

Case Study



Festival Place

Hampshire's largest regional shopping 'destination' becomes a Recycling Zone.

The Challenge:

Festival Place, with its 1.1million square feet of retail space and 20 million visitors annually, was producing 2000 tonnes of waste each year of which some 80% went to landfill; neither financially or environmentally justifiable.

The Solution:

Centre Manager Gary Cooper and the Festival Place Team installed a Materials Recovery Facility, resulting in almost half of the annual retail waste being recycled. As part of a second phase of recycling initiatives, an 'On-the-go Recycling Zone' for consumer waste has now been introduced, utilising Envirobanks from Leafield Environmental.





The 'Recycling Zone', serviced by Recoup and partly funded by WRAP (Waste & Resources Action Program) and Coca Cola Enterprises, comprises six, 240 litre Envirobanks in burgundy with apertures for plastic carrier bags, paper, cardboard, plastic bottles, aluminium cans and mobile phones.

The Benefits:

- **Increased recycling...** As a result of the initiative, the rate of recycling has increased to 45% with the remaining waste going to an offsite Material Recovery Facility which recycles a further 50%.
- **Rapid payback...** £50k in revenue from recycled waste offset the £85k landfill bill with the savings allocated to the retailers.
- **Minimal cross-contamination...** reported at only 2%, which is important as the revenue achieved is reliant on the purity of the waste stream.
- **Green recognition...** Awards have been received as a result of the recycling initiatives, including winner of the Tourism South East Sustainability Award and a Green Apple (Green Hero) Award.

Envirobank 240

Envirobank is moulded from UV light stabilised polyethylene and has a honeycomb double-skin with patented hexagon structure that gives each unit outstanding strength and rigidity. The design incorporates dimpled and ribbed surfaces to deter fly posters but the door of the 240 litre unit has the optional facility to accept a range of replaceable poster inserts. WRAP compliant recycling graphics are used as standard to be used singly or in multiples for collection of recyclables in highly populated areas. The Envirobank 140 was the leading recycling product when public recycling was in its early stages and is still popular and relevant for today's 'Recycling on the Go' scheme.



Customer Evaluation:

"The 'Recycling Zone' is clean, attractive and well signed in keeping with the rest of Festival Place and the response has been excellent. The Envirobanks are well used and with the carrier bag unit being the most popular. To date 600 mobile phones have also been collected with the proceeds going to charity."

Centre Manager Gary Cooper



GET IN TOUCH...

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