



# ARE OXFORDSHIRE'S BUSINESSES WASTE AWARE?

Oxfordshire County Council Trade Waste Survey 2005



INVESTOR IN PEOPLE



**OXFORDSHIRE  
COUNTY COUNCIL**  
**ENVIRONMENT & ECONOMY**

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# Report Summary

The aim of this report is to identify the waste issues that face Oxfordshire's businesses, and recommend services that Local Authorities and Government agencies can provide to help improve their environmental performance through waste reduction initiatives.

The need for this report is reflected by Oxfordshire County Council's Waste Management Group's priority area 2, which is to develop and implement waste minimisation initiatives for commercial and household waste arising within Oxfordshire<sup>1</sup>. To tackle business waste effectively it was necessary to collate baseline information on trade waste.

The key findings of the trade waste survey include:

- The greatest response was from micro and small businesses confirming their importance within Oxfordshire's economy.
- 61% of businesses are recycling, however, a large proportion of businesses are using domestic collection services.
- 53% of businesses do not buy recycled products, highlighting a lack of green procurement and/or a lack of knowledge regarding the types of recycled products available.
- 87% of businesses within Oxfordshire do not undertake annual waste audits.
- The most common barriers to reducing waste within businesses are cost (17%), time (17%) and knowledge (12%).
- The most popular service required by businesses is information on reuse and recycling facilities (52%).

To address the key issues raised within the survey the following recommendations have been made:

- Relevant information on how businesses can reduce, reuse and recycle waste needs to be provided in an easily located, cost effective and time efficient media i.e. a Commercial Waste Reduction Pack.
- Businesses need to be educated in waste awareness through waste legislation/ regulations and how to comply.
- Business to business networks need to be developed within the County to help promote knowledge and resource exchanges.
- The County Council could aid in the development of business recycling facilities within Oxfordshire, this will support market development alongside helping businesses cut costs and reduce their environmental impact.
- All services that are provided should be designed to ensure that barriers such as cost, time, and knowledge are overcome.

The waste management services that have been recommended in this report focus on improving education, market development and internal corporate strategies. Oxfordshire County Council's Environment and Economy Directorate, in particular the Waste Management Group, should develop and provide these services in such a way as to ensure the inclusion of both micro and small businesses, as they constitute an important entity of Oxfordshire's economy. The County Council should also endeavour to encourage internal and external partnership working, ensuring that it is utilised to its full capacity allowing the sharing of information and the provision of best practice services at local, regional and national levels.

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<sup>1</sup> Environment & Economy (2005/6) 'Sustainable Development Service Plan' Oxfordshire County Council

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# 1. Introduction

## 1.1 Oxfordshire County Council's Waste Management Group

Oxfordshire County Council's Waste Management Group (WMG) has a strong focus on waste reduction and has undertaken a county wide trade waste survey to gain a greater understanding of the waste issues facing Oxfordshire's business community. This report will communicate these issues and will aid in the development of commercial waste reduction initiatives within the County.

## 1.2 Background Information

Waste reduction and recycling is one of Oxfordshire County Council's ten key priorities reflected in the Environment & Economy Directorate Plan and the Sustainable Development Service Plan priority areas<sup>2</sup>.

One of the Waste Management Group's priorities is to develop and implement waste minimisation initiatives for commercial and household waste arising within Oxfordshire. The focus on commercial waste will help develop the waste reduction link between households and the workplace, and will help improve the environmental performance of Oxfordshire's businesses, as well as developing economic markets for the waste reuse and recycling industry.

## 1.3 Aims And Objectives

The aim of the report is to identify the waste issues that face Oxfordshire's businesses. The report presents an analysis of a trade waste survey, which is intended to provide much needed baseline information regarding trade waste within Oxfordshire.

The information provided has been used to develop recommendations, which could be used by the County Council to develop services that aid businesses in reducing their waste and divert the waste that is produced away from landfill. This report will also be used to develop and deliver a Commercial Waste Reduction Strategy for Oxfordshire due in December 2005.

The survey provides the County Council with an opportunity to develop networks with commercial and industrial waste producers in Oxfordshire. This network will help develop the infrastructure that is required within the County and region to move towards effective and efficient resource management. The report is intended to provide Local Authorities and Government organisations with information regarding the current trade waste issues. The results will convey County specific information, however, the findings of the report are applicable on a regional and national level.

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<sup>2</sup> Environment & Economy (2005/6) 'Sustainable Development Service Plan' Oxfordshire County Council

## 2. Overview of Oxfordshire's Economic Structure

Oxfordshire is a two tier county consisting of five District Councils (Cherwell, Oxford City, South Oxfordshire, Vale of White Horse and West Oxfordshire)<sup>3</sup> and Oxfordshire County Council. With a population of 605,488 people the majority of the population (66%) is either in full or part-time employment. With 1.8% of the population unemployed, the remaining population is either in full time education or are retired.

