees and citizens. The principle of this joint venture focuses on the provision of cost effective, sector leading, ICT services and in supporting the council in achieving its business transformation objectives.