

Remade South East in partnership with Surrey County Council



Waste Market Development Project Delivery for Surrey County Council



GLASS

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Executive Summary

Reigate and Banstead Glass Recycling Scheme

1. Introduction

Surrey County Council's project objective was to deliver a commercial glass recycling collection scheme in Surrey and help meet targets set by Local Public Service Agreement (LPSA) funding. In order to complete this objective, the Council engaged Remade South East to carry out a two phase project to expand and promote glass collections in Reigate and Banstead and to provide documentary evidence of commercial glass diverted from landfill in Surrey.

1.1 Project Outputs

A. To expand and promote an existing commercial glass collection round in Reigate and Banstead by targeting pubs, clubs, restaurants, hotels, tourist attractions and commercial catering outlets

B. To gather evidence that documents 1,000 tonnes of waste commercial glass produced by Surrey businesses has been diverted away from landfill between 2005 – 2008

2. Objective A

On the 26th November 2007 a door step visit and survey was undertaken with 21 businesses on Reigate High Street. These businesses were mainly pubs, restaurants, hotels and cafés.

The major findings from the door step visit and survey indicated:

- 8 of the 21 businesses recycled their waste glass.
- 13 of the businesses surveyed produced significant volumes of glass but did not have a recycling collection.
- Businesses either used Biffa or The Recycling Partnership to recycling their waste glass.
- Biffa collected general waste from 10 businesses but only provided separate glass recycling collections for 2 of those businesses. The remaining 8 businesses were unaware that Biffa offered a separate glass recycling collection service.
- Excluding the 8 businesses that currently recycled their glass 10, businesses stated that they would be interested in paying for a glass recycling service

Expression of interest documents were issued to Biffa and The Recycling Partnership to identify which would be the appropriate commercial partner. The Recycling Partnership achieved the highest mark on each of the score sheets indicating that the company could offer the best and most flexible service.

Discussions took place with The Recycling Partnership to restructure their service in order to expand their collections to a greater number of businesses in Reigate and Banstead. It was agreed that their service would be promoted by producing a leaflet to be distributed to all of the businesses identified on the Surrey County Council database.

The promotional work yielded 15 new enquiries with 8 new contracts for The Recycling Partnership, giving a 2.7% conversion rate from the leaflet distribution. The Recycling Partnership was encouraged with the response rate to the mail shot and continued to follow up business leads when the project ended.

Although Biffa were not chosen as the collection partner during the project period, they were approached by Remade to participate in an extra element of the project. This focused on contacting Biffa's existing Reigate and Banstead customers who were already receiving general waste collections but who were not receiving glass recycling collections of any kind. It was agreed that Remade would produce a leaflet promoting the service which would be distributed to all pubs, clubs, restaurants and hotels based in the Reigate and Banstead area that Biffa collected general waste from.

The spin-off project got to the stage where the leaflet text was agreed and ready to be sent for design. Progress in developing the leaflet was slow and the final material had not been produced by the end of the project.

3. Objective B

Surrey County Council was set a target by the Local Public Service Agreement (LPSA) to provide evidence that 2,742 tonnes of commercial glass had been recycled between April 2005 and March 2008. To help meet this target Remade were set an objective of providing an audit trail for the diversion of 1,000 tonnes of waste glass away from landfill into alternative uses.

In discussions with Remade, The Recycling Partnership stated that they had collected around 6,000 tonnes of glass in 2005/06, 10,000 tonnes in 2006/07 and were expecting a similar increase in 2007/08. The glass was collected from Surrey, Sussex and South London and it was estimated that around 40% of the material was collected from within the Surrey borders. These estimates indicated that Remade could collect evidence from the 2007/08 data and could therefore assist Surrey County Council in meeting its total commercial glass recycling LPSA target of 2,742 tonnes.

To demonstrate an audit trail for the total tonnage collected, The Recycling Partnership agreed to provide Remade with sales invoices dated between February 2007 and April 2008. In total they had collected and sent 7,575 tonnes of glass into the glass remanufacture market. This information indicated that 3,030 tonnes, 40% of the total collected, could be counted towards Surrey County Council's LPSA target, which was enough to exceed their overall target of 2,742 tonnes.

