

# ReView



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Liskeard HWRC achieves a recycling rate of **63%** in November 2007

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## WELCOME

### A note from Louis

2007 was a great year for SITA Cornwall!

In 2007 our key objectives were to deliver the service defined in our contract, improve the sites to comply with legislation and create the infrastructure needed to rise to the recycling challenge.



Despite our achievements there is still a lot to do in 2008. We are progressing six planning applications to extend the infrastructure and we intend to open at least three new facilities. We have also begun an assessment of SITA's environmental and social impact in the county so that we can measure our performance and keep up the good pace.

I'm confident that we will continue to deliver the best service to our community by working together and going the "extra mile".

Happy new year to everyone and thanks for all your support in 2007.

**Louis de Poncheville**  
General Manager of SITA in Cornwall

This edition of the newsletter reflects on the progress made towards achieving these goals. It is also an opportunity to recognise that our success would not have been possible without the smooth integration of six companies into one, our desire to become a valued member of the community and our strong focus on health and safety and training.

## SITA CORNWALL NEWS

### How green is SITA Cornwall?

In spring 2008, an environmental and social report examining SITA Cornwall's first twelve months will be published.

The document will detail the targets, achievements and those things still to be done to reduce our impact on the environment and improve the quality of life for our stakeholders. The report will include reflections from local opinion formers and case studies as well as data and statistics.



# Key achievements of 2007 Operational improvements

2007 saw enormous progress in improving SITA Cornwall's operational facilities. Bude was the first household waste recycling centre (HWRC) to be completely refurbished. Planning applications are now being progressed to build new recycling centres at Falmouth, Launceston and Scorrier and to redevelop our facility at St. Austell.

In 2007 Cornwall's HWRCs received an estimated 1.6 million visitors and thanks to the help of site staff, recycling rates increased from 25% to more than 55%.

**Facilities are now cleaner and much safer for employees and visitors and there has been a large decrease in the number of accidents.**



The official opening of the refurbished Bude HWRC

A focus on customer care has been key in SITA Cornwall's first year. A central helpdesk was created to deal with enquiries and complaints and all HWRC staff are now undertaking regular customer care training.

The challenge for 2008 is to further the improvements already started and to continue the development programme, reduce our accident rate still further and continue to create a good working culture for all SITA Cornwall employees.

# HR: 237 employees, 60 new recruits & 650 days training

2007 was a busy year for SITA Cornwall's human resources team who dealt with the merger of six different companies and the recruitment of 60 members of staff.

Alongside this, as a result of a review of working practice and after personal development discussions, critical training needs were also identified and provided for 240 employees, which has resulted in the company completing 650 days training.



SITA Cornwall's new management and administration recruits

# Improvement in compliance... Landfill

**SITA Cornwall's two landfill sites play an important role in managing the county's waste. A great deal of work was carried out in 2007 at the landfills and even more is planned for 2008.**

It was a busy year in terms of engineering at United Mines in 2007, with the construction of a new landfill cell, the diversion of a sewer and surface water system and the capping of an area of 600m<sup>2</sup>. The leachate plants at both sites were refurbished which assisted the significant reduction of leachate levels.

Local residents and councillors have joined a community liaison group at United Mines to discuss issues around the site and preparations have begun for an open day in spring.

The aim to cap a large area of United Mines and Connon Bridge confirms that major landfill construction will continue in 2008. 2008 will see the temporary closure of the Connon Bridge site. Work has already commenced to improve the visual impact, increase gas and odour control and further reduce leachate generation.

Efforts will also be concentrated on reducing the sites' impacts both on the local and global environment, with the development of a strategy to reduce the sites' water and energy use.

# SITA Cornwall celebrates 1<sup>st</sup> anniversary

SITA Cornwall employees and Cornwall County Council representatives were invited to celebrate the 1st anniversary of the Cornwall contract at the Eden Project on Friday 23rd November. The event was an opportunity to thank everyone for their hard work, highlight the achievements of 2007 and outline the challenges for 2008. David Owens, Waste Manager for Cornwall County Council and John Scanlon, IWM Director for SITA UK joined the celebrations. Guests enjoyed a fine hog roast feast and three lucky draw winners went home with digital photography prizes.



Louis de Poncheville with SITA Cornwall employees at the 1st anniversary event

## Cornwall Energy Recovery Centre

Over the past six months a local liaison group made up of residents and members of local groups has been meeting to find out more about SITA Cornwall's proposals to build the Cornwall Energy Recovery Centre – an Energy from Waste facility near St. Dennis.

Independent experts have given presentations to the group about the impacts of the proposed centre on air quality, health and transport in the area. A newsletter, which provides information about the issues discussed in the meetings, is being distributed to members of the community.

SITA Cornwall will hold an exhibition to set out the details of the proposed Energy from Waste facility this month. People will have the opportunity to examine the impact assessment reports, ask questions and voice opinions. All comments will be considered and where appropriate taken into account in the final planning submission. The exhibition will be open to the public for several days at two venues near to the proposed site, as outlined below.

