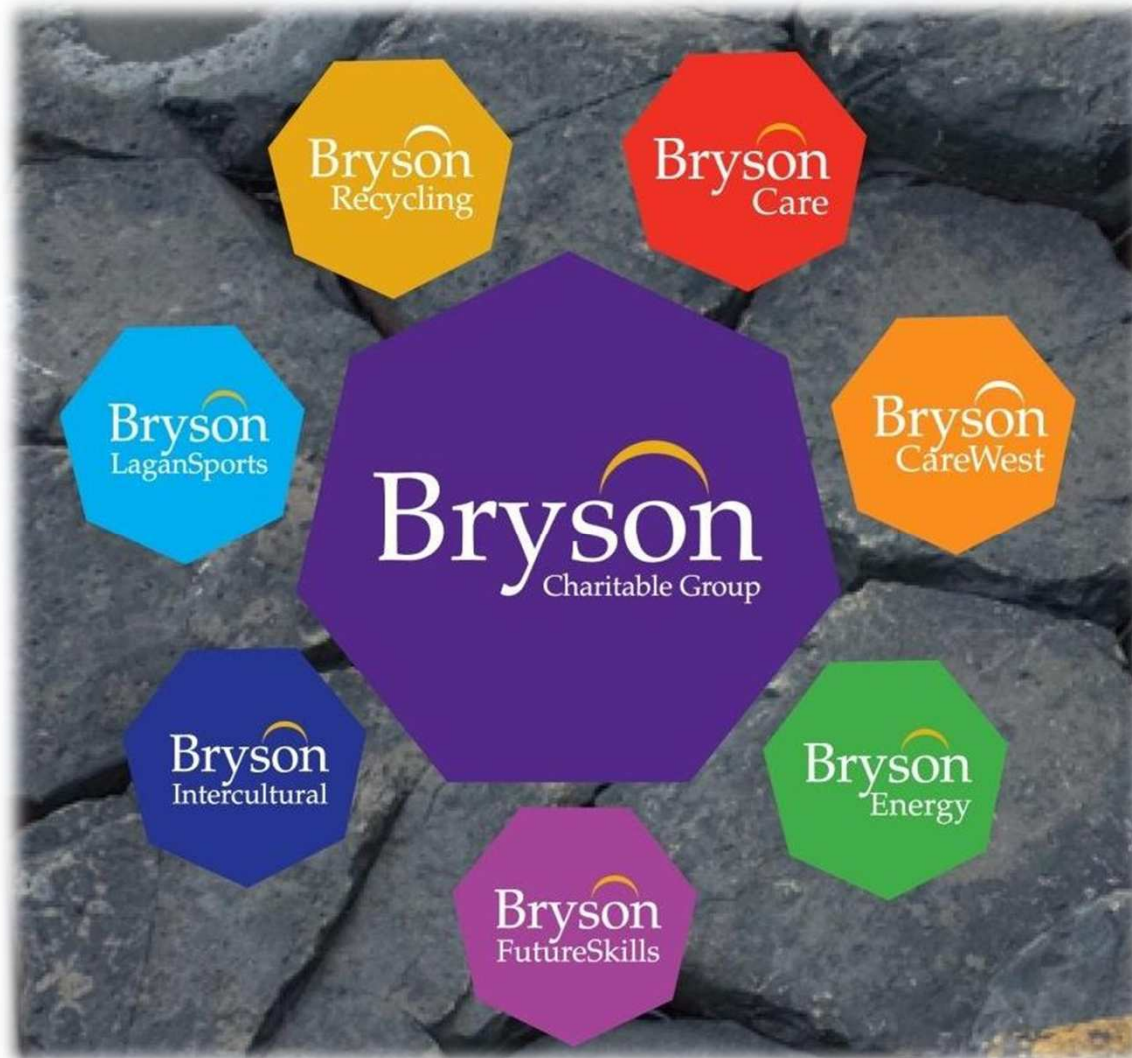




Bryson
Recycling

Who we are

Bryson
Recycling



Today's presentation

- Brief background on Bryson Recycling
- Philosophy behind our approach
- Factors behind the Newtownabbey trial
- Trial results
- Policy issues and choices for NI