In June 2004 there were over 16,600 employers in Oxfordshire<sup>4</sup>, with 75% of employers employing 10 people or less, indicating the high proportion of micro businesses within Oxfordshire. The County's economic performance, measured by the GVA<sup>5</sup> per head, is 25% higher than the national average and 15% higher than the South East overall<sup>6</sup>. The GVA is, however, lower than neighbouring counties such as Milton Keynes and Surrey. Reasons for the lower GVA are attributed to the lack of large corporate head quarters present within the County, emphasising the abundance and economic importance of SME's.<sup>7</sup>

The largest economic sectors are wholesalers and retailers with 4,270 employers, however the real estate, renting and business economic sector employs the highest proportion of people with over 50,000 employees. The County Council is the largest single employer with over 18,700 employees, and BMW in Cowley is the largest private sector employer. Oxfordshire also has the largest concentration of printing and publishers in the UK outside of London<sup>8</sup>.

This brief overview of Oxfordshire highlights the economic importance of SME's within the County especially those that employ 10 people or less. Although there is a noted dominance of micro and small enterprises within the County, few studies have been made within Oxfordshire, by Oxfordshire County Council, as to the amount of waste they produce and the types of waste issues they are facing. This report is intended to bridge this gap in knowledge and provide baseline data that can be built on in future years.

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3 Oxfordshire Community Partnership (2005) 'Understanding Oxfordshire; Summary Paper', Draft 18th February 2005, pg. 5

4 Oxfordshire Community Partnership (2005) 'Understanding Oxfordshire; Summary Paper', Draft 18th February 2005, pg. 8

5 Gross Value Added

6 Environment & Economy (2004) 'Oxfordshire's Economic Profile' Oxfordshire County Council, pg. 9

7 Small and Medium Enterprises

8 Environment & Economy (2004) 'Oxfordshire's Economic Profile' Oxfordshire County Council, pg.10-12

## 3. Methodology

The following section provides a brief outline of the method used to obtain trade waste information from across Oxfordshire. A SWOT analysis of the design and process used to complete the survey and report can be found in Section 8.

### 3.1 Information Required

A structured trade waste questionnaire was developed by the Waste Management Group to obtain specific information from a business regarding waste production and particular waste issues, such as the ability to reduce and recycle waste. The following categories were investigated:

- General information (business activity, number of employees, waste production)
- Waste collection
- Recycling levels
- Buying recycled
- Waste audits
- Barriers to reducing waste
- Services required to reduce waste
- General issues

These categories were intended to provide the businesses with a forum to express their current issues regarding waste production and reduction. From this data, and the comments expressed, recommendations were made as to the types of services the County Council could help to develop.

### 3.2 Sampling

A total of 15,500 businesses throughout Oxfordshire were sent a questionnaire with a covering letter explaining the intentions of OCC's Waste Management Group. Schools and colleges were excluded from the survey under the premise that they will be supported by other waste reduction initiatives currently operating. The database was obtained from the Oxfordshire Virtual Business Centre and included all the standard industrial classifications of economic activities<sup>9</sup>. No specific economic activities were targeted as the survey was intended for all businesses operating within Oxfordshire.

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<sup>9</sup> SPED (2004) 'SIC92 Statistics from the Company Information Database', Environment & Economy, Oxfordshire County Council

## 4. Results and Recommendations

The following section presents the findings of the trade waste survey. The results are discussed, followed by a series of recommendations as to how Local Authorities and Government organisations can ameliorate the waste issues outlined, and aid businesses in improving their environmental performance through waste reduction. The focus of the recommendations is on the County Council as research has shown that businesses look to their Local Authorities for help and support<sup>10</sup>.

### 4.1. General Information

#### 4.1.1 Economic Activity

The trade waste survey response rate was 5.7%, almost double that of the expected response rate of 3%. A total of 867 businesses responded, with the following economic activities having the greatest representation (Figure1):

- Retail - 17%,
- Computer Activities - 10%,
- Hotel/Restaurant/Catering - 9%.

These representations indicate the types of businesses that are either already engaged in the issues of waste production, or have used the survey as a forum to express the issues they face in managing waste.

#### 4.1.2 Size Of Business

The responses are in line with the findings presented in 'Oxfordshire's Economic Profile'<sup>11</sup>, which indicates the importance of micro and

small companies within Oxfordshire's economy. From the 867 responses, 66.3% of businesses were micro<sup>12</sup>, 24.4% small<sup>13</sup> (Figure 2), with the majority of businesses suggesting that they produce less than one tonne of waste per week (Figure 3).