4. Conclusions

Objective A

The survey indicated that there is a large amount of waste glass being sent to landfill in the Reigate and Banstead area. It was disappointing to discover that Biffa offered a glass recycling collection but 8 out of their 10 waste customers questioned were

unaware of the service. The waste pre-treatment legislation changes and landfill tax increases will hopefully provide strong economic incentives for Biffa to promote this service further in the future.

The promotion of The Recycling Partnership service went well and had a good response/conversion rate but with more time and resources the project could have achieved more.

The flexibility of smaller businesses over large waste companies make them a more versatile project partner when meeting the needs of new customers (e.g. accepting smaller volumes, providing more frequent collections).

The project's progress was governed by a limited number of waste companies being able to provide the required service and the relatively small area chosen to capture the waste glass. A larger area of project activity may have made the option to invite formal tenders viable, which may have yielded a wider range of companies to work with and improved economies of scale.

Objective B

The good relationship formed with The Recycling Partnership made it possible for Remade to collect the relevant information. However this process was not easy and took more time than anticipated. The Recycling Partnership were not geared up to produce the evidence required (for example providing weighbridge tickets), so sales invoices needed to be used.

5. Recommendations

Objective A

- There is great potential to expand the promotion of the collection service throughout Surrey. Increasing waste disposal costs and legislation are putting pressures on businesses to recycle and because of the weight and volume of glass there are cost savings to be made from segregation.
- For the project to have a greater impact more time and resources were needed to increase the impact of the promotion work and monitor increases in tonnes diverted from landfill.
- Similar projects would benefit from drawing from a larger geographical area in order to achieve greater economies of scale.

Objective B

- Specific guidance should be provided when collecting tonnage figures for the LPSA target. Outlining the exact information required and when it was required would help in the collection of the data.
- Waste partners should be encouraged to keep weighbridge tickets and other monitoring data that will allow greater ease in identifying the origin of materials.

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Reigate and Banstead Glass Recycling Scheme

1. Introduction

Surrey County Council's project objective was to deliver a commercial glass recycling collection scheme in Surrey and help meet targets set by Local Public Service Agreement (LPSA) funding. In order to complete this objective, the Council engaged Remade South East to carry out this work on their behalf. Remade South East is a regional waste market development organisation that specialises in delivering projects to stimulate markets for recycled and recyclable materials.

1.1 Project Objectives:

A. To expand and promote an existing commercial glass collection round in Reigate and Banstead by targeting pubs, clubs, restaurants, hotels, tourist attractions and commercial catering outlets

B. To gather evidence that documents 1,000 tonnes of waste commercial glass produced by Surrey businesses has been diverted away from landfill between 2005 – 2008

Project timescale: November 2007 – March 2008

2. Objective A

To expand and promote an existing commercial glass collection round in Reigate and Banstead by targeting pubs, clubs, restaurants, hotels, tourist attractions and commercial catering outlets

2.1 Methodology

A door step survey of waste glass producers was undertaken on Reigate High Street to obtain a snap shot of the volumes of waste glass available for recycling in the area.

Remade produced a template survey that was used to evaluate the waste management practices of businesses located on Reigate High Street. The survey identified the volume of glass produced by each business, the companies that carry out general waste and recyclables collections and any use of domestic disposal/recycling routes. Additional research was undertaken to identify recycling companies not discovered in the survey phase, which offered glass recyclable collections in the area or had existing collections in Surrey or the surrounding regions that could be extended to cover Reigate and Banstead.

Expressions of interest were invited from these companies to identify the appropriate commercial partner. Organisations were asked to outline their collection services, areas of collection in the South East and Surrey, the number of customers they collected from in the Reigate and Banstead area, costs, capacity to increase current collects, current end markets and their willingness to share monthly tonnage figures. The completed documents were marked and the most suitable project partner chosen.