Key facts

- Started recycling in 1993
- NI's leading provider of recycling services
- £11m turnover
- Operate 11 sites
- Employ 250 staff
- Recycle 45,000 tonnes/year

Service providers and change agents

Key facts

- Kerbsort to 170,000 houses in NI
- Arc21 MRF
- 8 HRCs in Donegal and N Wales
- Arc Direct white goods reuse
- Schools and commercial collections

Local focus

- 35% of our materials are recycled in N Ireland
- Supply Huhtamaki, Quinn Glass, Cherry Plastics
- Supports over 1000 local jobs
- Good for the environment and the local economy

Materials for recycling

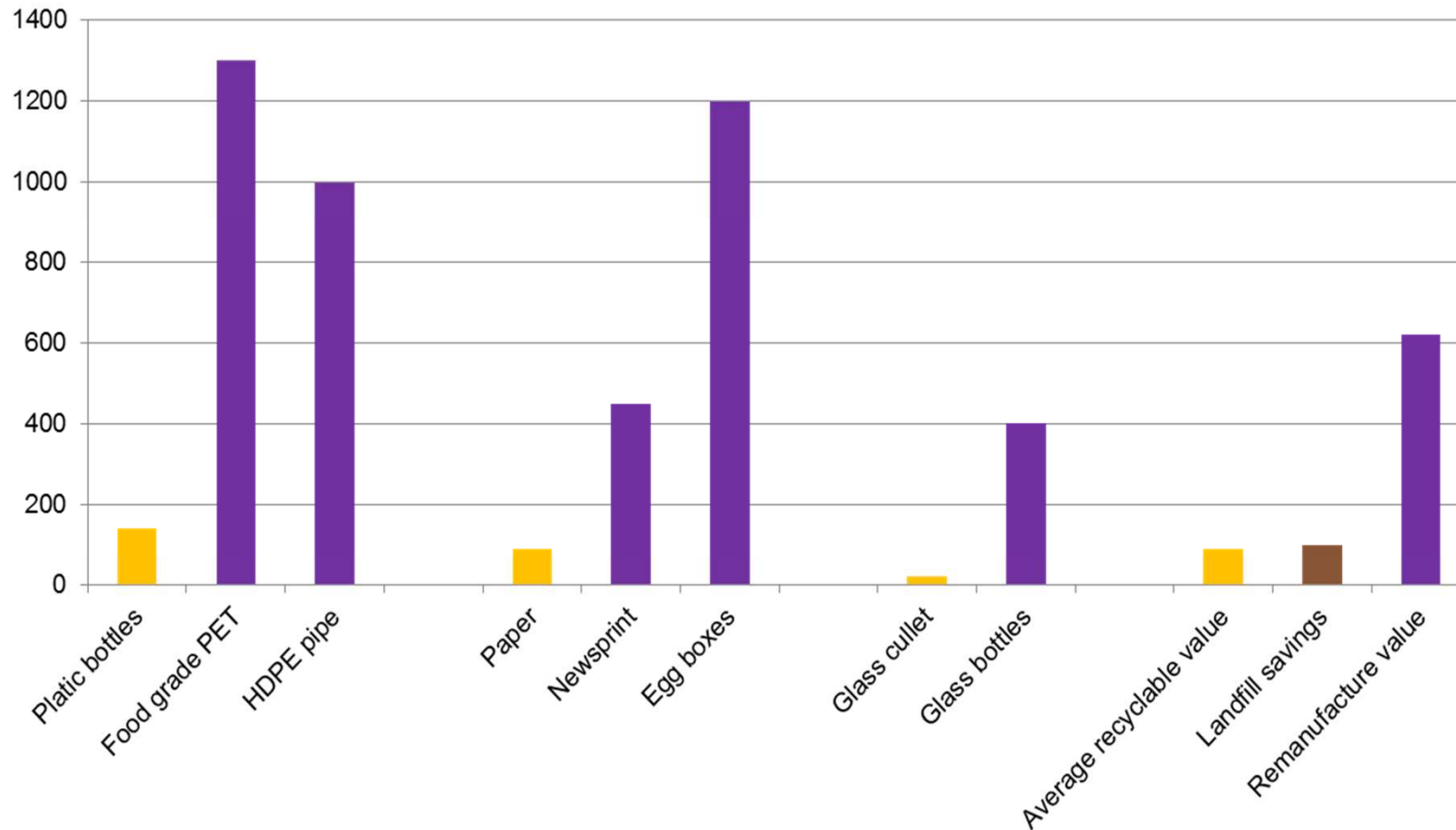
Quality materials are the starting point

