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[www.verdant-group.co.uk](http://www.verdant-group.co.uk)



## verdant autumn bulletin

Winner "Best Commitment to Health and Safety Practices" 2005 National Recycling Awards.

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[my postings](#)



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## Verdant survey identifies councils' concerns

A snapshot survey by Verdant with local authority delegates at its recent, highly successful Open Day event in Amersham revealed that two thirds expect council tax to increase if recycling is expanded.

The same proportion also said the public would just have to get used to the idea of paying fees for enhanced services, such as green waste schemes. One unanimous view was that both 'carrots and sticks' (incentive and punitive measures) would work best to increase public participation in recycling

Nearly half the respondents at Verdant's day of seminars and demonstrations felt there should be legislation allowing 'weigh and pay' schemes.



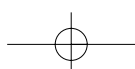
## A CLEAR PRIORITY

Verdant is building on its award-winning health and safety focus with **Project CLEAR**, its latest initiative to further reduce workplace-related accidents. It focuses on raising staff standards and awareness regarding movements of refuse and recycling vehicles, especially when reversing. Being struck by a moving vehicle is the third most common cause of fatal accidents in the UK, and since December 2005, within the industry there have been six deaths involving reversing waste or recycling collection vehicles. Verdant are pleased to report not involving any of the Company's employees.

think **CLEAR**

get **CLEAR**

**Project CLEAR**, which stands for **Carefully Look Everywhere And Reverse**, is a four month training programme for all Verdant staff, but especially for drivers and reversing assistants, delivered through presentations and video clips about best practice. This is supplemented by continual incident monitoring at Verdant's operational depots.



# NO BOTHER FOR ROTHER

Verdant is to deliver street and beach cleansing, waste collection and recycling services for the 85,000 residents of Rother District Council in Sussex. Starting next April, the seven year contract will involve significant changes to the current service.

Verdant is currently planning the fortnightly kerbside wheelie bin collection of residual waste, expanding recycling to fortnightly kerbside collection of recycling boxes, and introducing a wheelie bin-based green waste recycling scheme. Rother wants to improve its current 16% recycling rate to 35% by April 2008.

Verdant will also be responsible for cleaning over 700 kms of highways and verges, together with around 20 kms of designated amenity beaches.

Verdant development director Roger Edwards said 'this fantastic news' continues Verdant's expansion and promises to be great news for Rother's residents.



## Green light for South Oxon green scheme

Verdant is providing a new, three-year green waste recycling scheme for South Oxfordshire District Council. The new service started in June and features fortnightly collection of green waste dedicated wheelie bins.

The initial phase was due to service around 4,000 households but exceptional demand means that there are already in excess of 8,000 subscribers. Green waste is delivered to a composting facility run by Agrivert near Wallingford, whose output is used to improve local farming land.



## New Trade Recycling Scheme

Verdant is extending its operations in the Arun District Council area with the October start of a commercial waste recycling service.

It will collect co-mingled dry recyclables and will use much of the operational infrastructure in place for servicing its domestic waste and recycling services in Arun.

New Project Manager Andrew Burgess said "This new service will be easy and cost effective to use and I'm sure will be popular with local businesses."

Andrew can be contacted at Harwood Road Depot, Harwood Road, Littlehampton, West Sussex BN17 7AU. Telephone 01903 722164 Fax 01903 725748.

## SUCCESS WITH SOUTH BEDS

After a 'highly competitive' tender, South Bedfordshire District Council has appointed Verdant to run a 12 year, fully integrated contract from April 2007. The service will include refuse and recycling collection and street cleansing for the 52,000 properties in the district. Verdant Development Director Roger Edwards said "The new contract will enable the authority to achieve its recycling targets."

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We want to hear your views on this newsletter and on the services we provide in your area. If you have any feedback, please contact our Development Director:

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To read the latest blogs from Verdant Recycling & Education Officers, Karen and Paul, go to [www.thecyclebox.com](http://www.thecyclebox.com)