

Alternate Weekly Collection - Opportunity or Challenge

Corus hosts a seminar on the implementation of Alternate Weekly Collections (AWC) at RWM '06.

Over recent years, there has been a growth in the number of local authorities implementing AWC to increase further the volume of recyclables collected from households.

For local authorities, taking the decision to move to AWC is a big step. While recognising the benefits that AWC can offer, there is concern within local authorities about the costs of implementation and, of course, the potential negative reactions from the public, who often see it as a drop in the service they receive and a way for local authorities to save money.

Around a quarter of local authorities in the UK are currently operating AWC of refuse and recyclables, either as a pilot trial or a full roll out and a great many others are planning to introduce it. Experience has shown that AWC does have a positive impact on recycling rates and the Government is keen to see the number of local authorities operating AWC increase to help achieve rising recycling targets.

Wednesday 13th September

10am - 10.45am

RWM 2006

NEC Birmingham

To book your place at the AWC seminar, visit the 'Visiting' link at www.rwmexhibition.com



Corus has seen at first hand the positive impact these schemes can have on increasing recycling rates and improving collection efficiency.

At its seminar on RWM's Local Authority day - Wednesday 13th September - Corus will assess the effectiveness of AWC in terms of the impact it can have on recycling rates and the public.

Dave Williams, Manager at Corus, and Linda Crichton, Manager of WRAP's ROTATE team, will discuss the benefits and practicalities of introducing AWC.

Jonas Grist, Waste Technical Officer at

Babergh District Council, will provide an insight into one local authority's experience of changing to AWC.

If you are unable to attend the seminar, you can visit the Corus stand (number 662) at RWM to find out more about AWC and steel packaging recycling, and also pick up a copy of our new DVD aimed at children, which demonstrates the recycling process.

If you are unable to attend RWM, please contact david.m.williams@corusgroup.com for more information on AWC.

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News in brief

NEW FACES AT CORUS

Corus welcomes two new members to its team:



Gemma
Stapleton

Gemma joins as Admin & Accounts Officer to undertake the day-to-day administration and accounting to help ensure the smooth running of Corus Steel Packaging Recycling. Gemma previously worked for Corus Financial Shared Services department.



Robert
Jenkins

Robert has joined the team as Recycling Projects Manager. His responsibilities include helping to identify new projects where there is the potential to recover large volumes of steel packaging. Robert has also joined from within Corus, where for the last 20 years he has worked in manufacturing.

Other changes within the team see Garvin Freeman take over as Manager of Recycling Development and Nicola Bennett become Systems Development and Communications Executive.



Corus launches its annual PRN report

Corus has launched its annual PRN report, which highlights the significant progress that has been made in steel packaging recycling thanks to Corus PRN investment.

In 2005, Corus invested PRN funds in a number of areas to facilitate and enhance the collection and recovery of steel packaging.

Using PRN funds, Corus commissioned research on two key issues for the future - motivating the public to recycle via effective communications and identifying new opportunities to collect even more steel packaging. More than 140 local authorities took part in this research, providing an insight into their communications programmes to promote participation. By sharing the valuable findings of this research with other local authorities, Corus is now better able to offer guidance and examples of best practice in the most effective communications tactics to help achieve higher recycling and participation rates.

During 2005, Corus worked with 19 recycling organisations across the UK, providing recycling equipment which brought benefits to a total of 74 local authorities.

The PRN report also looks at what Corus hopes to achieve in 2006. With the news that 90% of local authorities now have kerbside collection schemes including steel packaging, and the fact that steel surpassed its 2005 recycling target, Corus will focus on forging partnerships with those authorities with low recycling rates and larger metropolitan councils where significant volumes of steel packaging can be recovered.

The 'Promoting Recycling' PRN report can be downloaded as a pdf from www.cspr.co.uk or hard copies can be ordered by emailing nicola.bennett@corusgroup.com.