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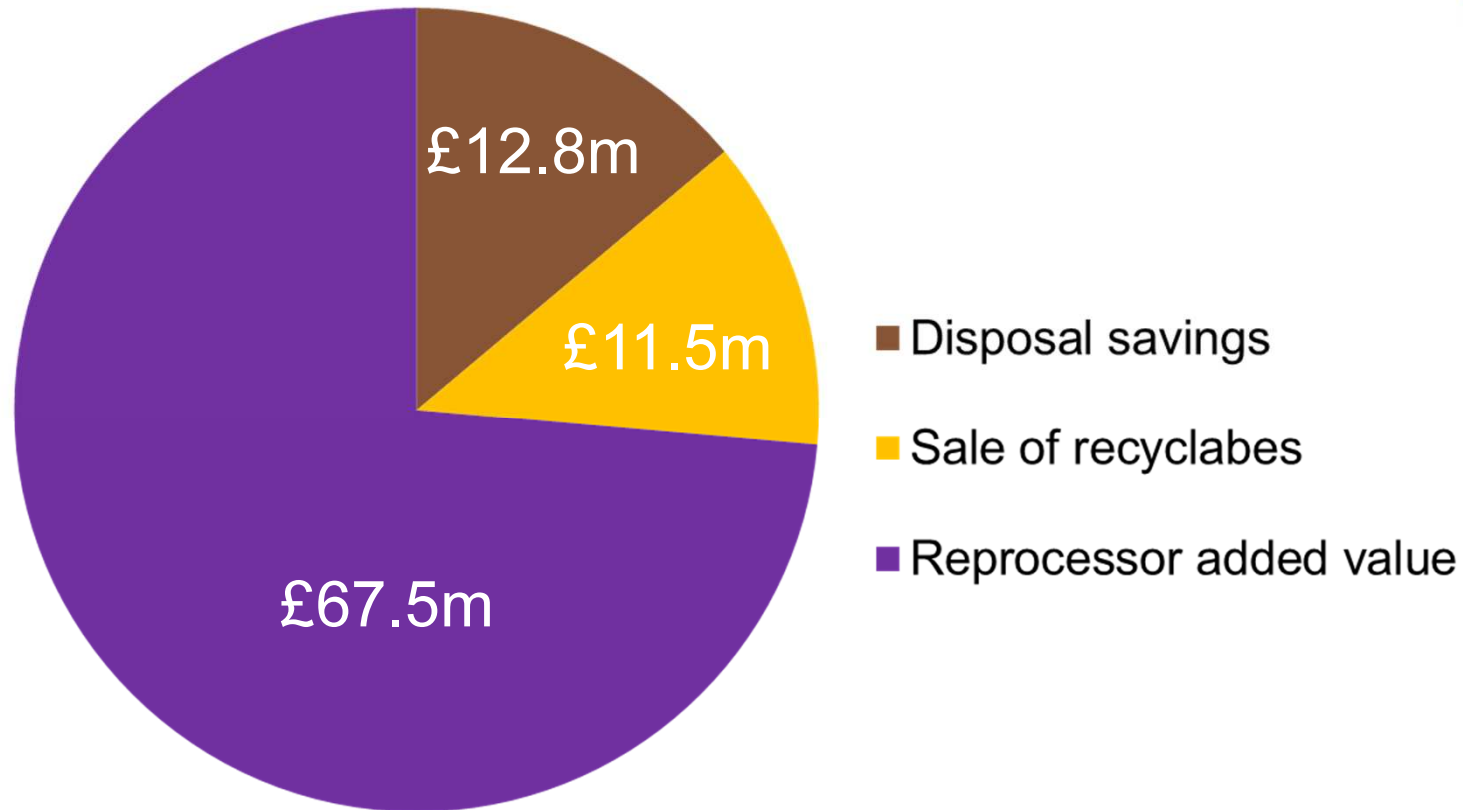
Economic value of recycling