#### 4.1.3 Waste Production

When asked how much waste the business produces, 9.8% of businesses did not know, and 26.1% did not respond to the question, indicating a lack of knowledge or a sense of apathy in the need to know waste production levels. This knowledge will need to be improved if businesses are to evaluate and understand their full environmental impact and initiate waste reduction initiatives. This issue highlights a possible area of development for Oxfordshire County Council. Out of the 867 businesses who responded 90% provided consent to be contacted in the future regarding waste reduction information and services. This willingness to receive further information indicates a level of engagement which should be harnessed by the County Council and other Government organisations.

#### 4.1.4 Recommendations

- By targeting specific economic activities, waste management initiatives can be specifically designed for individual sectors, enabling services to be developed to tackle their specific waste issues. Such schemes are already in development within Oxfordshire, and can be used as pilot schemes to help identify the environmental

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10 NetRegs (2003) 'SME-nvironment 2003' <http://www.environment-agency.gov.uk/netregs/> accessed 15/07/05

11 Environment & Economy (2004) 'Oxfordshire's Economic Profile' Oxfordshire County Council

12 Micro being 10 employees or less

13 Small being between 11 to 50 employees

and economic costs and benefits of such initiatives. Such schemes include the GRIO project<sup>14</sup> and composting schemes within Oxfordshire County Council and the University of Oxford.

- Due to the level of response from the retail sector, this economic activity could be targeted with initial waste reduction initiatives which would highlight the link between business and household waste production e.g. consumer powers, lifestyle change and packaging regulations.
- Develop and maintain a database of those businesses who have provided consent to help develop a network with the County’s business community. Ideally such a database would be developed, maintained and shared by several interested parties including Oxfordshire County Council, Business Link, SEEDA<sup>15</sup>, WRAP<sup>16</sup>, Envirowise and OSBP<sup>17</sup>.
- Further work can be undertaken to analyse the types of businesses that did not respond and why, this will help with future trade waste surveys.

Figure 1:

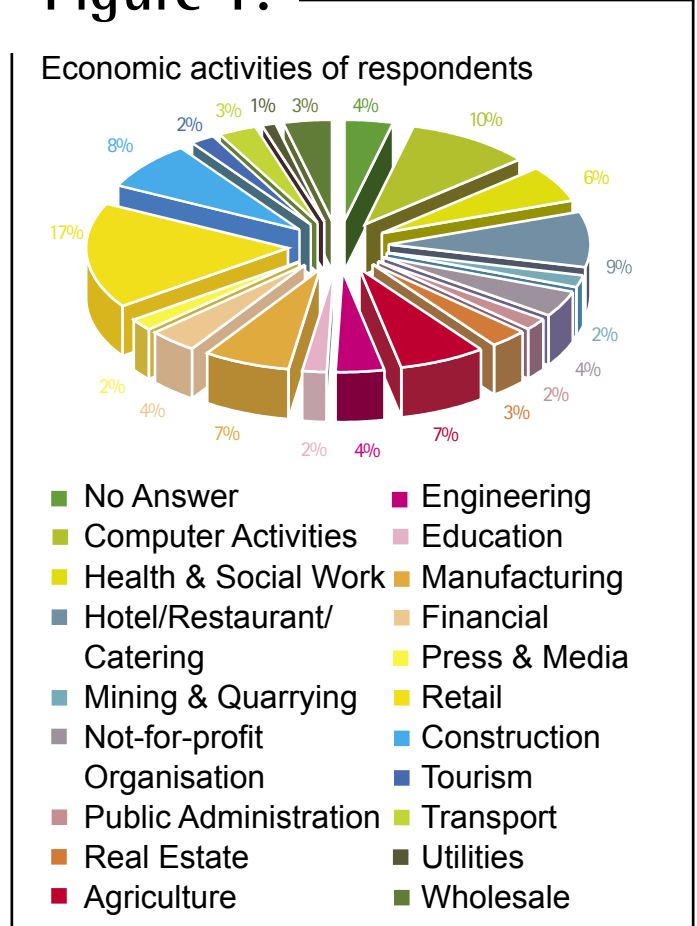
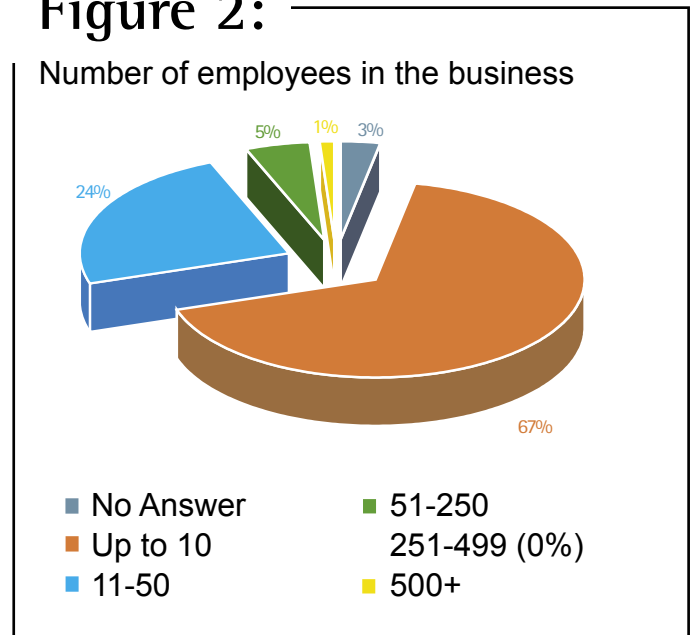


