



verdant

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## CO-MINGLING IMPROVES BLACKBURN RATE

Recycling tonnages for Blackburn with Darwen Borough Council in Lancashire are up nearly a fifth, following the latest roll-out of a new recycling collection scheme by Verdant.

Almost two-thirds of the council's 59,000 households have migrated from the historic bag-and-box scheme to using one wheeled bin for their paper, cardboard and glass, metal and plastic containers which is collected fortnightly. Before the roll-out of the new service, the average monthly domestic recycling tonnage was 808 tonnes. The first phase of the new scheme, rolled out to around 29 per cent of local households (around 17,000 properties) increased this average to 952 tonnes.



Phase two, which extended the scheme to a total of 36,000 households, raised the average further to 995 tonnes: over 1,000 tonnes were collected in four of the six months to end June 2008, for a total gain of 19 per cent.

Tony Wilson, head of cleansing and amenities, said: "We took the decision to go single stream with wheeled bins because we felt it would make recycling easier and more effective. There's clear evidence our decision was right as recycling rates have increased by a fifth and we've still 23,000 households to roll the service out to."

## LGA SUCCESS

'A very successful networking event' is how Verdant described its attendance at this year's LGA conference. Verdant's open and inviting stand, which also featured its owner Greenstar UK, drew visitors keen to know more about its track record in recycling, refuse, cleansing and grounds maintenance services for local authorities

"Councillors and officers alike were also interested in the services that were available from Greenstar, as well as its ongoing substantial investment in quality MRFs and processing," explained Pete Dickson, Verdant development director.

A well-supported stand competition, in which entrants had to guess the number of waste containers in a wheeled bin, was won by Cllr J Kirkbride from Northamptonshire County Council. She guessed 110 (the actual quantity was 109) for which she receives an iPod.



## FAYREST OF THE FAYRE

For the second year running, Verdant had an exhibition stand at the summer Green Fayre organised by the London Borough of Waltham Forest. Displays and information including a section showing materials reuse such as papier mache moulding and plastic bottle bird feeders, helped promote the recycling message, while the young (and no so young) had a chance to take a close look at collection vehicles on show.



An easy-to-enter competition featuring questions about local recycling offered a pair of bikes as prizes – and in return for its valuable effort, Verdant was presented with the Best Marquee Award.

## SQIT A HIT

A Verdant team on the Isle of Anglesey has been praised by the county council for making 'a real difference' to public areas on the island.

Verdant's Supplementary Quality Improvement Team (SQIT) tackles the 'deep cleansing' of communal areas, parks, playgrounds, promenades and beach frontages nominated by local communities.



Verdant business manager Andy Dutton said: "The team is asked by the council to 'deep clean' areas that need it – what we also call 'polishing off'.

The improvements are really noticeable and the team gets lots of very positive feedback from residents and the local community councils.

Meirion Edwards, Chief Waste Management Officer of Isle of Anglesey County Council, commented: "It's great to see the team's efforts making a real difference to improving the island's streetscapes. Keeping communal areas attractive helps instill civic pride amongst residents and, of course, it's very important to Anglesey's appeal as a tourist destination."

## SCHOOL TRIP WITH A DIFFERENCE

A special request to Malcolm Savill, Verdant's business manager for its Swale Borough Council contract, gave a lot of pleasure to a special group of kids.

Meadowfield Special School, which caters for youngsters with profound and complex learning difficulties, contacted Swale Borough Council environmental projects officer Anne Ryman to ask for a visit to the pupils who were learning about recycling.



One thing led to another and supervisor Les Smith and crew men Andy Austin, Nigel Brandon and Keith Howard, took a recycling vehicle, a refuse freighter and a road sweeper to the school. Anne reports: "This was such a special day for the children, and they were over the moon to see the vehicles arrive. They certainly won't forget the day, being shown in and around the vehicles, trying on PPE and so on. One of the boys wanted to be a fireman but has changed his mind and now wants to be a binman!"