Corus investment helps boost steel packaging recycling in South Wales

Corus has supported Greenwood Services Ltd, a local recycling company based near Bridgend, by providing new recycling equipment.

The company has expanded significantly in the last three years, and now services can banks across South Wales, as well as handling mixed materials collected through a number of local authority kerbside schemes. Greenwood Services receives more than 500 tonnes of steel and aluminium cans, paper, cardboard, glass, plastic and wood each week from numerous local authorities, health boards and commercial premises.

To be able to process this material, Greenwood Services has built a new

Materials Recycling Facility (MRF) in Cornelly. The company approached Corus Steel Packaging Recycling for advice on the best equipment to recycle steel packaging.

Corus has provided an overhead magnet and, with this new equipment in place, Greenwood Services now has the capacity to recycle more than 400 tonnes of steel packaging per year.

Garvin Freeman, Manager of Recycling Development at Corus, says: "Greenwood Services plays an important role in handling the recyclables generated in the local area and we were delighted to be able to assist with the recycling of steel cans."

Pictured below:
Greenwood Services' John Redmore
and Robert Jenkins of Corus



Improving the recycling process in Doncaster



New equipment from Corus has enabled Doncaster Community Recycling Partnership Ltd (DCRP) to improve the efficiency of its steel can recycling.

Between November 2002 and 2004, DCRP steadily increased the coverage of weekly multi-material kerbside collection scheme from 10,000 to 26,000 homes in Doncaster.

During 2004, DCRP won the contract from Doncaster Metropolitan Borough Council and has since increased its coverage from 26,000 to 60,000 homes, achieving 100% participation in some rural villages and an average of 60% in the city. As a result, the company now collects between 30 and 35 tonnes of steel packaging monthly.

DCRP approached Corus for advice on the most suitable equipment to process the steel cans efficiently. Corus provided DCRP with a compactor and hopper which enable the steel cans to be stored in the hopper until all the vehicles have been unloaded and re-dispatched. The cans are then processed quickly and easily through the sorters and compactor.

DCRP is a contractor and partner of Doncaster Council and participates fully in the Council's zero waste policy, along with two other community recycling schemes - Doncaster Community West Recycling and North Doncaster Community Recycling.



CANDID an industry viewpoint COMMENT

**Linda Crichton,
Manager of WRAP's ROTATE team**

ROTATE is a free advisory service for local authorities - what are the main issues raised by local authorities?

Local authority requests basically fall into two camps; improving the performance of existing schemes, and the introduction of new services. Some seek a second opinion on their proposals, while others look for more technical support, such as dealing with more difficult-to-access properties.

What type of support does ROTATE provide?

ROTATE provides a range of support covering all household waste streams - recyclables, organics, refuse and bulky wastes - and all collection systems - kerbside, bring, CA sites, estates and flats. The support available includes reviews of existing services, assessments of options for new services, advice on adding more materials to existing schemes, and communications strategies and campaign planning. For further information visit www.wrap.org.uk/local_authorities/.

Local authorities are being set increasing recycling targets - how important is good communication in achieving these?

Essential! To ensure optimum performance of recycling schemes, residents need to be aware of these services and be encouraged to use them effectively. This requires good quality, regular communication.

What are the advantages to local authorities of collecting steel cans?

They extend the range of materials that residents can recycle and can be added to kerbside schemes at minimal or no additional cost; they contribute to recycling targets; they have a positive value, and end markets are secure.

What are your thoughts on Alternate Weekly Collection (AWC)?

AWC provides the opportunity to increase recycling provision at lower overall costs compared to conventional systems. By placing

recycling at the same level as refuse collection, it sends an important message to householders about the importance of recycling and helps drive up participation. I expect AWC to become the norm as we continue the drive to greater recycling.

What are your top three tips for local authorities looking to change to AWC?

