



verdant spring bulletin

Verdant focus helps Gosport double recycling rate



Focused expansion of recycling services for Gosport Borough Council has helped the Hampshire local authority to double its recycling rate, putting it within reach of its Government-mandated target.

With the final phase of the expanded recycling service due for implementation in June, Gosport's recycling rate has doubled, rising

from around nine per cent at the end of 2001 to 22% now. Its recycling target for the year 2005/6 is 27% and Verdant is confident that this will be met.

From award of contract in 2001 to 2003 Verdant successfully introduced a kerbside wheelie bin collection scheme amongst Gosport's 34,500 domestic properties. Early the same year, Verdant began a recycling trial based on fortnightly kerbside collection of both domestic refuse and recyclables. This approach has now been extended to the whole borough, and the final phase is due for completion in June. Verdant hopes to expand recycling further with schemes for schools, shops and offices in the Gosport area.

Verdant local business manager Ian Reck commented: "In a relatively short space of time, we've pushed recycling to the fore in Gosport. The combination of a well-planned system, consistent communication with the public, whose support is vital, and the hard work of both Verdant and local council staff is paying off, with recycling rates at least doubled. With the final phase of the expanded service due for completion in the next few weeks, we feel confident that Gosport will meet, if not beat, its recycling rate target."

Verdant puts Health and Safety first



A new range of posters aimed at reinforcing vital safety messages have been appearing at Verdant depots across the company's 17 municipal service contract areas.

The notices will guide good practice for all staff ensuring that the safety of the public is prioritised and that accidents at work are kept to a minimum.

Verdant Chairman, Jon Miles, launching the posters said, "We can never emphasise enough how important the health and safety of residents and staff is to Verdant. And it's essential to find new ways to keep people 'safety-aware' and these posters will play a part."

UK Recycling

Whilst councils in England are recycling more household waste than ever before – at or near the 17% government target – according to Defra figures published earlier this year, they are being left short of money to fund vital environmental services.

According to the LGA, budgets set by councils for 2005/06 show a squeeze on refuse, recycling and street cleansing services. Funding difficulties are further compounded by a requirement to comply with an increasing raft of EU and national targets.

Cllr David Sparks, LGA Environment Board Chair, has said that, "Local authorities have proven their commitment, the Government must now invest so that the country can improve its recycling performance on an ongoing basis."

Nevertheless, the government is confident that councils can meet the national target of recycling and composting 25% of all household waste for 2005/06. In particular it has signalled that it is no longer acceptable for any council to recycle less than 10% of its waste and will be intervening if insufficient action is taken.



Green bloggers go live

The exciting lives of Verdant Recycling and Education officers Karen Page and Paul Coates are to be laid bare to the online world in what is understood to be a first for a council environmental services company.

From 23rd may Karen and Paul will be keeping online diaries, or weblogs, recording details of their activities in communities and schools to raise awareness of recycling and sustainability issues. Whilst their work is focussed on Arun DC and Melton BC respectively, anyone will be able to log-in, learn from their work and provide feedback to Verdant.

Karen is excited by the opportunity to widen involvement in her work, "I hope that this will mean that more people will be able to share the message that recycling is important and can make a big difference to your immediate environment," she said. "For young people in particular blogging is second nature and Paul and I are looking forward to using new channels to get people involved in greening their environment," she added.

You can read Karen and Paul's first weblogs via the Verdant website.

Chiltern kitchen waste trial

A new kitchen waste composting service is proving a hit with local residents in Chiltern District Council. From January Verdant has been undertaking collection of food and other biodegradable waste from residents' doorsteps in two wards in the District. So far use of the new service has been strong and as much as 207.6 tonnes of material have been collected and participation has more than doubled since the start.

Verdant Development director, Roger Edwards said, "We're pleased that this trial has been so warmly supported by local people and we hope very much that a decision might be taken to roll this out across a wider area in the near future. It shows how much passion there is for the full range of recycling options and the importance of councils tapping into this enthusiasm."

Verdant began a seven year refuse and recycling contract with Chiltern DC in November 2004.

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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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