Value / tonne of recyclable materials & products



Economic value of recycling

From household collected recyclables in NI per year



What should drive our recycling strategy ?

Economic opportunity derived from the value of reprocessing recyclables locally

Central theme of the EU strategy document,
A Roadmap to a Resource Efficient Europe

Recycling collection decisions taken by Local Authorities
Economic opportunity not usually a central consideration

Current issues for recycling in NI

- EU Directive 50% recycling rates
- Bio-waste targets
- High quality recycling
 - Perceived threat to some local authorities
 - Economic opportunity for NI
 - Current reliance on intensive comingling / RDF
- Illegality in waste industry
 - Mills report
 - MRF regs

Bryson model

Our direction

- We operate both systems
- Barriers to commingled:
 - The glass ceiling on quality
 - Green fence; MRF Regs; reprocessor discontent
 - Cost of putting these things right (or not)
- Barriers to kerbsort:
 - How do you handle high volume materials
 - Arguably lower overall yield
 - Some levels of discontent around boxes
 - Vehicle design
 - Outsourced v in-house collections

Bryson model

Aims of new model

- Resolve container and vehicle issues
- Highest volumes of recycling
- Highest quality recycling
- Best recycling rates in NI
- Lowest tonnage to landfill
- Very high levels of public acceptability
- Universally adoptable across NI
- Lowest overall cost

Bryson model

Structure of new model

- Introduce new vehicles
- Introduce wheelie box
- Add plastic pots tubs and trays, and cartons
- Add food waste – collected at same time
- Reduce residual waste bin capacity
- Weekly recycling
- Strong clear communication with public

Kerbside recycling – Vehicles



Kerb-Sort vehicle

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Product development

- Bryson used their experience in delivering kerbside recycling services to inspire a new vehicle
- The Kerb-Sort vehicle was designed and manufactured by Romaquip
- The Kerb-Sort's features are based on feedback from our recycling operators, and detailed analysis of requirements

Materials collected



Vehicle uptake

- May 2012: 8 vehicles introduced in Newtownabbey
- We now have 35 vehicles operating across N Ireland
- Vehicles now operating in;
 - Northern Ireland
 - St Helens
 - Conwy
 - Anglesey
 - East Ayrshire
 - Powys
 - And more orders underway

Kerbside recycling – Containers

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Recycling



Wheelie box launch



- April 2013: 5000 in Conwy, North Wales
- June 2013: 850 households in Castlereagh
- February 2014: 4000 households in Newtownabbey
- Currently full roll out in Conwy and 6000 in Gwynedd

Information leaflet

What can you recycle?

In your new **WHEELIE BOX** you can recycle all the items you currently put in your red and black boxes.

Please **SEPARATE** your items for recycling between boxes 1, 2 and 3 as described.

Please ensure all items for recycling are **CLEAN** and don't contain any food or drink residue.

Please **FLATTEN** your cans, cartons, plastics and cardboard to save space in your Wheelie Box.

Please put shredded paper, foil, textiles and batteries in **SEPARATE BAGS** before putting them in your Wheelie Box.