A Promotional leaflet was produced to market the collection service to businesses in Reigate & Banstead. The leaflet listed details of the service and environmental

drivers impacting on the target businesses. A system was put in place to monitor the any increase in tonnages and feedback from participating businesses.

The feasibility of the continuation of the increased collections was evaluated and recommendations for future activity were made.

The findings from the survey together with the outcomes from the project were evaluated and used to produce a report with recommendations for future activity.

2.2 Waste Survey

On the 26th November 2007 a door step visit and survey was undertaken with 21 businesses on Reigate High Street. These businesses were mainly pubs, restaurants, hotels and cafés.

The major findings from the door step visit and survey indicated:

- Every business surveyed produced waste glass.
- 8 of the 21 businesses recycled their waste glass.
- 13 of the businesses surveyed produced significant volumes of glass but did not have a recycling collection.
- Businesses either used Biffa (2 businesses), The Recycling Partnership (4 businesses), or a local household waste bring bank (1 business) to recycle their waste glass. One business had their glass collected by an unknown contractor.
- Biffa collected general waste from 10 businesses but only provided separate glass recycling collections for 2 of those businesses. The remaining 8 businesses were unaware that Biffa offered a separate glass recycling collection service.
- On average around 1000 litres of waste glass was being produced by each business every week.
- The majority of businesses visited had space for a glass recycling bin.
- Excluding the 8 businesses that currently recycled their glass, 10 businesses stated that they would be interested in paying for a glass recycling service.
- Excluding the 8 businesses that currently recycled their glass, 10 businesses stated that they would be interested in learning more about a commercial glass collection scheme.

The findings indicated that there is a large amount of waste glass produced on Reigate High Street. Over half of the businesses questioned indicated that they did not use a recycling service which suggests that the majority of waste glass was currently going to landfill.

Only one business was disposing of their waste at a local residential bottle bank. The business owner stated that they were only able to use the bottle bank owing to its close proximity and would be less likely to use this recycling route if they had to travel further afield. This response indicated that unlike paper and cardboard,

businesses are less likely to dispose of their glass waste through domestic routes owing to the heavy and bulky nature of glass. In most instances, a waste glass collection service is likely to be the most practical option.

There was a good level of interest from the 8 businesses already using a recycling service and a further 10 of the businesses questioned stated that they would be willing to pay for a recycling collection as long as it reduced their general waste disposal costs. This finding indicated that these businesses were aware of the potential to save money through recycling activities but they lacked the motivation to seek out this service.

Two main companies were identified as offering glass recycling collections to businesses based on the High Street; Biffa Waste Management and the Recycling Partnership. Biffa collected general waste from 10 of the businesses but only recycled glass from 2 of those businesses. This finding suggested that Biffa either hadn't marketed the service to these businesses yet or they didn't fit their collection criteria. This was an issue that was taken up and reviewed by Biffa later in the project. The Recycling Partnership collected the largest share of glass from the sample surveyed, servicing 4 businesses.

2.3 Identifying suitable recycling methods and collection companies

A database was provided by Surrey County Council that listed 345 restaurants, pubs, clubs, bars and hotels located throughout the Reigate and Banstead area that could potentially benefit from a glass recycling service. The businesses were located disparately throughout the borough so the only viable recycling method available was a collection service as sufficient volumes could not be achieved using bring banks.

Research was undertaken to identify additional companies that offered glass recycling collections in Reigate and Banstead or had existing collections in Surrey or the surrounding areas that could potentially cover the area. Six companies were identified as possible collections partners. Of the companies approached only Biffa and The Recycling Partnership could offer glass collection services in the target area. Both of these companies were sent a project brief and asked to submit an expression of interest document inviting them to put forward proposals for expanded glass collections in the area. These submissions were then used to assess their suitability to deliver an expanded glass recycling collection service to businesses.

