

LONDON EYE TURNS GREEN FOR 'GREEN FRIDAY'

On 25th November, 'Green Friday' - a different perspective on the traditional Black Friday shopping day - The Kensa Group and Merlin Entertainments will turn the lastminute.com London Eye green as a symbol of the UK's aspirations for a Green and Great Britain.

The London Eye is a zero-carbon electric facility and will be turned green using 100% LED lighting creating an iconic symbol of the impact of embracing sustainability.

As the cost-of-living crisis converges with the climate crisis, Kensa and Merlin are calling for everyone in society to collaborate to help secure a greener and more positive future.

Leading ground source heat pump manufacturer and networked heat pump installer, The Kensa Group has [launched a plan](#) to help the UK reach net zero by 2050 through the rapid decarbonisation of heating and cooling with networked heat pumps.

The plan was delivered at the House of Commons on Thursday 24th November, to an audience of MPs, government bodies and other influential individuals, asking them to work together and take action to make Great Britain Green.

The plan will:

- deliver affordable heating for the masses,
- drastically reduce carbon emissions,
- significantly improve air quality,
- boost British manufacturing,
- create almost 1 million jobs,
- improve the nation's energy security,
- reduce reliance on exposure to foreign markets,
- reduce demand on the electricity grid,
- be achieved for the lowest societal cost and least investment.

Dr Matt Trehwella, CEO of [The Kensa Group](#) Comments:

"To become a Green and Great Britain we need to think consciously about all our choices and how they can impact our progress towards net zero and support British-made goods, services and experiences. We need to do more to champion green growth which will help boost our economy and create thousands of green jobs right here in Britain.

"Green Friday is a great time for reflection and an opportunity for consumers, businesses and government to question what they are doing to help us on the road to net zero."

As a global leader in location-based, family entertainment, Merlin Entertainments – as a British company – is demonstrating how the visitor attraction sector can lead the way in protecting our planet, with sustainability being at the heart of the company's plans for the future both in the UK and around the world. The lastminute.com London Eye is a prime example, using 100% LED lighting and as a zero carbon electricity facility, as well as other examples across the UK including bringing forward plans for solar energy generation; installing electric vehicle charging in on-site car parks and ensuring new buildings and replacement equipment result in minimal energy consumption.

Mike Vallis, Divisional Director for Midway UK at [Merlin Entertainments](#), said:

"We're delighted to support Kensa's reception by lighting up the London Eye. Sustainability sits at the heart of what Merlin Entertainments does. Our purpose is to deliver memorable experiences to millions of guests worldwide. As we expand our attractions, we recognise that reducing carbon emissions is not only the right thing to do, but it makes total business sense.

"As a global leader in location-based, family entertainment, Merlin is demonstrating how the visitor attraction sector can lead the way in protecting our planet. We're making headway in reducing our annual worldwide carbon emissions and are determined to take this further: reducing 25% by 2026 and 50% by 2030.

The Government must work with businesses to ensure the UK strengthens its energy resilience, whilst also taking steps to rapidly reduce consumption. Working together, we can accelerate on this journey to a more sustainable future. A "Green and Great Britain" can become the reality we all want it to be."

ENDS

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Notes to Editors

About Merlin Entertainments

Merlin Entertainments is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin operates over 140 attractions, 23 hotels and 6 holiday villages in 24 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its millions of guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its employees.

See www.merlinentertainments.biz for more information and follow on Twitter [@MerlinEntsNews](https://twitter.com/MerlinEntsNews).

About Kensa

Established in 1999, privately-owned, and headquartered in Truro, Cornwall, the Kensa Group is a fast-growing collection of award-winning businesses involved in the manufacture and installation of ground source heat pumps and the ownership of associated underground infrastructure.

Now employing over 180 people the Kensa Group wholly owns Kensa Heat Pumps Limited and Kensa Contracting Limited.

Since 1999 Kensa has saved over 1 million tonnes of carbon through ground source heat pump installations across social housing, new build and retrofit homes and businesses.

Kensa Heat Pumps remains the UK's only manufacturer of ground source heat pumps and is the long-established market leader according to BSRIA annual reports. It provides products and technical support to an extensive network of plumbing contractors.

Kensa Contracting is a specialist installation business that focuses on large-scale new build and social housing retrofit programmes. It benefits from unrivalled experience and expertise and has delivered the UK's largest installations in the residential sector.

Kensa Utilities is an infrastructure asset company that funds, owns and maintains shared ground loops that serve heat pump installations. It utilises subsidy support to provide these assets at zero cost to the housebuilder or social landlord.

The Kensa Group is partly owned by Legal & General Capital, part of Legal & General PLC.