Box 1		Paper	Newspapers, magazines, brochures, envelopes, greetings cards and shredded paper.
		Foil	Foil trays, cases and tin foil.
		Textiles	Clothes, shoes (in pairs), sheets, duvet covers and pillow cases.
		Batteries	All household, button, mobile phone and laptop batteries.
		Hand tools	All hand tools, for example, hammers, chisels and saws.
Box 2		Food and drinks cans	All food and drinks cans, including biscuit and sweet tins.
		Aerosols	Empty aerosol cans, for example deodorant and hairspray cans.
		Cartons	Food and drinks cartons.
		Plastics	All plastic bottles and plastic packaging such as pots, tubs and trays.
Box 3		Glass bottles and jars	All glass bottles and jars. We cannot collect broken glass for safety reasons.
		Cardboard	Corrugated cardboard, frozen and dry food boxes, cardboard tubes and brown paper.

Product development

- Bryson wanted to develop a new container that makes recycling easier for householders
- Design is based on customer feedback from current box service:
 - Easy to use
 - Extra room for recycling
 - More stable in the wind
 - Hinged lid
 - On wheels so easy to move
- Good enough to allow for reduction in residual bins
- Wheelie Box developed in partnership with Straight plc

Benefits of Wheelie Box

- Improve recycling performance
- Allow collection of wide range of materials, including glass, in a single pass
- Ensures highest possible material quality
- Reduces need for lifting/carrying of boxes by residents/crews; significant Health and Safety improvement

Minimising residual waste

- Fortnightly 240s no longer needed
 - 140s / 180s fortnightly v 240s 3 or 4 weekly
 - Cartons and plastic pots tubs and trays
 - Very little is left for disposal
 - Gentle nudge better than promotions alone
 - Concentrate on providing 1st rate recycling service
- Process of switching collection resources from residual to resources
- Vital part of the economics of the model

Castlereagh & Newtownabbey trials

- Castlereagh
 - 850 wheelie boxes
 - Added plastic pots tubs and trays, and cartons
 - Canvassing to residents
- Newtownabbey
 - 4000 wheelie boxes
 - No new materials
 - Replacement of 240 residual bins with 180s
 - Canvassing to residents

Results – Castlereagh

- 10% increase in tonnage
- 13% increase in participation
- Positive customer feedback:
 - 40% response rate to postal survey
 - 94% respondents said they preferred Wheelie Box to kerbside box service

Customer comments

“100% improvement on previous box, recycling much more than ever”

“The new Wheelie Box is exceptionally well designed”

“The Wheelie Box is much easier to use and to bring to kerbside from the house and back”

“It’s a great idea, a lot better, can be moved a lot easier, holds a lot more – great”

“It ticks all the boxes – thank you”

