

Information sheet



Recycle on the Go Wales – Bron Afon Community Housing

- Nine units installed August 2013
- Source separate collection of plastic, cans and glass
- 6.26 tonnes collected in first year (target 6.6 tonnes)



Why have they implemented a Recycle on the Go project?

As an organisation created by and for their tenants an important aspect of Bron Afon Community Housing's (Bron Afon) work is promoting regeneration and ensuring the ongoing care of the environment in which the tenants and residents live. This includes the provision of waste units in shopping areas managed by Bron Afon adjacent to Bron Afon-managed flats. The new recycling units will encourage positive recycling behaviour by all residents using the shopping areas which will hopefully be transferred to their behaviour in their homes.

What was implemented?

Recycling units were located in seven shopping areas managed by Bron Afon across the borough of Torfaen in South East Wales.

Each location had a number of retail outlets including pharmacies, hairdressers, convenience stores and take-aways where residents congregated and litter was generated.

Communication tools used

Once each site had its units installed supporting communication tools were implemented.

Surveys were carried out prior to and following installation of the units. Following installation this was timed to coincide with introducing promotional posters and t-shirts for shop staff.

Posters were placed in each shop window and t-shirts were given to all shop staff promoting the Recycle on the Go message – see images below

Social media was used to promote the launch and two local newspapers also ran the story.

The story was also picked up by the local free press.

Benefits

Most sites reported an immediate reduction in the amount of cigarette litter as all new units had ashtrays included in the top.

The two collection operatives attended NVQ training programme to create an in-house pool of expertise and to upskill the work force. Their portfolios have been sent off for assessment.

A further three members of staff are currently attending NVQ courses in waste management. Two of these support Bron Afon's growing trade waste recycling and re-use centre, the other manages Bron Afon's responsive repairs operations in the North of Torfaen working out of a satellite depot.

Lessons learnt

The primary lesson was the importance of involving everyone at an early stage. The shopkeepers and staff appreciated being advised of Bron Afon's plans and when the bins were installed they were very supportive and many agreed to do promotional work. All carried the posters and agreed to chat to customers about the bins. Most also wore the promotional t-shirts in the week of launch and during other periods.

It is also important not to assume the operatives emptying the bins understand the recycling message and will support the project. Whereas a lot of effort was put into consulting shopkeepers and staff it was wrongly assumed that there was not a need to consult so heavily with Bron Afon's own staff.

Another lesson was to keep the means by which the weights of recyclates are monitored to as simple as is possible. The eventual system involves an independent check on the volumes collected (using industry standard weights by volume of a 240l wheeled bin).

Bron Afon is in the process of implementing another phase of this project in all the equipped play areas in its locations. The same members of staff will be collecting the recyclates and

have been included in the project at an early stage asked to specify where the new bins are to be positioned.

Feedback from site users?

Surveys were carried out before installation and five months post installation to see if attitudes had changed. Some of the comments received post installation include:

'the bins are always full, lots of people use them'

'there's much less litter outside the shop'

'love the t-shirts and posters, the posters make a big difference'

The bins became a topic of conversation between shoppers and shopkeepers; for one it was a welcome relief from chatting about the weather.

Are there any expansion plans/ next steps?

As a result of the success of the Recycle on the Go project at the new sites, Bron Afon has been able to improve and formalise the collection of recyclables from its main office as well as introduce a food waste collection.

Bron Afon has also recently submitted a second successful Recycle on the Go grant application to install units at the nine playgrounds they manage to further promote the recycling message to residents. The lessons learnt listed above will be followed.

Appendix

Predicted tonnages:

	<i>Cans</i>	<i>Plastic</i>	<i>Glass</i>	<i>Total</i>
Year 1	3.00	3.00	0.60	6.60
Year 2	3.00	3.00	0.60	6.60
Year 3	3.00	3.00	0.60	6.60
Total	9.00	9.00	1.80	19.80

Monitoring data:

	Paper & card	Cans	Plastic	Glass	Total	Total excluding paper
June - Oct '13	4,474.08	322.56	288.00	1,998.72	7,083.36	2,609.28
kg/ month	894.82	64.51	57.60	399.74	1,416.67	521.86
kg/ year	10,737.79	774.14	691.20	4,796.93	17,000.06	6,262.27
tonnes/ year	10.74	0.77	0.69	4.80	17.00	6.26

Full list of locations:

- Church Road, Trevethin, Pontypool
- Glenview, Trevethin, Pontypool
- The Walk, New Inn, Pontypool
- Hillside Drive, Blaendare, Pontypool
- Sycamore Place, Old Cwmbrian
- The Pantry Shop, Lyncroft, Greenmeadow, Cwmbrian
- The Avenue, Sebastapol, Pontypool

Images



Image 1: RotG unit in situ

Image 2: T-shirt worn by shop staff



Image 3: example of the poster displayed by the shops



Image 4: Poster displayed in Pharmacy at New Inn



Communication of the project:

