

VERDANT PARTNERSHIP TO BRING NEW RECYCLING SCHEME TO HOLYHEAD



Sevenoaks, Kent, Feb 2005 – Fast-growing municipal services provider Verdant Group plc announced today that a three way partnership on the Isle of Anglesey will create a new kerbside recycling scheme in Holyhead, the island’s main urban centre.

The partnership, comprising Isle of Anglesey County Council, Menter Môn, the community enterprise agency, and Verdant, is currently finalising plans, such as route planning and staff recruitment, for the Cleanstream project’s expected start in February 2005. The project will help divert waste from landfill, improve the island’s recycling record, and provide opportunities for the local community.

Menter Môn applied for project funding from the European Union’s Objective One programme, administered by the Welsh Assembly, which allocates funds for improving deprived areas through economic, infrastructure, community and environmental regeneration.

The two-year Cleanstream project will use three 7_ tonne collection vehicles, each with a two man crew. Two vehicles will be operated by Verdant, which already holds the main street and beach cleaning, domestic and trade waste collection, and recycling service contract on Anglesey, and one by Menter Môn.

Residents will be provided with two recycling boxes, one for glass, cans, plastic and textiles, the other for paper, which will be collected each week from their homes. Recycled materials will be sold for reuse and reprocessing. Any income earned will be used to support long term sustainability of the project.

Roger Edwards, development director of privately-owned Verdant, said the company can bring a wealth of proven experience to the new kerbside recycling scheme. “This partnership can achieve something significant for Anglesey. The Cleanstream partnership is a legal agreement that we believe is the first of its kind in Wales to link a local authority, the private sector and the local community. With 90 staff here, we are already a major employer and would like to replicate this extension of our community ethos elsewhere.”

According to Kelly Thomas, Menter Môn’s Cleanstream project manager, the new scheme will enable people in the deprived areas in Holyhead to make their own

important contribution to the island's efforts to reduce waste, help the environment and benefit local communities. "The funding accessed by Menter Môn will help deliver a new service to Holyhead residents," she said. "With the help of Verdant and the County Council, they will be able to play their part in boosting recycling and reducing waste, which will have local and island-wide benefits."

Merion Edwards, the County Council's principal waste management officer, added: "Our regeneration efforts include environmental improvement and we're delighted that the Cleanstream project will help the community to recycle more and waste less. All local authorities face tough new government targets for improving recycling, and I'm confident the residents of Holyhead will respond very positively to this initiative. It will benefit them, the island and the country as a whole."