

# Case Study

City of Bradford MDC

www.bradford.gov.uk



## Inner Caddy

- Three sizes available, 20, 40 and 55 litres
- Sits neatly inside a 140 or 240 litre wheeled bin
- Enables the source separation of collected materials
- Multiple divider positions for separation of materials within the caddy
- Prevents contamination of collected recyclables
- Ergonomic multi-grip handles
- Easy-lift base profile provides simple tilt and slide release
- Tipping handle at base for emptying
- Available in a wide range of colours
- Custom graphic inserts on handles
- Large print areas for customisation



## Revolutionising Recycling In Bradford

### Background...

Bradford Metropolitan District Council has further expanded its recycling initiatives by adding the Inner Caddy to its growing list of recycling services. Bradford MDC has rolled out Straight's revolutionary Wheeled Bin Inner Caddy to over 100,000 homes in Bradford. The Inner Caddy forms the basis of the re-launch of improved recycling services throughout the Bradford district.

### The problem...

Although Bradford MDC provided a frequent and successful kerbside recycling service to residents across the region, the Council wanted to increase their recycling rate further, which meant either increasing the range of recyclable materials collected or increasing container capacity to collect more materials.

However, many residents were already unhappy with the number of containers that they had to store outside their properties. Some householders wheeled up to three different bins to the kerbside for each collection. Introducing a further container that would take up even more floor space was not an option.

With garden space at a premium, residents were keen for the Council to introduce a single multi-material recycling bin to increase the number of materials collected in a single pass and free up kerbside space.

### The solution...

To provide residents with an effective recycling service, Bradford MDC worked closely with Straight to develop a solution, which met their objectives and also took health and safety concerns about kerbside containers into account.

The Wheeled Bin Inner Caddy transforms a standard 240 litre wheeled bin into a multi-compartment recycling system by enabling the separation of one or more material streams within the same container. This prevents the contamination of collected recyclables, without taking up additional space at the kerbside. The Inner Caddy's unique sliding action allows the Caddy to be lifted out of the wheeled bin easily, enabling the safe removal of collected materials. The full round ergonomic lifting and tipping handles accommodate a firm grip, even if wearing gloves.

Whilst separating materials has previously forced the addition of a second wheeled bin, the Inner Caddy provides a far more efficient use of the existing wheeled bin capacity. A multi-material collection can therefore be achieved without the expense of adding further wheeled bins.



**The trial...**

Bradford MDC initially delivered the Wheeled Bin Inner Caddy to 30,000 homes and following an extremely successful pilot scheme, the Inner Caddy has been delivered to a further 90,000 homes.

To continue driving their recycling initiatives forward and to meet Government targets, Bradford MDC is providing residents with monthly doorstep collections of recycled waste and free wheeled bins with Inner Caddies to all households in the area over the coming years.

Bradford Metropolitan District Council's Recycling Team said, *"The recycling insert scheme has proved popular because it allows residents to recycle a range of materials without the need for separate bins."*



*"The council looks set to achieve its recycling target of 25% of household waste this year, which is encouraging, meaning even less waste is going to landfill."*

*"As always, Straight has continued to deliver an efficient service, high quality products and timely delivery. Their products are always of a high standard and are*

*competitively priced. We have worked closely with Straight on a number of projects and have always found them to be completely professional."*

**Benefits of using the Inner Caddy...**

- Separates material streams
- Reduces the number of wheeled bins needed per household
- Frees up kerbside space
- Makes full use of wheeled bin capacity
- Reduces the number of collections
- Reduces collection time with all recyclable materials collected together
- Designed with the user and collection operatives in mind
- Reduces the amount of lifting and handling involved in collection

**Facts**

- 4%** increase in recycled waste collected from homes in the district since the Inner Caddy was introduced
- 3%** further increase in recycled waste collected is expected once the scheme is fully implemented
- 12,000** extra wheeled recycling bins delivered to homes in the area since the rollout of the Inner Caddy
- 5,000** wheeled recycling bins on order due to demand
- REDUCTION** in the overall amount of household waste collected since the introduction of the Inner Caddy
- RAISED AWARENESS** of recycling services available
- POSITIVE** feedback from residents and collection crews

