

# Enterprise

maintaining the infrastructure of the UK

## Case Study: SOUTH RIBBLE BOROUGH COUNCIL – Waste Management Services

### Background

Enterprise's Partnership with South Ribble Borough Council delivers the waste management and collection service for the Borough's 45,200 households.

Enterprise provides a three stream waste collection service on an alternate weekly basis to all households throughout the Borough. The waste streams include residual waste, dry recyclates and green waste collection services to all householders through an eleven round system.

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### Stakeholder Focused Delivery

Enterprise's waste management service is very much stakeholder focused. It is individually designed for each of our clients to meet the expectations of their residents regarding their waste collection service. We also build a collection infrastructure, which aids our clients in meeting their environmental targets.

Our stakeholder focused waste management partnership with the Borough Council provides a suite of waste collection streams, which delivers an alternate weekly residual and recycle collection service for householders. Together with the Borough Council we have created the strong infrastructure that facilitates high levels of resident participation in local recycling initiatives. This customised alternate weekly collection approach allows us to minimise the accumulation of domestic waste and maximise the level of householder participation in recycling initiatives.

### Managing Change

During the first twelve months of the Partnership the service was converted from a basic black bag collection into a multi-streamed, modern container collection service, which addresses the environmental challenge for recycling.

The key to the successful change involved true Partnership working, bringing all Stakeholders into the change plan.

### Exceeding Targets

More than 40% of all domestic waste was recycled in 2006, already exceeding the target that was set for 2010, quickly putting South Ribble at the upper echelon of National performance.

Performance levels have been achieved due to our approach to stakeholder engagement and the

strategic involvement of the Borough Council and residents in determining the manner in which their waste collection service would be delivered.

Working with stakeholders is central to our waste management approach and in our view is fundamental to achieving the environmental targets associated with waste management. In South Ribble the Partnership's stakeholder engagement approach, was recognised and nominated for the Local Authority Recycling Advisory Committee's 2006 award for the 'Best Communication Initiative for Waste and Recycling'.

### Shared Values

The Borough Council's priorities for its waste service is to ensure high levels of resident satisfaction with the service through reliable collection and to simultaneously encourage greater participation levels in recycling initiatives.

In embracing and sharing the Council's values we have facilitated measurable improvements in customer satisfaction in the recycling service (improved by 15%), health and safety, recycling and waste minimisation, CPA rating and Best Value.

Enterprise's client focused maintenance approach is flexible enough to shape service delivery around the culture of our clients and the expectations of stakeholders.

### Benefits for the Borough Council

Our Partnering approach is designed purposely to add value to the Borough Council's core priorities.

By working with the Borough Council to develop a waste collection service, which meets the demanding Central Government targets for recycling and waste minimisation, we have been able to secure genuine enhancements to service outcomes for residents.