The screenshot shows the South Wales Argus website interface. At the top, there is a navigation menu with categories like News, Sport, Leisure, Info, Your Say, Dragons, County, Reader Holidays, Jobs, Homes, Cars, Dating, Buy & Sell, Click2Find, and Advertising. Below the navigation, there is a search bar and a 'Send your news, pictures & videos' button. The main content area features a news article titled "It's easier for Torfaen residents to recycle thanks to project" by Hayley Mills, dated 6:00pm Wednesday 21st August 2013. The article text includes: "RESIDENTS in Torfaen will now be able to recycle plastic packaging, glass and cans as they shop, thanks to a new project launched in New Inn this week." and "Recycle on the Go is being run by Bron Afon Community Housing and is part-funded through Waste and Resources Action Programme in Wales (WRAP Cymru)." There are also social media sharing options (Twitter, Facebook, Email) and a weather forecast for Newport showing 13.2°C. A sidebar on the right lists featured jobs and a list of most read articles.

[http://www.southwalesargus.co.uk/news/10626513.It s easier for Torfaen residents to recycle thanks to project/](http://www.southwalesargus.co.uk/news/10626513.It_s_easier_for_Torfaen_residents_to_recycle_thanks_to_project/)

http://www.bronafon.org.uk/... WRAP ProjectZone - Project M... Recycle on the Go

Accessibility A A A Jobs Contact Us Cymraeg

Bron Afon Our Customer Line
0800 111 4242 / 01633 620111

Home In Your Community Get Involved Our Tenants Our Leaseholders Our Services Who Are We?

Recycle on the Go

21st Aug 2013

Residents in areas across Torfaen will now be able to recycle plastic packaging, glass and cans as they shop, thanks to a new project, which was launched in New Inn this week. 'Recycle on the Go' is being run by Bron Afon Community Housing and is part-funded through WRAP Cymru (Waste and Resources Action Programme in Wales).

Bron Afon has installed new recycling bins at all of the shopping areas they manage in Trevelin, Blaendare, Sebastopol, New Inn, Upper Cwmbran and Greenmeadow.

Duncan Forbes, chief executive, Bron Afon, said: "We are really pleased to get funding from WRAP Cymru to provide these new facilities. We want to make it as easy as possible for people to recycle wherever they are, which will contribute to making Torfaen a great place to live."

Ruth Llewellyn, WRAP Cymru's Recycle on the Go project manager, said: "If Wales is to reach its target of recycling 70 per cent of its waste by 2025, we can't just recycle when we're at home. It's essential that where possible we recycle when we're out and about too."

"I'm delighted that Bron Afon is the first (and only) Registered Social Landlord to receive a Recycle on the Go grant in Wales. I look forward to working with them to help people in Torfaen recycle their rubbish wherever they are."

Craig Hinks, manager at New Inn Pharmacy, said: "I'm really pleased to see steps taken to encourage recycling in the area and how much the new arrangements have reduced litter around the shops, too."



Photo: Left to right: Abi, Bonnie, Alyson, Craig (owner) and Leanne from New Inn Pharmacy; Simon Morgan, Bron Afon environmental manager, Duncan Forbes, Bron Afon chief executive, Ruth Llewellyn, project manager, WRAP Cymru

Back

BRON AFON **QUICK LINKS** **FIND OUT ABOUT** **SAY HELLO...**

Who Are We? Find a home Money Saving Advice Talk to us on Facebook

Our Stories Jobs Help with your benefits Follow us on Twitter

Aims and Values Contact Us Volunteering Connect on LinkedIn

<http://www.bronafon.org.uk/news/2013/08/21/recycle-on-the-go/>

https://twitter.com/BronAfon... Recycle on the Go BronAfon (BronAfon) on T...

Have an account? Sign In

Expand Reply Retweet Favourite More

BronAfon @BronAfon · Aug 15
Sneak preview of the T-Shirts & new bins for the Wrap Cymru Recycle on the Go project! Official launch Monday pic.twitter.com/UsxWkUtsG5



RETWEETS 5

3:52 am - 15 Aug 2013 - Details
Collapse Reply Retweet Favourite More

simon morgan @morgan19702 · Aug 15
@BronAfon @Recycle4Wales Thought you might like this
Expand Reply Retweet Favourite More

Penelope Goodwin @penny_lane_21 · Aug 15
@BronAfon Excellent pose Simont Looks like you are ready for #recycling action!
Expand Reply Retweet Favourite More

simon morgan @morgan19702 · Aug 15
@penny_lane_21 can you believe I now hug binst
Expand Reply Retweet Favourite More

Penelope Goodwin @penny_lane_21 · Aug 15
@morgan19702 Welcome to the green side! I'm sure you will be doing worse things than that before you know it :)

<https://twitter.com/BronAfon/>

While we have tried to make sure this information sheet 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. For more details please see our terms and conditions on our website at www.wrap.org.uk



WRAP Cymru
Tŷ Carlyle
5-7 Heol y Gadeirlan
Caerdydd CF11 9RH

WRAP Cymru
Carlyle House
5-7 Cathedral Road
Cardiff CF11 9RH

T 02920 100 100
E wrapcymru@wrap.org.uk
W www.wrapcymru.org.uk

www.wrapcymru.org.uk/rotgwales