### St. Dennis Working Men's Club

Wednesday 23rd January, 10am - 7pm  
Thursday 24th January, 10am - 7pm

### Foxhole Social Club

Friday 25th January, 10am - 7pm  
Saturday 26th January, 10am - 2pm

## DID YOU KNOW?

### Focus on HWRCs

- We operate 11 household waste recycling centres (HWRCs) across Cornwall.
- There have been an estimated 1.6 million visits to our HWRCs over the past year.
- We received over 90,000 tonnes of material at the HWRCs in 2007.
- The average recycling rate across the HWRCs increased from 25% in 2006 to more than 55% in 2007.
- The re-furbished Bude HWRC opened in November 2007 as part of a £15m programme to modernise all HWRCs across Cornwall.

## SITA Cornwall helps appeal to re-home toys

**SITA Cornwall encouraged members of the public to think 're-use' over Christmas by donating unwanted toys to Helpline's Christmas toy appeal, which is run in association with Atlantic FM.**

Toys could be dropped off for the Helpline Christmas toy appeal at pick up points around the county. SITA Cornwall drivers then collected the toys on their usual rounds.

The unwanted toys, which might otherwise have ended up in landfill, were distributed by Helpline volunteers to health workers, social care teams and family centres, who passed on the toys to under-privileged children.



A selection of toys collected for the appeal

Grant Scott, Recycling Manager for SITA in Cornwall said: 'SITA Cornwall was proud to be a part of Helpline's appeal again this year. This is one of the best ways to recycle as many toys as possible that have years of use left in them.'

## PRESS RELEASE

### Redevelopment of Pool recycling facility officially marked by MP

SITA Cornwall's Materials Recycling Facility (MRF) at Pool was officially reopened by MP Julia Goldsworthy and Louis de Poncheville, General Manager for SITA Cornwall on Friday 4th January, to celebrate completion of a £700,000 redevelopment of the facility.

Falmouth and Camborne MP Julia Goldsworthy spoke to SITA UK staff and local councillors on the importance and success of recycling in the constituency. Visitors were then taken on a tour of the facility where they could see how the materials are segregated, baled and sent on to reprocessors.

Cornwall currently recycles 30% of its waste but new targets are being set by the Waste Collection Authorities to push this percentage up further. The MRF has been upgraded to increase the processing and storage capacity, which will enable a second daily work shift to take place in the future to deal with an increase in recyclables in West Cornwall.

Louis de Poncheville said, "We are delighted to finish the redevelopment at this site.

The challenge to improve recycling rates can only be met if we have the key facilities in place. This redevelopment gives us the potential to work 24 hours a day purely on recycling in the West Cornwall area if the demand is there in the future."

The redevelopment of Pool MRF is part of SITA Cornwall's £15m scheme to modernise recycling facilities across the county.



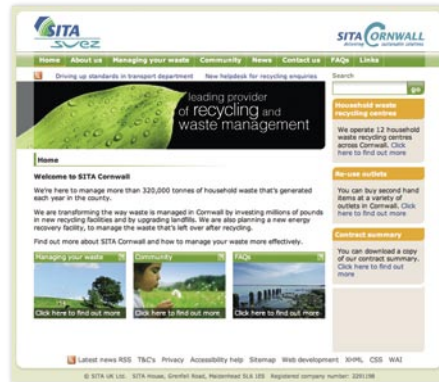
Louis de Poncheville and Grant Scott accompany Falmouth and Camborne MP Julia Goldsworthy and Deputy Leader of Cornwall County Council Adam Paynter on a tour of Pool MRF at the official opening.

# SITA Cornwall goes live at [www.sitacornwall.co.uk](http://www.sitacornwall.co.uk)

SITA Cornwall now has its own dedicated website.

The new website includes:

- information on managing waste in Cornwall
- directions to the household waste recycling centres
- the latest information about the Cornwall Energy Recovery Centre
- links to local re-use groups
- top tips on composting



The homepage of SITA Cornwall's new website

The site also gives access to all the news releases, newsletters and reports and most importantly there is a feedback facility for questions and comments.

## Recycling Rates

Statistics shown are the recycling rates at the HWRCs for November '07.

<b>Liskeard</b> (Cannon Bridge)	63%
<b>Helston</b> (Gays Hill)	61%
<b>Bude</b> (Tiscott Wood)	55%
<b>Bodmin</b> (Wheal Prosper)	53%
<b>Redruth</b> (United Mines)	53%
<b>Saltash</b>	51%
<b>St.Austell</b> (Menear Road)	50%
<b>Newquay</b> (Trevenson Road)	50%
<b>St.Erth</b> (Hayle)	47%
<b>Launceston</b> (Bangors)	40%
<b>Tintagel</b>	39%

## 2 MINUTES WITH...

### Celia Jenner SITA Cornwall Administration Supervisor



#### What does your job involve?

I daily check and complete the weighbridge tickets, I administer the sale and purchase of recyclable material, I prepare statistical data and invoices and I resolve customer queries. Plus more!

#### What is the biggest challenge?

Managing a demanding work load, whilst I keep a smile on my face!

#### How do you think SITA Cornwall could be more green?

It's great that we are recycling more but I'd like to see us monitor the carbon footprint of each site.

#### What is the best thing about living in Cornwall?

Cornwall is home! I'm born and bred. The people are great, we just live life to the full without the need of fast paced, technology-fuelled stimulants!

#### If you could be anywhere, doing anything this weekend, where would we find you?

Either on the beach, in my garden or on the top of Carn Marth where you can see coast to coast and have an excellent view of United Downs Landfill!

## CONTACT US



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