

# *With WRAP Cymru's help, Williams a Williams Cyf is making the most of growing demand*



## Summary

Started in 1920 by two friends, Williams a Williams Cyf has grown over the years from a small skipping company with a single lorry to a thriving business managing a wide variety of wastes through a waste transfer station, bulking station and farm plastics bring site.

The business has benefitted from working with WRAP Cymru over several years, receiving support for business planning and development, capital funding and operational support, and has grown as a result.

## Key Facts

- WRAP Cymru and Williams a Williams Cyf have worked together for over four years.
- As result of WRAP Cymru's support, the business aims to divert 7,000 tonnes of additional waste from landfill, equating to over 8,000 tonnes of CO<sub>2</sub>e emissions avoided.

## Background

Williams a Williams Cyf operates a waste transfer facility on the Llŷn Peninsula in north Wales, along with off-site services such as road sweeping, gully clearing, trade waste collections and site clearances.

The company was founded in 1920 and remains a family company to this day. It operates in a rural area, with no major cities nearby. Due to the nature of the local economy being dependent on tourism, Williams a Williams Cyf experiences significant fluctuations through the seasons in terms of waste volumes and turnover. Most of its customers also operate within this region, which is usually considered to be uneconomical for larger/national waste management companies.

## WRAP Cymru support

Williams a Williams Cyf has received support from WRAP Cymru in the past, as part of the Accelerating Reprocessing Infrastructure Development (ARID) project. This involved a contribution towards a new sorting system, including the use of NIR technology, to improve the quality of materials for recycling.

The company has made substantial investment over the last 12 months, including a new fleet of vehicles to improve the collection service. Other areas of investment include new waste treatment plant, equipment and machinery. The company has also increased the size of its workforce over this period. This can potentially allow it to improve its offering to existing customers, increase its capacity to attract new customers and improve the quality of materials for recycling and

further reprocessing by improving segregation of waste at source.

To ensure the above-mentioned potential is realised, the company required an objective analysis of its existing trade waste collection routes.

An initial meeting was held between Meurig Jones of Williams a Williams Cyf and Gareth Harrison (Business Account Manager) of WRAP Cymru to establish the business' needs and to determine what support could potentially be offered. Once its application for support was approved, it was assigned an expert consultant. A clear 'action plan' was agreed to ensure all parties understood the progress of the work. The consultant already had an in-depth understanding of Williams a Williams Cyf and a good working relationship, which allowed for the work to progress even quicker and further.

This involved identifying new cost-effective routes, taking into consideration the increased capacity of the new fleet, in line with the requirements of the new Environment (Wales) Act 2016 for source segregation and segregated collections of recyclable materials. The running costs of each route were calculated, including factors such as fuel consumption, time and wages, customer charges, and fluctuating market rates for recyclable materials.

Existing and potential customers were mapped on GIS software along these routes. Each route had a target 'break-even' point, as some would be running at a loss without new customers or significant price increases. Recommendations were given for the best methods to be used for segregated collection of materials to ensure the highest quality and value of materials collected.

Following on from this, the company is now implementing the second phase of its growth plan (the first being the capital investment in machinery etc.) by targeting new customers to increase the volume of materials collected, and improve the quality of the recyclates and the profitability of its collections operations.

Meurig Jones, Managing Director of Williams a Williams Cyf, says that WRAP Cymru's support has been invaluable, adding that "as well as the help and support received, the doors that have opened as a result of working with WRAP Cymru, and the contacts we've made, have been priceless".

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