The expression of interest documents were assessed by three representatives from Surrey County Council, Reigate & Banstead Borough Council and Remade South East using an agreed numerical scoring system based on the companies' abilities to meet the project requirements. The Recycling Partnership achieved the highest mark on each of the score sheets indicating that the company could offer the best and most flexible service. They had an established collection round started in 2003 collecting from pubs, clubs, restaurants and hotels based in Surrey, West Sussex and South London. They already had 70 customers in the Reigate and Banstead area and importantly did not have a minimum restriction on the amount of glass they collected weekly from business premises (Biffa will only collect a minimum two 240ltr bins per week). The Recycling Partnership offered a mixed glass collection and had established end markets diverting the material into the remanufacture of glass bottles and aggregate for road fill.

2.4 The Recycling Partnership Recycling Service

Discussions took place with The Recycling Partnership to restructure their service in order to expand their collections to a greater number of businesses in Reigate and Banstead. It was agreed that their service would be promoted by producing a leaflet to be distributed to all of the businesses identified on the Surrey County Council database.

The service included:

- Weekly collections on an allocated day
- Mixed glass colours accepted
- Two different prices:
 - £4.95 (+VAT) for a 240ltr or 360ltr bin
 - £6.95 (+ VAT) for a 660ltr bin
- Bin rental and duty of care included in the price
- 12 month contract



Recycling Partnership bin

2.5 Promotion and marketing

A leaflet was produced that outlined the service and the benefits for businesses. To monitor the amount of enquires received businesses were asked to quote 'Remade' when contacting The Recycling Partnership.

Reigate & Banstead Glass Recycling Scheme
Mixed Glass Recycling Collection

- Reduce the cost of trade waste collections
- Comply with new environmental legislation
- Improve the environmental profile of your business

Sign up for:

- **Reliable local service**
- **Weekly collections on an allocated day**
- **Mixed glass colours accepted**
 - £4.95 (+ VAT) for a 240ltr or 360ltr bin*
 - £6.95 (+ VAT) for a 660ltr bin*
- **Bin rental included in collection price**
- **12 month contract**

* including a £1 duty of care cost

There are **3Rs** in Surrey:
Reduce, Reuse, Recycle

Why join up?

Landfill tax will increase by £8 a tonne each year until April 2010. The cost of sending your waste to landfill in that period will double!

Recycling glass will help reduce your costs and the amount of waste your business sends to landfill.

New legislation brought in on 30 October 2007 requires business waste to be pre-treated – so at least one material stream should be recycled – before being sent to landfill.

Recycling glass will help meet your company's pre-treatment requirement.

This is a business recycling project led by Surrey County Council in partnership with Reigate & Banstead Borough Council and Remade South East.

To sign up for collections or for more information contact Jason Taylor at The Recycling Partnership (Quoting 'remade' to 01342 715978 or jason@coxskips.co.uk) or complete the form below and send to The Recycling Partnership, Burrells Farm, East Street, Turners Hill, Crawley, West Sussex RH10 4PZ or fax 01342 716013.

Yes, please collect my glass

Contact Name _____

Address _____

Tel No: _____

There are **3Rs** in Surrey:
Reduce, Reuse, Recycle

Printed on 100% recycled paper

The leaflets were distributed twice to maximise impact. On the second occasion 15 businesses were deleted from the circulation list because they no longer existed or moved premises:

Leaflet delivery dates:

- 25th February 2008 - 345 leaflets distributed
- 27th March 2008 - 330 leaflets distributed

Two presentations were undertaken to promote the scheme to local businesses in Reigate:

Surrey Waste Minimisation Event Reigate Golf Club - 13/3/08	-	Andrew Kent from Remade South East and Jason Taylor from The Recycling Partnership details the service to 20 delegates.
Reigate High Street Pub Watch meeting Cage Wine Bar – 2/4/08	-	Andrew Kent from Remade South East met with representatives from Reigate pub watch group.

2.6 Promotional Results

The promotional work yielded 15 new enquiries with 8 new contracts for The Recycling Partnership, giving a 2.7% conversion rate from the leaflet distribution. The Recycling Partnership was encouraged with the response rate to the mail shot and continued to follow up business leads when the project ended.

Although there was insufficient time within the project period to monitor new tonnages (credit checks on businesses were necessary prior to commencing the collections) Remade's discussions with businesses have shown that the first collections were due to be made in April 2008.

