

Information sheet

Recycle on the Go Wales - Wastesavers Recycling Ltd

- Recycle on the Go units located across Newport city plus units for use at community events.
- All materials collected separately: cans, plastic, glass and paper.
- 16.72 tonnes collected in first year (target 13.50 tonnes)
- Expected number of site users : 41,500



Why have they implemented a Recycle on the Go project?

Wastesavers is contracted by Newport City Council to provide a kerbside recycling service across the city of Newport. Following on from the success of the kerbside recycling program it was keen to implement a Recycle on the Go project but was limited due to the initial financial outlay required.

What was implemented?

Recycle on the Go units were installed in eight locations across the city, mainly at shopping centres owned and managed by the local housing association. The full list of locations is listed in the appendix.

A further two units were purchased for use at events organised by Wastesavers, Newport City Homes (Housing Association) and Newport City Council.

Communication tools used

At each of the permanent locations a launch event was held to allow the local community and shoppers to ask questions and find out why the new units were being installed.

The new units at the shopping centres were also promoted through the council and housing association newsletters delivered to all houses on a bi-monthly basis.

Social media was used extensively to promote the new units, using both Facebook and Twitter. Press releases were also sent out to key media contacts. This resulted in coverage on www.letsrecycle.com and in the South Wales Argus.



Benefits

Due to the clear signage and source separate collection method there has been very little contamination in the Recycle on the Go units and so high quality recyclables have been collected.

Challenges

Two of the nodes needed to be reallocated but the original sites they were offered too declined them on grounds of aesthetics and concerns over vermin infestations. However, since the project's installation elsewhere Wastesavers has had a number of enquires asking for a node to be installed, illustrating the fact that most locations do not have the same concerns. Any concerns will need to be taken into account when approaching new potential sites.

Lessons learnt

Involve all stakeholders throughout the process, e.g. work with the site owners and users rather than just installing units that they have no knowledge of.

The launch events at each site were particularly useful in gaining local trust and reducing the element of risk. By holding such events at each site it meant that key members of the local community looked after the bins and had more buy-in. Events supported by the project partners were most successful and resulted in their units having the lowest contamination levels.

Feedback from site users

The launch event at Bettws worked particularly well as Newport City Homes' neighbourhood officers were involved and provided a marquee and free plants to encourage people to attend. The response from residents was extremely positive, with only a few concerns regarding the safety of the bins themselves and the potential for them to be damaged.

The launch at the Alway site was combined with the community centre's fun day, where again the bins received lots of positive comments from residents. The bins were also used to collect recycling from the event itself, with the organiser stating in an email after the event

"Thank you for providing the bins for the day. It was fantastic; we had much less rubbish to pick up at the end of the day than previous years".

Despite the negative feedback from some sites others were very keen to host the nodes. The Riverfront Theatre that already had two nodes was so happy with them that they requested a third to be located alongside the neighbouring University of South Wales site.

There was also interest from a community welfare ground via Newport City Council for one of the nodes that needed reallocation which has now been installed. There is a child's play area, tennis court, social club and plays host to a number of large community events.

Are there any expansion plans/ next steps?

The council has also expressed an interest in locating one of the nodes at the newly re-developed bus station. This would mean one of the nodes earmarked for use at events

would be re-allocated to a permanent site for use throughout the year at a location with very high footfall in the city centre.

Further monitoring will be carried out via questionnaires and door knocking activities to gain feedback on the new facilities from the residents who live alongside the nodes sited in the shopping preceincts.

Despite some of the negativity surrounding siting Recycle on the Go units there has been more positive feedback and the success of the units at the Riverfront Theatre has resulted in an additional unit being placed there.

Appendix

Predicted tonnages:

	<i>Paper & card</i>	<i>Cans</i>	<i>Plastic</i>	<i>Glass</i>	<i>Total</i>
Year 1	1.50	5.50	5.50	1.00	13.50
Year 2	1.50	6.00	6.00	1.50	15.00
Year 3	1.50	6.50	6.50	2.00	16.50
Total	4.50	18.00	18.00	4.50	45.00