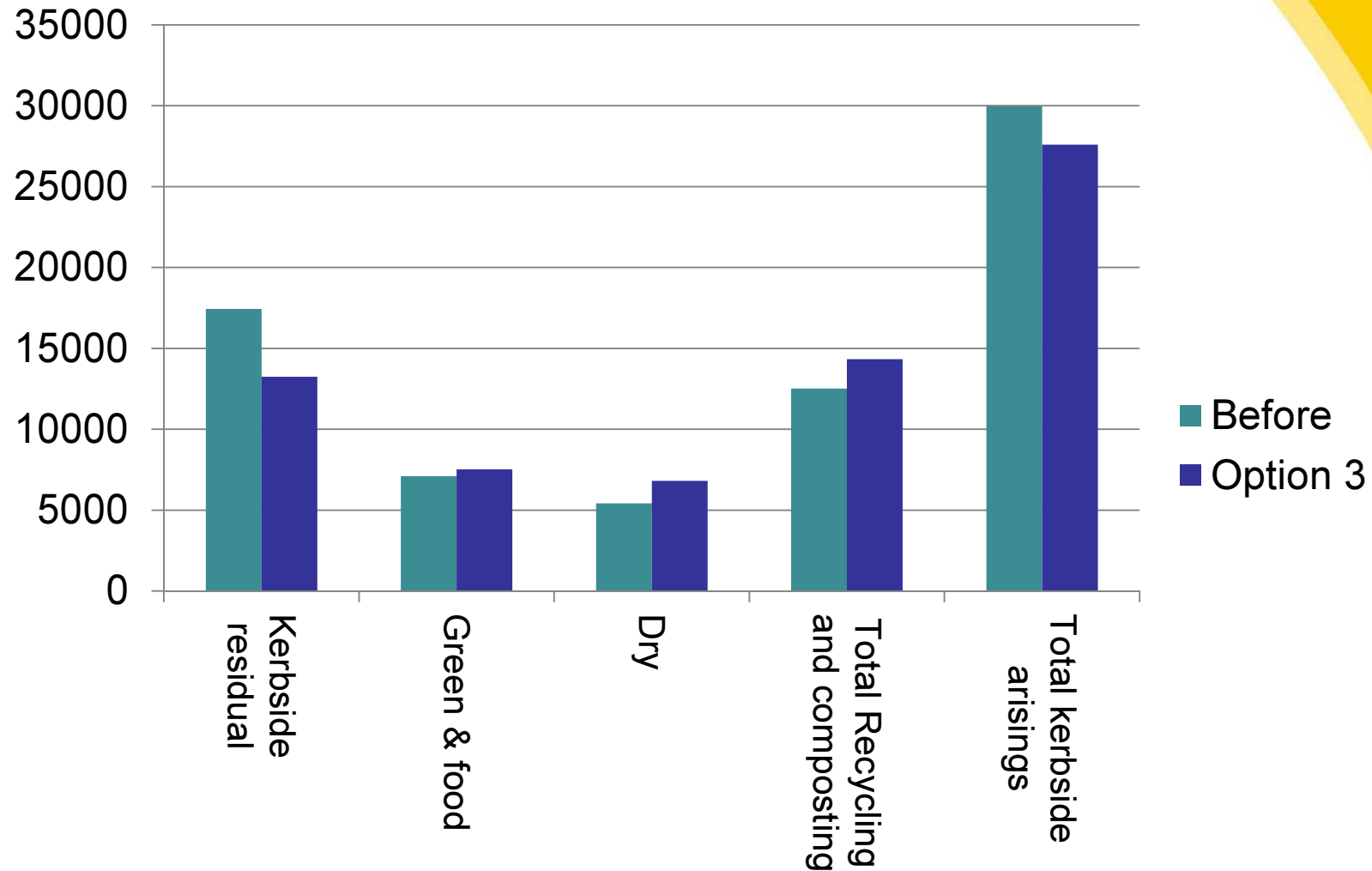
Newtownabbey

Initial Results

- 25% increase in recycling tonnage
- 15% increase in participation
- 25% drop in residual tonnage
- c 8% drop in waste arisings
- Customer survey – May
- WRAP conducting independent research on NI trials and results will be shared when available.

