



Case Study

The London Borough of Camden

The London Borough of Camden has come together with a number of Newspaper Publishers to tackle the problem of waste caused by people discarding used newspapers. This case study looks at the steps they have taken.





70 TwinBins have been strategically placed outside the major tube, bus and railway stations within the borough.

Michael Walton, Principal Operations Manager

The London Borough of Camden has come together with a number of Newspaper Publishers to tackle the problem of waste caused by people discarding used newspapers. The solution has been to strategically place 70 TwinBins from Leafield Environmental outside the major tube, bus and railway stations within the borough.

Free sheets and newspapers are a regular feature in our major cities. They are designed to be read in 20 minutes on a bus or train journey and then discarded. This is where the challenge arises. How to collect a large volume of newspapers in relatively confined spaces in and around bus, rail and tube stations and whose responsibility is it.

The TwinBin was chosen because of its narrow profile and contemporary styling which allow it to be located either against walls and railings or used in an island position in more open spaces. A total of 170 litres capacity is provided by two separate bins accessed through, WRAP compliant, apertures at each end. The double skin moulding and triple door latch also provides a unit well capable of surviving life on city streets.

Working together Camden and 'Free Sheet' Publishers including The Metro decided to site newspaper recycling bins at major termini throughout the borough.



Results

Commenting on the project, Principal Operations Manager at the Regis Road Recycling Centre, Michael Walton said 'The situation concerning 'free sheets' was becoming a significant problem and if allowed to continue the Borough would have had to legal action to tackle the nuisance of discarded newspapers on our streets. By working in partnership with the newspapers and installing the Twin Bins we have experienced a dramatic reduction in the number of complaints received. The Twin Bins are emptied everyday, seven days a week which is necessary due to the number of tourist attractions in our Borough'.

The way waste is collected it is not possible to isolate exactly the volume of newspaper waste collected through the program however it is estimated that approximately two tonnes is removed from the streets every week.

London Borough of Camden



The London Borough of Camden stretches from Hampstead

Heath (one of the largest open spaces in the capital) through Camden Town, Euston and Kings Cross to central London. Parts of central London such as Holborn, St Giles and Covent Garden are amongst the capital's most built-up areas.

At the heart of the borough is the Regis Road Recycling Centre. This purpose built site not only provides a central location where residents can bring a wide range of items for re-use and recycling but also provides a base for providing education. The centre is open to all schools, community groups and individual residents to take part in activity programmes including recycling and waste minimisation in Camden.



Metro Newspapers are one of a number of 'Free Sheet'

Publishers who have contributed to the project. For them the personalization panel on the TwinBin gives a constant, high profile, advertisement in return for the investment made.

The Metro Newspaper was launched in London in 1999, and prints approximately 1 m copies daily which are distributed in 14 UK urban centres. Localised editions are distributed in Birmingham, Brighton, Cardiff, Edinburgh, Glasgow, Leeds, Manchester, Liverpool, Tyne and Wear, Sussex, Sheffield, Nottingham, Bristol and Bath.



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