2.7 Continuation of the scheme

The Recycling Partnership will be continuing to deliver the expanded glass collection service established during the project period and will use the 400 leaflets remaining from the promotional distribution to market their services to new customers.

The Recycling Partnership also agreed to continue monitoring the enquiries they gained from the project, updating Remade South East and Surrey County Council regularly on business sign-up rate and the estimated tonnage diversion from landfill.

2.8 Biffa Spin-off Project

Although Biffa were not chosen as the collection partner during the project period, they were approached by Remade to participate in an extra element of the project. This focused on contacting Biffa's existing Reigate and Banstead customers who were already receiving general waste collections but who were not receiving glass recycling collections of any kind.

A meeting took place between Remade and Biffa in December 2007 to discuss why some of their existing customers were not aware of the glass recycling service and what could be done to promote the service to them. Biffa's recycling collection service was relatively new so only customers that created large volumes of waste glass were initially targeted. However Biffa was willing to work with Remade to promote the service and to expand future collection of glass to all of their customers. It was agreed that Remade would produce a leaflet promoting the service which would be distributed to all pubs, clubs, restaurants and hotels based in the Reigate and Banstead area that Biffa collected general waste from. A follow-up phone call would then be made by Biffa to each of the businesses.

The spin-off project got to the stage where the leaflet text was agreed and ready to be sent for design. Progress in developing the leaflet was slow and the final material had not been produced by the end of the project.

This element of the work highlights the difficulty experienced by large waste management companies in being able to offer separate recycling collections to their existing customers. Biffa was, in principle willing to offer recycling collections to their existing customers but as general waste collections form their core business, they lack the flexibility to vary their services. Greater flexibility of service can often be offered by smaller companies.

3. Objective B

To gather evidence that documents 1,000 tonnes of waste commercial glass produced by Surrey businesses has been diverted away from landfill between 2005 – 2008

Surrey County Council was set a target by the Local Public Service Agreement (LPSA) to provide evidence that 2,742 tonnes of commercial glass had been recycled between April 2005 and March 2008. To help meet this target Remade were set an objective of providing an audit trail for the diversion of 1,000 tonnes of waste glass away from landfill into alternative uses.

In discussions with Remade, The Recycling Partnership stated that they had collected around 6,000 tonnes of glass in 2005/06, 10,000 tonnes in 2006/07 and were expecting a similar increase in 2007/08. The glass was collected from Surrey, Sussex and South London and it was estimated that around 40% of the material was collected from within the Surrey borders. These estimates indicated that Remade could collect evidence from the 2007/08 data and could therefore assist Surrey County Council in meeting it's total commercial glass recycling LPSA target of 2,742 tonnes.

The main challenge proved to be identifying the volume and tonnage of glass that had originated from Surrey businesses. An exact figure could not be produced owing to the method of data collection used by The Recycling Partnership and collection figures were not separated by geographical area. Typical rounds would operate in West Sussex and Surrey or Surrey and South London, making it difficult to distinguish accurately the amounts collected solely from Surrey businesses. The Recycling Partnership's estimate was that 40% of the glass originated in Surrey and this percentage was based on their past experience of collections. They stated that their Surrey customers were largely more affluent businesses generating high volumes of waste glass (using more bins and collections) and although only 30% of their customers were based in Surrey they believed that they generated closer to half the glass collected making 40% a conservative figure.

To demonstrate an audit trail for the total tonnage collected, The Recycling Partnership agreed to provide Remade with sales invoices from one of their main outlets. Reuse Collections Ltd (Berrymans TA) buy around half of the glass The Recycling Partnership collects and send it to France to be used in the remanufacturing of glass. The sales invoices listed the tonnage of glass sent to their facility and the date it was delivered. This would provide enough information to calculate an accurate tonnage total figure.

