

## RAISING AWARENESS OF WASTE

- » Surrey Waste Management (SWM), a 25-year contract between Surrey County Council and SITA UK, has achieved impressive results. Recycling rates in Surrey have increased from an average of 41 per cent in 2007/08 to 57 per cent in 2008/09 and most recently SWM achieved 69.1 per cent in June 2009 – the contract’s highest rate so far.

### THE CHALLENGE

SWM is working to achieve 60 per cent recycling rates at all of its 15 Community Recycling Centres (CRCs) by 2025, following a target set by Surrey County Council in 2007.

### THE SOLUTION

SWM has come up with a number of innovative solutions to help make the public more aware of recycling. These include different campaigns and an education programme that are run by the company’s Waste Minimisation Team. The team provide talks and information to local residents about recycling as well as running specific campaigns targeting different areas of waste.

SWM managers work with site staff to ensure they understand the importance of waste minimisation, divert as much waste away from landfill as possible and appreciate the value of the material they handle. Additionally, some sites have created their own initiatives to raise recycling rates. The Chaldon Road site in Caterham has launched the Goalkeeper scheme, a football-themed exercise that sees Site Operatives guarding the general waste bin like a goalkeeper with a goal of ensuring that customers do not deposit recyclable waste.

Other practices in place at the site include placing the general waste container at the furthest point away from the site entrance to discourage visitors from using them and to think recycling first. The site also has a number of operatives on hand to advise visitors and encourage them to recycle.

### RESULTS AND BENEFITS

Thanks to the policies the site has implemented, Chaldon Road is now consistently one of SWM’s top performing CRCs. The site has achieved an average recycling rate of 71 per cent during the first four months of 2009, compared with an average of 49 per cent during the same period two years ago.

Surrey Waste Management has redeveloped some of its CRCs and has invested heavily in staffing and training. While Chaldon Road may not have been redeveloped, the extra staff levels and training that its workforce has received has resulted in one of the most impressive recycling rates in the county. Chaldon Road is one of 10 sites across the county that is consistently achieving recycling rates of 70 per cent or higher.

### WHY SITA UK?

“We have achieved a lot in a short space of time through hard work and good attitudes and hope to build on this success to achieve even more in the future. Surrey Waste Management is committed to reducing, reusing and recycling as much waste as possible and is working with customers across Surrey to strengthen this.”

- Alan Treble, Area Manager for Chaldon Road,  
Surrey Waste Management / SITA UK