The switch to AWC will be one of the most important changes to service provision that local authorities will implement. Authorities need to ensure they have full Member support; they need to allow time to prepare and plan for these changes and ensure these changes are communicated well with householders. This includes being clear about the collection and enforcement policies that support implementation. They also need to ensure that residents have sufficient container capacity for their needs, including deciding how to handle bulky recyclables, such as plastics and cardboard.

Interview

with the new Manager of Corus Steel Packaging Recycling Dave Williams



You have been working with Corus Steel Packaging Recycling since 1998 - what are the main changes you have seen during this time?

Since 1998 we have seen an enormous growth -100% - in the tonnage of steel packaging collected for recycling; from 25% to over 51% in 2005. This growth has been achieved mostly from domestic waste, and is testament to a lot of hard work by all those involved - consumers, collectors and reprocessors.

What did you do before working at Corus?

I graduated from Coventry Polytechnic in 1990 with a BSc in Geography. My first position was as a Waste Management Technician with Kirkcaldy District Council in Fife, and I then went on to Eden District Council in Cumbria where I was Recycling Officer until 1998. I became a full Member of CIWM in 1996.

As you move into your new role as Manager, what do you hope to achieve?

I would like to continue the growth of steel packaging recycling (obviously!) but make sure that it becomes "mainstream" within the UK scrap industry. By that I mean that the recycling of steel cans and steel packaging is a routine and recognised process that needs little incentive to operate; just like the recycling of

commercial/industrial steel scrap has been for more than 100 years. We have made great strides in this direction, but there is still more to do.

It's an exciting time in the UK recycling industry, what do you think are going to be the major developments over the next two years?

I think that the development of a number of initiatives, from "cleanstream / zero waste" through to new MBT and Energy from Waste facilities are all going to be significant. If the fixed attitudes held by some at either ends of this spectrum could just start to merge, we might see some consensus!

What would be your tips for local authorities to improve their steel can collections?

Look out for examples of best practice, and contact Corus for advice and practical assistance. Visit www.cspr.co.uk.

Do you have an example of a local authority that has excelled in steel can collections?

It would be unfair to single out one authority, but I like what Newport has done by supporting and embracing a successful and business-like community scheme. This has also been the case with Doncaster Council who work with three such groups.

Corus sets out to find CanRoute supplier of the year

At this year's RWM Exhibition, Corus will launch a new initiative to recognise the contribution that suppliers to Corus CanRoute centres are making to steel packaging recovery rates.

Suppliers - including local authorities, waste management companies and community recycling organisations - can compete to become CanRoute Supplier of the Year.

There will be several categories and prizes will be of benefit to the recycling organisations supplying the CanRoute system, and will help them collect more steel packaging from the community.

All will be revealed at RWM!

By sending cans to Corus CanRoute centres, of which there are 14 throughout the UK, suppliers can be sure of a secure end market for their steel cans.

The CanRoute centre will quality check, store and bale steel cans before delivering them to Corus in the correct physical and chemical form for them to be recycled at one of Corus steel production sites.

To enter the CanRoute Supplier of the Year competition, suppliers should complete the entry form enclosed with this issue of the Recycling Bulletin, pick one up at the Corus stand (662) at RWM, or visit www.cspr.co.uk/news to download an entry form.

Entries should be sent to Corus by 30 November 2006.

The awards will recognise suppliers that have achieved one (or more) of the following criteria:

- high levels of tonnage delivered consistently to CanRoute
- substantial increase in tonnages of steel cans collected and supplied to CanRoute
- successful communications campaigns highlighting the advantages of recycling steel packaging

To find out more about CanRoute, visit www.cspr.co.uk or call 01554 712632.

The Editor
Corus Steel Packaging Recycling
Trostre, Llanelli
Carmarthenshire, SA14 9SD
T +44 (0)1554 712632
F +44 (0)1554 712571

E naomi.pope@corusgroup.com
www.cspr.co.uk www.scrib.org

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