The Recycling Partnership provided sales invoices from February 2007 to April 2008 which listed glass sent between November 2006 and March 2008. In total The

Recycling Partnership had collected and sent 7,575 tonnes of glass to Reuse Collections Ltd. This information indicated that 3,030 tonnes, 40% of the total collected, could be counted towards Surrey County Council's LPSA target, which was enough to exceed their overall target of 2,742 tonnes.

Extra tonnage information was also provided by Biffa Waste Management. Earlier in the project Biffa had submitted a glass tonnage spreadsheet to Surrey County Council detailing that 691.44 tonnes of glass waste had been collected from Surrey businesses between August 2006 and July 2007. As with The Recycling Partnerships figures, it was impossible to accurately indicate the total amount of glass collected from Surrey but Biffa calculated an estimate based on the number of lifts from businesses in Surrey and an average weight of a bin containing glass.

Although neither company could give an accurate figure by geographical area, the estimated glass tonnages exceeded Surrey County Council's LPSA target.

4. Conclusions

Objective A

The survey indicated that there is a large amount of waste glass being sent to landfill in the Reigate and Banstead area. It was disappointing to discover that Biffa offered a glass recycling collection but 8 out of their 10 waste customers questioned were unaware of the service. The waste pre-treatment legislation changes and landfill tax increases will hopefully provide strong economic incentives for Biffa to promote this service further in the future.

The Recycling Partnership already had a larger share of the glass recycling market in Surrey with significantly more tonnage being diverted from landfill than Biffa. They seem to have developed a successful and growing collection round and continue to market the service beyond the end of the project period.

The promotion of The Recycling Partnership service went well and had a good response/conversion rate but with more time and resources the project could have achieved more. The work would have benefited from a more in-depth survey profiling specific types of businesses generating waste glass and focusing on the reasons why these businesses do not currently recycle. In addition a wider promotional package would also have benefited the project by gaining more business sign up. This could have included press releases, a launch event, newsletters, presentations to local business groups, like pub watch in other areas of Reigate and Banstead, engaging the Chambers of Commerce and Business Link Surrey could have increased participation.

The flexibility of smaller businesses over large waste companies make them a more versatile project partner when meeting the needs of new customers (e.g. accepting smaller volumes, providing more frequent collections). More work needs to be done with large waste companies to provide greater variety in the services supplied.

The project's progress was governed by a limited number of waste companies being able to provide the required service and the relatively small area chosen to capture the waste glass. A larger area of project activity may have made the option to invite formal tenders viable, which may have yielded a wider range of companies to work with and improved economies of scale.

Objective B

The good relationship formed with The Recycling Partnership made it possible for Remade to collect the relevant information. However this process was not easy and took more time than anticipated. The Recycling Partnership were not geared up to produce the evidence required (for example providing weighbridge tickets), so sales invoices needed to be used. These were relatively easy to gain access to but printing problems delayed the evidence being produced. There was also a problem with their reporting system which meant that any invoice over a year old was deleted from their database, which meant that invoices from 05/06 and 06/07 were not retrievable. These problems coupled with the lack of specific tonnage figures for businesses based in Surrey made this task difficult and time consuming. However the final outcome was positive with the tonnage data collected exceeding the target amount designated by the Council's LPSA requirement.

5. Recommendations

Objective A

- There is great potential to expand the promotion of the collection service throughout Surrey. Increasing waste disposal costs and legislation are putting pressures on businesses to recycle and because of the weight and volume of glass there are cost savings to be made from segregation.
- For the project to have a greater impact more time and resources were needed to increase the impact of the promotion work and monitor increases in tonnes diverted from landfill.
- Future projects may benefit from a formal tendering process which would give the project partners greater control over the services provided through tender specification and allow for a greater choice of service providers.
- Similar projects would benefit from drawing from a larger geographical area in order to achieve greater economies of scale.
- The findings of this trial should be disseminated to other regional partners outside Surrey

Objective B

- Specific guidance should be provided when collecting tonnage figures for the LPSA target. Outlining the exact information required and when it was required would help in the collection of the data.
- Waste partners should be encouraged to keep weighbridge tickets and other monitoring data that will allow greater ease in identifying the origin of materials.