

Recycled aggregate company's turnover boosted by 50% with WRAP support

Improving business performance

Recycled Aggregate Services' Managing Director, David Burns, says WRAP's expertise and business support has enabled the company to win new contracts and grow significantly.

Recycled Aggregate Services was established in 2006 operating from a 3-hectare site in Oldbury, West Midlands. In 2009/10, the company was successfully diverting 40,000 tonnes of clean construction and demolition waste (brick, concrete and asphalt) from landfill. This material was used to produce recycled aggregate products ranging from fines and sand, to 40–75mm stone for use in the construction and landscaping industries. However, the company estimated that there was even greater scope to expand and double production at the site.

In 2010, the company approached WRAP for help with developing business systems to support continued growth and plans for a new facility in Worcestershire.

As a result of this, the throughput of the Oldbury plant has increased to 100,000 tonnes per year, annual turnover has increased by 50% and the company has employed three more people, bringing the total workforce to 8.



Recycled Aggregate Services' site in the West Midlands

Exploiting the market for recycled aggregates in the West Midlands

Virgin construction materials are not extensively quarried in the West Midlands, so they need to be transported from some distance away. Given the region's revitalisation and the number of redundant buildings being demolished, a culture of recycling construction and demolition waste has developed.

Typically, recycled aggregates are 50% cheaper than virgin alternatives. To exploit this significant cost advantage and develop a sustainable growth strategy, Recycled Aggregate Services recognised that it needed to implement documented operating procedures, as well as quality assurance and management systems.

It was at this point that the company again contacted WRAP for specialist advice on developing these procedures and help with business growth opportunities. The company also realised that WRAP would be in an ideal position to help ensure that its products complied with the Aggregate Quality Protocols¹. Having aggregates that are compliant with the Protocol also helps the company's sales and marketing drive by demonstrating that products are fully recycled and no longer waste materials.

¹ The Protocol provides a framework for production and quality control, and gives clients confidence that they are buying quality-managed products that have been produced to common standards
http://aggregain.wrap.org.uk/quality/quality_protocols/index.html

Operational review highlights improvement opportunities

A WRAP adviser visited the company and conducted an operational review of the site. The adviser noticed that excessive machine downtime was being experienced due, in part, to a dry and dusty site, and felt that site access was being hindered by a poorly positioned concrete-mixing plant and a large stockpile of fines.

These factors had an adverse effect on the productivity of the site. To overcome these problems, WRAP suggested that the business should maintain a log of machinery operating hours, and any downtime, with a brief note of causes, circumstances and remedies. Even in small companies, having a permanent record of plant performance can help to identify machinery which may need more frequent maintenance or replacement. Additional advice was provided regarding the location of the crusher and screener to improve the layout of, and access to, the site.

WRAP also helped Recycled Aggregate Services to produce operating procedures and management systems. One of the main aims of the new systems was to ensure that the company's products complied with the Aggregate Quality Protocols.

WRAP support leads to new business opportunities

The company's recycled aggregate products now conform to the requirements for BREEAM® Environmental Accreditation². This gives the business a significant competitive advantage in that documentation can be provided to clients to help the company gain BREEAM accreditation for their projects.

In addition, WRAP support enabled the company to:

- develop a brand strategy;
- understand how to access new market sectors;
- exploit the opportunities from a web-based sales service; and
- investigate the development of a 3.4 hectare site in Worcestershire to provide further manufacturing capacity.

More advice helped the company to successfully develop and launch two new products – foamed concrete and concrete blocks.



"Following WRAP's support, our business changed overnight. Our new accreditations and products have enabled us to grow significantly, and secure large contracts with utility and construction companies. Without WRAP's expertise in so many areas, we wouldn't be where we are today."

David Burns, Managing Director, Recycled Aggregate Services

BREEAM sets the standard for best practice in sustainable building design, construction and operation, and has become one of the most comprehensive and widely recognised measures of a building's environmental performance www.breeam.org/index.jsp.

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WRAP works directly with all sectors of the recycling and re-use industry including waste management contractors, materials recovery facility (MRF) operators, reprocessors and manufacturers that use recycled content in the manufacturing process.

We can provide:

- information relevant to material types;
- news and events relevant to businesses in the recycling and re-use industry;
- support and funding opportunities for recycling businesses;
- market information, such as potential opportunities for investment; and
- research reports, case studies and information sheets.

Visit www.wrap.org.uk/recycling_industry

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