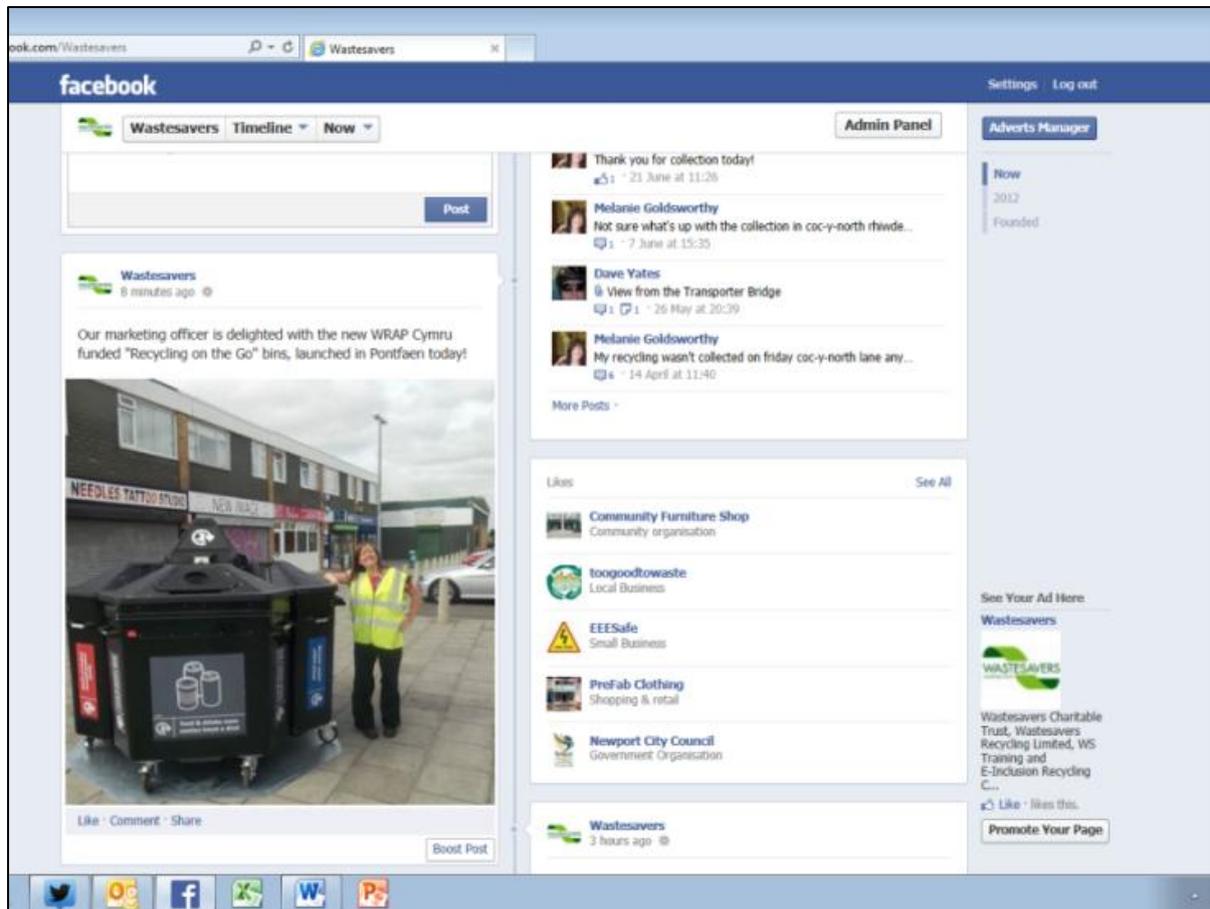
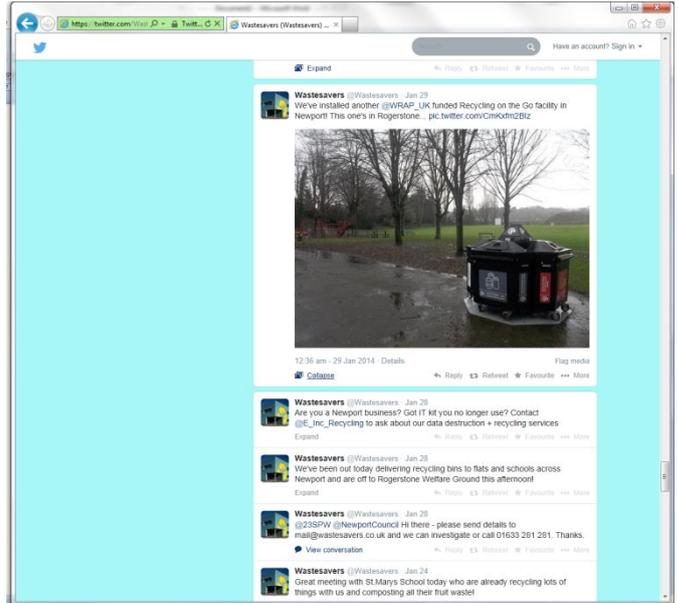
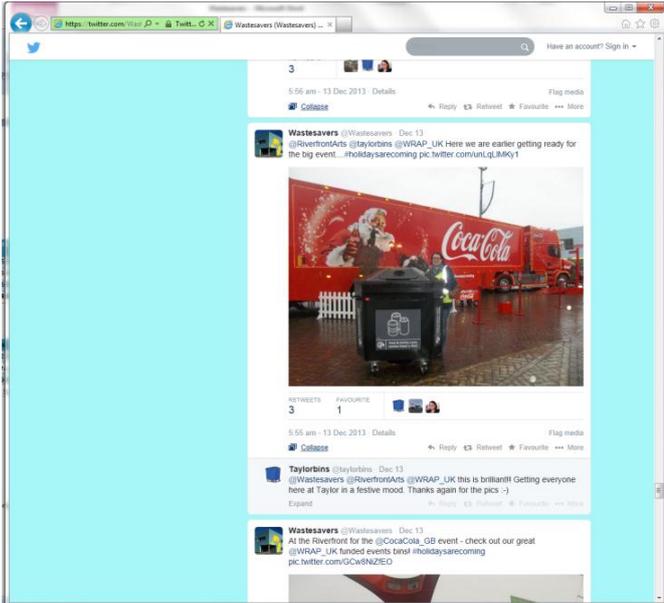
Tonnages to date:

	Paper	Cans	Plastic	Glass	Total
July-Feb '14	5,370.25	1,922.06	1,211	1,248.75	9,725.06
kg per month	767.18	274.58	173.00	178.39	1,389.29
kg per year	9,206.14	3,294.96	2,076.00	2,140.71	16,671.53
tonnes per year	9.21	3.29	2.08	2.14	16.67

Full list of locations:

- Shopping centres:
 - Allway
 - Bettws
 - Pontfaen
 - Ringland
 - Underwood
- Riverfront Theatre, Newport (x2)
- University of Wales, Newport, City Campus
- Rogerstone Welfare Ground

Recycle for Wales promoted on Wastesavers Twitter and Facebook accounts:



Images of units in action:



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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