CASE STUDY: CYLCH EVENTS RECYCLING

Cylch is a community recycling/reuse network with over 70 members. It provides information, advice and support to existing and emerging community reuse, recycling, composting and reprocessing organisations across Wales and provide support for events recycling.

Key facts

- Cylch leases bins to events around Wales to promote recycling.
- The Wales Events Recycling Project has worked with over 100 events attracting over 3.5 million visitors between them, diverting over 35 tonnes of material from landfill for recycling.
- Events have included the Royal Welsh Show, Eisteddfods, and local authority events as well as smaller-scale community events.

Location

Cylch is the Wales Community Recycling Network. It provides information, advice and support to over 70 members across Wales.

Rationale

The Welsh Government began funding Events Recycling in 2006 working with Waste Awareness Wales to fund an events recycling guide. Cylch re-wrote the original recycling guide published by the Welsh Government in 2008. This guide is available on both Cylch and Waste Awareness Wales (WAW) websites and offers simple and cost-effective ways for events’ organisers to implement recycling. Cylch offers a service to help organise and implement ‘best practice’ event recycling systems in Wales in partnership with event organisers, local authorities and community sector partners The service includes provision of RotG units infrastructure items such as:

- Bins – large and small
- Labels for bins indicating which materials are to be collected
- Flags to indicate the location of recycling bins
- Large promotional signs which can be placed around the event site promoting the fact there is a recycling scheme in operation.

In recent years Cylch has worked within Wales at events such as the Royal Welsh Agricultural Show, the National Eisteddfod, and the Ryder Cup, which was held in the Celtic Manor, Newport in 2010.

1 http://www.wasteawarenesswales.org.uk/recycle/eventsrecyclingguide.html
**Scheme overview**

Cylch leases RotG units to events. Depending on the type and focus of recycling at events, the number of units provided by Cylch for use on site will differ. For example, an event may focus on recycling purely in catering areas or in the main event arena. Cylch will work with the event organisers to devise a plan for the number of RotG units and locations to ensure effective management of recycling on site.

At the Royal Welsh show in 2006-2008, Cylch worked with the event organisers and employed a team of 40 Recycling Wardens to educate the visitors about the recycling schemes in place and also to empty RotG units. At the National Eisteddfod, Cylch worked with both the Eisteddfod and the waste management contractor.

Cylch recommends that recycling is discussed with both the waste management contractor, and the event organisers to ensure that a complete service can be provided.

**Planning**

Recycling units are available for collection of all materials. Cylch recommends the introduction of recycling on the event agenda as early as possible during event planning - for the Ryder Cup this was 2 years in advance of the event. This ensures that everyone involved in planning the event agrees with and fully supports the proposed scheme so that any changes in policy or operating procedures are implemented and supported.

When waste and recycling contracts are being awarded, in particular those for RotG, Cylch suggests assessing the possible materials that will be generated on site and which to target for recycling. Typically, this is plastic bottles, drinks cans and paper / thin cardboard drinks cups and paper food wrappings. Specifying that only certain materials are used can support waste prevention and waste elimination on site and improve recycling capture rates. For example, an event could ban all glass on site, and/or request catering contractors to use biodegradable containers for food that can be recycled with the food waste.

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**Figure 1** Recyclable food packaging used by catering facilities at the Ryder Cup, Celtic Manor, 2010.

**Figure 2** Marketing logo used by the Ryder Cup to advertise recycling facilities on site.

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Containers

Table 1  Details of containers provided by Cylch as part of their Events Recycling Project

<table>
<thead>
<tr>
<th>Number of containers</th>
<th>130 bins in stock to lease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of container</td>
<td>Wheeled bin and some corrugated plastic bins that are less robust</td>
</tr>
<tr>
<td>Container capacity (litres)</td>
<td>240</td>
</tr>
<tr>
<td>Make of container</td>
<td>Shaeffer, Straight, MDRC (Tuffbins) Group Ltd</td>
</tr>
<tr>
<td>Cost per container</td>
<td>£20–£25 approximately</td>
</tr>
</tbody>
</table>

Ryder Cup purchased bins, Cylch then bought these off the Ryder Cup after the event at a reduced cost. Bins are purchased without lids and Cylch provide tarpaulin covers for bins with circular aperture (see front cover photograph).