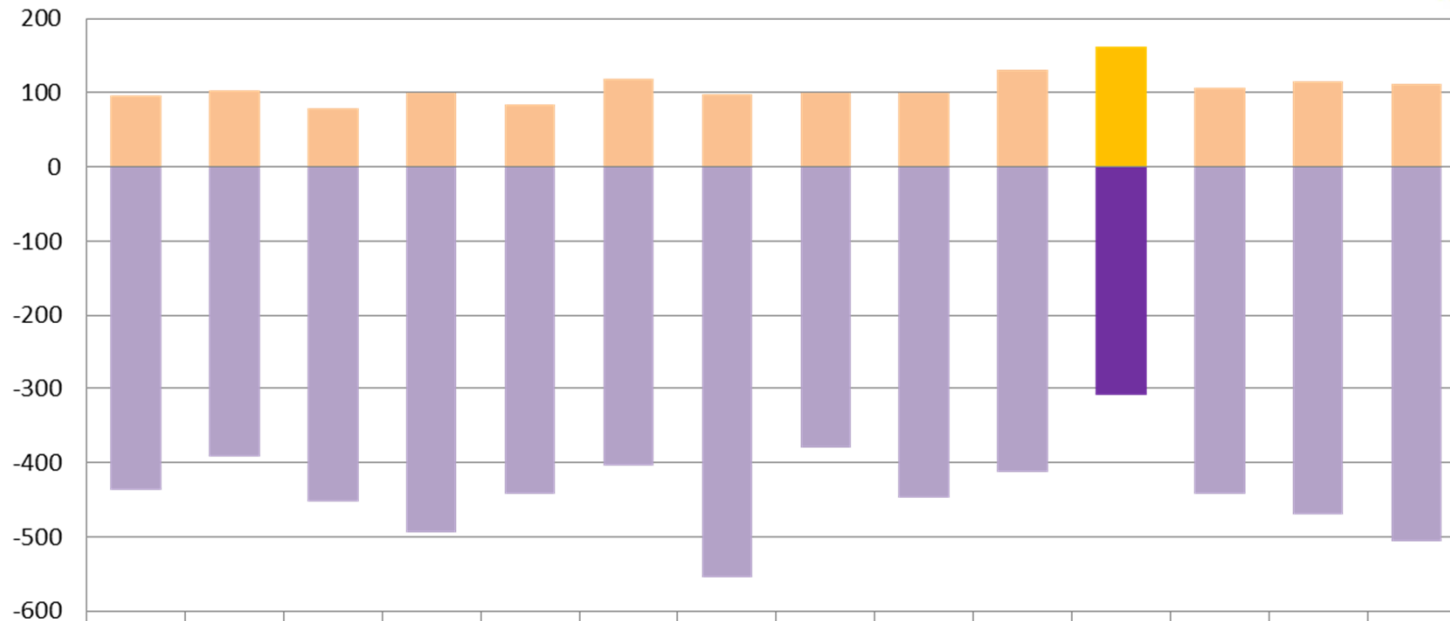
Results – Newtownabbey

Trial results extrapolated - tonnes per year



Results – Newtownabbey

KPH per year of dry recyclables and residual waste collected from HH before & after Wheelie Box trial



	Antrim	Ards	Ballymena	Belfast	Carrick	Castlereagh	Down	Larne	Lisburn	Newtownabbey (before WB trial)	Newtownabbey (after WB trial)	North Down	Fermanagh	Armagh
Residual	-437	-392	-452	-494	-443	-404	-554	-380	-448	-412	-309	-443	-470	-507
KPH	97	102	79	100	84	118	99	100	100	130	163	107	115	112

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Progress to date

- Trials in Newtownabbey and Castlereagh, Conwy and Gwynedd
- Being rolled out in Conwy, Gwynedd and Newtownabbey
- Being used as reference point in Wales and Scotland
- Adopted as Welsh 'blueprint' in their Collaborative Change Programme

Separate collections

and the question of TEEP

- Are separate collections required?
 - Yes if the quality of MRF material is not HIGH quality
 - How do councils answer that?
 - By talking to reprocessors about necessary standards
 - Applying MRF Regs against necessary standards
 - Timing - when out to market, when able to redesign
- Are separate collections TEEP
 - Yes - Inner city Belfast
 - Yes - Suburban Newtownabbey & Castlereagh
 - Yes – Extreme rural Armagh

Bryson model

Aligning with NI policy

- Separate collections of food
- Separately collected high quality recyclables
- Local reprocessing
- > 50% recycling rates
- Waste minimisation
- Generates virtually no RDF

Our ask

- Establish what reprocessing is and could be worth to NI Economy
- Carry out study to determine best model(s)
 - Tonnage, Quality, Cost, TEEP.
- Adopt it as 'blue print'
- Use Rethink Waste money and 'Collaborative Change Programme' to establish it
- Own a determined strategy to achieve a high quality recycling approach