

Case Study

2008
Welsh Recycling
Awards
WINNER



Ergo Kerbside Box

- Two sizes available, 44 and 55 litre
- Tough and durable
- Ergonomic grip handles
- Drain holes
- Multiple divider positions
- Large print areas
- Chip nest area for RFID tag
- Can be nested and cross stacked
- Wide range of RAL colours available
- Variety of accessories, nets, wheels, lids and dividers



Monmouthshire Community Recycling Zero Waste Village Project

Background...

Monmouthshire Community Recycling (MCR) is a community-based, not for profit recycling company that works on behalf of Monmouthshire County Council to run recycling services. Established in 2003, MCR's services have rapidly grown and the group now operates a weekly box scheme using Straight's 55 litre Ergo Kerbside Box to collect dry recyclables from over **28,000** households.

Participation has always been relatively high, climbing from 61% to 70% over the last 5 years and Monmouthshire has already met its 2010 recycling target of 40%. Monmouthshire now has the second highest kerbside recycling weight per household in Wales and also boasts one of the lowest cost kerbside collections in the country.

Forward thinking Monmouthshire was also the first Welsh Authority to collect food waste using Straight's 5 litre Kitchen Caddy and a 35 litre Minimax. Since the initial launch of the scheme in 2005, the collection has gradually expanded. By the end of 2008, MCR hopes that more than 90% of properties in the county will benefit from this service.

Increasing participation and recycling rates...

In 2006, Monmouthshire Community Recycling announced plans for a Zero Waste Village project with the objective of increasing recycling and participation rates and lowering the amount of residual waste sent to landfill. During the summer of 2007 and responding to public interest, MCR conducted a zero waste trial across **700** properties in two contrasting areas of Monmouthshire.

Residents in one of the chosen areas were given two 55 litre Ergo Kerbside Boxes to separate their waste materials, whilst residents in the second trial area used one 55 litre Ergo Kerbside Box and a clear plastic sack to collect recyclables.

The area chosen for the initial twin box treatment was North Abergavenny, the only area in Monmouthshire that qualifies for Communities First Support (a Welsh Assembly Government programme that tackles economic and social deprivation). This area also had the lowest measured participation rate at just **36%**.

In just **3 months**, the success of the Zero Waste trial helped to increase this figure to **69%**. Undertaking the trial in this area also enabled MCR to test the basic model in the toughest of conditions.



Summary...

Overall the trial has proved extremely successful with participation in the second pilot area rising to **95%**. MCR has also added a range of new materials to the collection, including mixed rigid plastics, mobile phones, printer ink cartridges and drinks cartons. Increasing container capacity and material types collected has helped to push the collection weight to **5kg** per week per household. Since the trial was introduced, the Council has seen a **25%** reduction in the amount of residual waste sent to landfill.

David Roman, Executive Director for Monmouthshire Community Recycling said, *“Residents told us that they wanted to recycle more and we wanted to help them do so. We knew that residents wanted plastics collecting, and we have learned from the Zero Waste pilot areas that an enhanced range of materials, additional container capacity and a brief conversation with each householder is enough to have a dramatic effect on participation and weights.”*

Due to the success of the trial, MCR has added a further **1,100** households to the collection. Monmouthshire Community Recycling is also offering residents dividers for their kerbside boxes to encourage them to separate their waste further. Wind-proof lids are also provided with each kerbside box to protect any collected materials and prevent littering.

David Roman comments, *“During the trial we found that the kerbside boxes exceeded the performance of the recycling bags which constantly needed replacing. Monmouthshire is also aiming to go plastic bag free. Straight’s Ergo Kerbside Box is durable, robust and reusable, so has a long product life. Kerbside boxes are also one of the most cost effective methods of collecting recyclables and are easy for residents to fill and even easier for collection crews to empty.”*



“Using kerbside boxes means that we have very few contamination issues and the quality of the materials that we collect is extremely high. The use of two boxes drastically reduces collection times as it also enables residents to separate their waste at source.”



The Future...

Monmouthshire is currently reviewing its recycling strategy and will use findings from the pilot schemes to develop its recycling provision with the aim of rolling out the scheme across the county. MCR hopes to achieve a participation rate of at least **80%** and an average collection rate of **4kg** of recyclables per household per week once the scheme is fully implemented, which should increase Monmouthshire’s recycling rate to **50%**.

David Roman continues, *“We’ve spent a lot of time talking to residents in the initial pilot areas and they are exceptionally positive about the new system. Not only have we managed to increase recycling and participation rates, but we have also found that residents involved in the trial have taken a greater responsibility for their waste and have a greater awareness about what they dispose of.”*



Facts

50% recycling rate achievable once scheme fully implemented.

95% participation rate in first trial area.

5kg collection weight per household per week in first trial area.

25% reduction in residual waste sent to landfill.

24p per household per week for collection. MCR has one of the lowest rural kerbside collection costs in Wales.