<table>
<thead>
<tr>
<th>Waste streams segregated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cans, plastic bottles, cardboard, paper, glass, food waste</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branded Recycle for Wales and bilingual text</td>
</tr>
</tbody>
</table>

Signage

Tarpaulins for use on recycling units were originally funded through sponsorship from Marks & Spencer to design oil drum tarpaulin covers for use at Royal Welsh show. Oil drums were used as waste bins at the show and after the event the tarpaulins were adapted for use on wheeled bins. The tarpaulins use bilingual text and are branded with Recycle Now / Recycle for Wales iconography.

Capital expenditure

The Welsh Government provided an infrastructure budget from 2006-2008 to purchase the recycling units. Cylch now offers these items as a lease scheme for events to hire recycling units. The hire charge depends on the type of event, and how many units are required etc. Cylch is charged an annual rent to store bins at one of Cylch’s members’ sites in mid and west Wales. The transport cost of moving bins from storage to an event is charged as part of the lease cost to the event.

Tarpaulin / bin covers are washable, and the event organiser is responsible for returning them in the same condition in which they were delivered. In the past, Cylch has had to pay for the tarpaulins to be cleaned after a particularly muddy event.

Collection and storage arrangements

The arrangements for collection and storage of recyclable materials collected through the Events Recycling Scheme depend on the waste management contract that has been secured by the event organisers, which in turn is dependent on the local infrastructure and services available.

Communication

At events it is important for visitors, stakeholders and funders to be aware of what is being done to ‘green’ the event.

An example of effective communication is at the Royal Welsh Agriculture show. Initially, the Events Recycling Project was promoted by Waste Awareness Wales. At the time they were members of the Wales Event Recycling Project steering group that met with representatives of the Royal Welsh Agricultural Society.

In return for providing the recycling schemes, the Society gave the Project a page in the Show’s programme and an exhibition space in the Countryside Care area of the Showground.

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WAW also devised press releases for MRW and other waste management trade press and publications.

At the Ryder Cup, sustainability and recycling ‘vignettes’ (video montages) were shown on television screens. The following were also used to promote recycling:
- Bin covers
- Waste stewards standing next to bins (local volunteers/members of CIWM Wales) to educate visitors on the schemes in place and to ensure minimal contamination of the containers.

Performance, contamination and monitoring

Contamination varies depending on the type of event, and the number of people that attend. Cylch suggests that the use of recycling stewards can help to reduce contamination by educating visitors to events.

To ensure minimal contamination, it is recommended that litter bins are placed alongside recycling units. Visitors will not go looking for an alternative bin if they’ve got, for example, a crisp packet to dispose of and the only bin they can see is for plastic bottles.

Ease of monitoring the performance of a scheme will be affected by the arrangements made with the waste management contract that has been secured by the event organisers. Some waste management contractors may be able to provide exact weights of material collected for recycling, while other events may rely on a tally of the number of bags of material collected and a method way of attributing average weights to bags.

In 2008 at the Royal Welsh Agricultural Show, over 1 tonne of cans was collected for recycling, and almost 3 tonnes of plastic bottles.

Lessons learned

Event RotG is different to RotG in other public places:
- Event recycling has different aspects to consider e.g. type of recycling, size of site etc.
- Events are not held in the same place every year - e.g. the National Eisteddfod relocates each year and alternates between north and south Wales. Each site that is hosting an event will require a visit up-front at the beginning of the event planning to discuss and plan the recycling infrastructure.
- The key is for decisions about recycling facilities to be considered as early as possible within the event planning phase, ensuring that the correct facilities are provided to capture material produced on site.

Cylch recommends that the event takes ownership by including recycling in the on-site waste management contract. For large events this can be considered as part of the procurement and tendering stages for events goods and service providers.

Acknowledgements

Many thanks go to Ruth Llewellyn for providing the information for this case study.
For further information about Recycle on the Go please visit: www.wrap.org.uk/rotgengland

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