

CASE STUDY: CARMARTHENSHIRE COUNTY COUNCIL

Carmarthenshire County Council has installed 14 Recycling on the Go units in the town centre for the collection of paper, plastic bottles and cans.



Key facts

- 14 twin compartment RotG units have been installed in Carmarthen town centre for the collection of commingled paper, plastic bottles and cans, and litter.
- A further 150 dual-purpose RotG units have been purchased to roll out county wide.

Location

Carmarthenshire is an extensive, mainly rural authority covering 1100 square miles with key areas of population in Carmarthen, Llanelli, Ammanford, Llandeilo and Llandovery. Figures released from the 2011 Census count show the total resident population of Carmarthenshire as 183,800, and the number of occupied households as 78,800.

Rationale

Following the success of the household blue bag recycling scheme, it was decided that RotG should be introduced in Carmarthen town centre.

The Council completed visual inspections of litter bins in the town and identified that a large amount of potentially recyclable material was being discarded as waste.

Two RotG units were installed by Carmarthenshire County Council (CCC) in 2010.

In April 2011, an additional 12 twin-compartment units were purchased to collect commingled paper, plastic bottles and cans for recycling and non-recyclable waste.

During summer/autumn 2012, CCC plans to roll out RotG units county-wide and has purchased a further 150 twin-compartment units that will be installed in every town and village in the county.

Scheme overview

The 14 RotG units are located across Carmarthen town centre, including at the bus station and in the main shopping centre area. Each of the two sections of the twin-compartment units (litter and recycling) is lined with plastic bags, litter with black bags and recyclables with transparent, blue bags.

All RotG units are checked daily by street cleansing department personnel to assess if the unit is reaching maximum capacity. The units are emptied if they are found to be full.

Planning

As the RotG units were installed on Council-owned premises, planning requirements and discussion with external stakeholders in the area was minimal. Should the Council decide to put units in shopping centres not owned and managed by the Council permission from the shopping centre would be required.

Containers

Table 1 Details of dual purpose units

Number of containers	14
Type of container	Dual purpose
Container capacity	2 x 110 litres
Container manufacturer	Unicorn
Cost per container	£495 per dual unit – 2p per bag
Waste streams segregated	Plastic bottles, drinks cans, paper
Special features	Letter box aperture with circle Domed top

Signage

The twin-compartment units are branded with Recycle for Wales signage, and bilingual text.

Capital expenditure

The majority of capital expenditure was the purchase of the RotG units. The units are owned and managed by CCC and serviced as part of the town centre street cleansing rounds. Quantification of the direct costs of servicing and maintaining the units is more difficult than if they were serviced by an external contractor.

Collection and storage arrangements

CCC is responsible for emptying the units. Bags from inside the units are taken to the Council depot. Black bags containing residual waste are separated from the bags containing recyclables at the depot for bulking. Recyclables are then taken to the MRF operated by CWM Environmental – CCC's local authority waste disposal company.

The units are cleaned monthly by street cleansing department personnel.

Communication

When the RotG scheme was introduced in 2010 there was no promotion of the service. However, since the launch of the new units the scheme has received continuous support and promotion amongst shoppers and residents of Carmarthen via posters, press releases and articles in the local newsletter. Maps of the town centre now also include the RotG unit locations.

A radio advertisement is being planned for September 2012 to promote usage by reminding residents that RotG units are located across Carmarthen town centre and county-wide.

Performance, contamination and monitoring

When the units are emptied, a visual check of contamination is undertaken. The RotG material is mixed in with both household and some commercial recycling when it is bulked at the Council depot, which means that no individual tonnage of material collected from the RotG units can be provided.

Carmarthenshire County Council are investigating options to improve performance and monitoring of the units.

Lessons learned

Given the rural nature of the county, it is essential that each RotG unit is located in an area of high footfall, to ensure maximum use and capture of material.

CCC recommends that RotG units are promoted before they are installed, as well as after installation, to alert and educate users in advance.

Acknowledgements

Thanks to Mike McCauley of Carmarthenshire County Council.

**For further information about
Recycle on the Go please visit:
www.wrapcymru.org.uk/rotg**

While we have tried to make sure this case study is accurate, we cannot accept responsibility or be held legally responsible for any loss or damage arising out of or in connection with this information being inaccurate, incomplete or misleading. This material is copyrighted. You can copy it free of charge as long as the material is accurate and not used in a misleading context. You must identify the source of the material and acknowledge our copyright. You must not use material to endorse or suggest we have endorsed a commercial product or service. Please note that this information was correct at the time of writing, but the regime is liable to change with government policy. WRAP will endeavour to update this document when changes are made to the regime.

For more details please see our terms and conditions on our website at www.wrapcymru.org.uk

www.wrapcymru.org.uk/rotgwales

**Waste & Resources
Action Programme**

Helpline freephone: 0808 100 2040

E-mail: info@wrap.org.uk



**Working together for
a world without waste**



Home