

LGA 08 SPECIAL

VERDANT AND GREENSTAR:

THE RECYCLING POWERHOUSE

VERDANT returns to the LGA's annual conference (1st-3rd July 2008, Bournemouth International Centre) with colleagues from parent Greenstar UK. Together, they have a powerful new service proposition – and you're cordially invited to visit Verdant's stand (number P20) to find out more.

Greenstar is Britain's fastest growing company in the recycling industry and aims to be the first fully integrated recycling service provider i.e. handling recycling collection, sorting and processing.



Verdant's quality municipal recycling, refuse, cleansing and grounds maintenance services for 24 local authorities in England, Scotland and Wales are complemented by Greenstar's value-led, business-beneficial commercial waste and recycling service. This has attracted over 400 commercial customers to date, including Halfords, William Hill, FedEx, Dairy Crest, Nestle and HMV.

Greenstar has found that co-mingled collection can significantly improve both domestic and commercial recycling. A recent WRAP report also supported Greenstar's view that modern, properly-run MRFs - like its Aldridge site (above), the UK's largest which can process up to 300,000 tpa - can produce co-mingled recyclates to a quality matching that produced from kerbside-sorted.

It plans to acquire or build up to 20 more MRFs, and its specialist plastics processor in Redcar is providing food grade recycled plastic for 'bottle to bottle' remanufacture by Nampak – a first in the UK.

Part of NTR (www.ntr.ie), which has global interests in recycling-led waste management, renewable energy and bio-technology, Greenstar UK is also looking to develop anaerobic digestion and other 'green' facilities in the UK. For further information, visit www.greenstar.co.uk

VERDANT TAKES A BOW AT STRATFORD

Verdant initiated the first part of its new seven year recycling, refuse and street cleansing contract with Stratford-on-Avon District Council by parading nearly £500,000-worth of brand-new cleansing vehicles for local residents and media.



Five immaculately-liveried vehicles, ranging from a 15 tonnes sweeper truck to a supervisor's van (and led proudly by a traditional hand barrow), took centre stage outside Shakespeare's birthplace. They've been bought to help deliver maximum productivity and efficiency on cleansing rounds in one of England's largest districts.

The Verdant team in Stratford empties over 1,600 litter bins, cleanses around 950 miles of public roads, streets and pavements, and sweeps over 200,000 m² of car parks in the district. In 2007/08, just over 3,000 tonnes of litter was collected from streets and litter bins.

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BE A NAME DROPPER!

You could win an iPod just for visiting the Verdant stand at LGA 08! The 'Name Dropper' competition is fun, free and easy-to-enter: all you have to do is guess the quantity of empty containers in the 240 litre wheeled bin on display, write that number on the back of your business card, and hand it to one of the stand staff.

The winner will be those with the most accurate guess, and will be contacted by Verdant within a week to arrange delivery of their prize.



Rules: only one entry each; each entrant must write their guess-timate on the back of their business card or some other identifying document; prizes cannot be exchanged for cash; no correspondence will be entered into.

CLIMB EVERY MOUNTAIN

Verdant's Isle of Anglesey recycling and refuse operation is supporting the vital work of the local Aberglaslyn Mountain Rescue Team by giving the team's hard-working Land Rover a free service every quarter to ensure it is in tip-top condition. One of North Wales' most active mountain teams, the Aberglaslyn crew operates in and around Snowdonia National Park, providing a 24/7 rescue service for lost or injured climbers, ramblers and animals. Like most mountain rescue teams, Aberglaslyn is funded almost entirely by public donations. Find out more, including how to donate, by visiting

www.aberglaslyn-mrt.org

BRAINY BINS

Verdant has launched its biggest skills and competency training programme to date. The voluntary programme, funded by the Learning & Skills Council, is being offered to nearly 1,300 of its staff on the 20 contracts it has with English local authorities.

An initial pilot of the training programme, which is intended to raise health & safety awareness and standards, improve efficiency and productivity, and, importantly, give manual staff a recognised vocational certificate of competency, is nearing completion with staff delivering Verdant's recycling, refuse and cleansing contract for Arun District Council in West Sussex.



The Arun programme was taken up by 120 of the 125 staff there. During the programme, which takes a minimum of ten weeks, participants have to develop a portfolio of work-based evidence used in their normal daily activities, such as round sheets, public information notices, rejected materials, and daily check sheets, and then be assessed 'on the job'.