

Warwickshire District, Borough & County Councils

Background

Companies with smaller volumes of arisings, particularly those located in rural areas, are frequently frustrated by the lack of infrastructure to enable them to recycle. Companies want to reduce their environmental impact, but are concerned about the costs associated with this. A project was initiated to see how local authority resources could satisfy these needs.

Six partner authorities North Warwickshire, Nuneaton, Rugby, Stratford, Warwick, Warwickshire County Council, introduced programmes to help companies to recycle.

Project Aim

- To increase recycling by smaller companies.
- To improve resource efficiency amongst Warwickshire companies.
- Increase general environmental awareness amongst businesses.
- To launch card / paper collections.
- Expand glass collection services
- To bring the services to new customers and additional areas.

Project Approach

Nuneaton & Warwickshire County Council

- Both schemes focused on providing local facilities where companies could deliver their recyclates. For WCC this was initially for card, but was subsequently expanded to include a price menu for the complete range of recyclates. For Nuneaton, this meant the provision of a facility in the town adjacent to the domestic recycling centre. This meant that Nuneaton council could then provide an outlet to collect recyclates from their existing commercial customer base.

Rugby & North Warwickshire

- They already operated their own commercial waste collection programmes, but were unable to offer recyclate collections. The project allowed them to set up and operate dedicated recyclate collection programmes for their existing commercial customer base.

Stratford

- As a significant proportion of the areas company base was located on small business estates in rural areas, Stratford's collection scheme had to reflect this. It secured a tripartite agreement between Stratford district, their contractor and the Warwickshire County Council waste group. This enabled the collection of business recyclates in the same vehicle being used to collect recyclates from residents.

Warwick

- Structured their scheme around a county recycling centre located in Leamington Spa and the company that managed it. From this location they were able to offer a flexible comprehensive service to companies in the district, including taped bundles of card through to eurobins.

Project Outcomes and Outputs

*The following tonnages are annual figures.

North Warwickshire

- 25 tonnes of card/paper diverted from Landfill
- 10 companies were able to recycle.
- Even with delays the partnership formed between this scheme and the collection of recyclables from Warwickshire County Council northern offices provided a viable option for both parties.
- Significant delays were caused by problems associated with the supply & installation of recycle weighting equipment. This was resolved by the decision to start the programme without the equipment.

Nuneaton & Bedworth

- 75 tonnes of card/ paper diverted from Landfill.
- 25 tonnes of additional recyclates diverted from Landfill.
- Early identification of a partner with suitable premises for the provision of a commercial recycling facility was a positive outcome, but there were subsequent delays with planning issues which caused great frustration. The solution was to apply repeated pressure and support from colleagues in the county planning department.
- Despite marketing efforts the proposed glass recycling failed to secure a sufficient customer base to justify its launch.

Rugby

- The project enables 50 tonnes of card/ paper to be diverted from Landfill.
- 20 tonnes of additional recyclates diverted from Landfill.
- The project enabled 52 companies to participate in recycling.

Stratford

- 15 tonnes of glass diverted from Landfill.
- 50 tonnes a year of mixed recyclates diverted from landfill.
- Through this scheme 30 companies are now recycling their waste.
- Although the domestic waste contract timing forced a late start with the project, through a combination of co-operative working and good communication delays were minimized.
- Spare domestic vehicle capacity was utilized as an efficient means of collecting recyclates.

- The concentration of tourist oriented businesses made the area an important place for recycling. This was particularly relevant to the glass recycling initiative.
- There were significant issues associated with negotiating the protocol for a combined collection of trade and domestic recyclates. This was resolved through an agreement between the contractor, the district and the county waste group.

Warwick

- 17.5 tonnes of card and plastic diverted from Landfill.
- 15 tonnes of glass diverted from Landfill.
- 60 businesses are recycling glass
- 70 collections are made each week.
- After a faltering start associated with personnel changes and the collapse of the recyclate market, the scheme is now on track.
- The use of a local bulking facility has enabled the contractor to offer a trade glass collection service.

Warwickshire County Council - Resource Efficiency Club

- Support given to companies through the club enabled 30 companies to develop links with their local communities and reduce the environmental impact of their operations. Working with the organization **WEAVE** companies were able to donate suitable items of their waste for school children or community groups to use for art and craft work or other Educational purposes.
- Savings by companies worth around £100k were anticipated.
- The mix of companies within the scheme was wide and enriched the overall project.
- Seminars on legislation were combined with training sessions on environmental issues to ensure that delegates remained enthusiastic.
- A series of seminars and workshos were attended by delegates from over 100 different companies.
- Training through the club was shown to be valuable across the membership spectrum from retail, warehousing, distribution, financial services through to manufacturing.
- Through participation in the club an accident repair centre became the first business in the country to install an eco friendly paint booth utilizing infra-red technology.

Recommendations and Lessons Learnt

- There were delays due to the conflicting requirements of inter-dependant schemes. These were resolved quickly once they were recognised, but it re-inforced the message that good communication is necessary at all times.
- It took longer than anticipated to secure company data; such data earlier in the planning stages would have greatly benefited all the projects.
- The importance of maintaining initial momentum was highlighted by the subsequent problems caused by missing initial windows of opportunity.
- It is essential to ensure that the whole team is “on-board” any project (not just

- managers and Councillors).
- All schemes tried to give a consistent recycling message to their residents whether they are at work or at home.

Project Developments

- Once schemes are bedded in it is hoped that these will be expanded.

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