Figure 2:



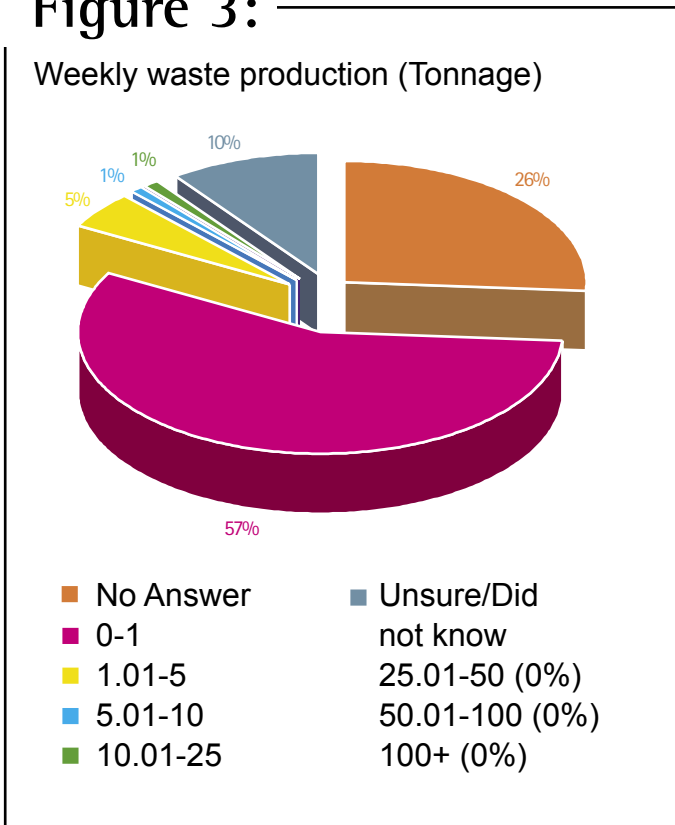
14 Glass Recycling In Oxford (managed by Centre of Environmental Studies in the Hospitality Industry, Oxford Brookes University)

15 South East Economic Development Agency

16 Waste & Resource Action Programme

17 Oxfordshire Sustainable Business Partnership

**Figure 3:**



example of a possible solution would be the sharing of a cardboard baler amongst retailers, such an initiative is already happening within Bicester Village retail outlet.

#### 4.2.2 Trade Waste Collectors

The most prominent collector of trade waste in the Oxfordshire market is Grundon Recycling with a 27.3% share of the market (Figure 5). Biffa and Oxford City make up just over 20% of the share. Businesses that send their waste directly to landfill comprise of 1.1% of the responses and are generally from wholesale and construction economic activities. The highest proportion of businesses that use Grundon Recycling are retailers, followed by hotels, restaurants and catering, and manufacturing businesses. These proportions are almost the same for both Oxford City Council and Biffa, and again reflect the economic activities present within the County. The results show that 19% of businesses are potential trade waste abusers. This classification has been made up of businesses that are using a domestic collection service, do not know who collects their rubbish or did not answer. This raises the issue of poor compliance with their Duty of Care, which could be the result of a lack of knowledge or awareness.

Comments listed in this section included:

- Trade waste collection is not required
- No trade waste is produced, and all paper waste is put into domestic collection
- Take waste home for recycling
- Take waste to Recycling Centre

These comments support the evidence that 19% of businesses are potentially committing trade waste abuse offences. The results also confirm the findings presented by the Chartered Institution of Wastes Management

## 4.2 Waste Collection

### 4.2.1 Collection Method

Wheelie bins are the most popular means of storing and collecting waste with 43.5% of businesses using them (Figure 4). Many waste management companies offer wheelie bins as a means of collection for recyclables, however, some businesses do not have the space to store more than one bin, making storing recyclables difficult. Nearly one quarter (24.8%) of businesses use bags, indicating a lack of space or accessibility for suitable waste containers. This issue is particularly noted for retail outlets on high streets for example, who are forced to leave trade waste out on pedestrian areas or footpaths for collection. This is an issue that will need to be addressed if suitable recycling services are to be provided for businesses. An

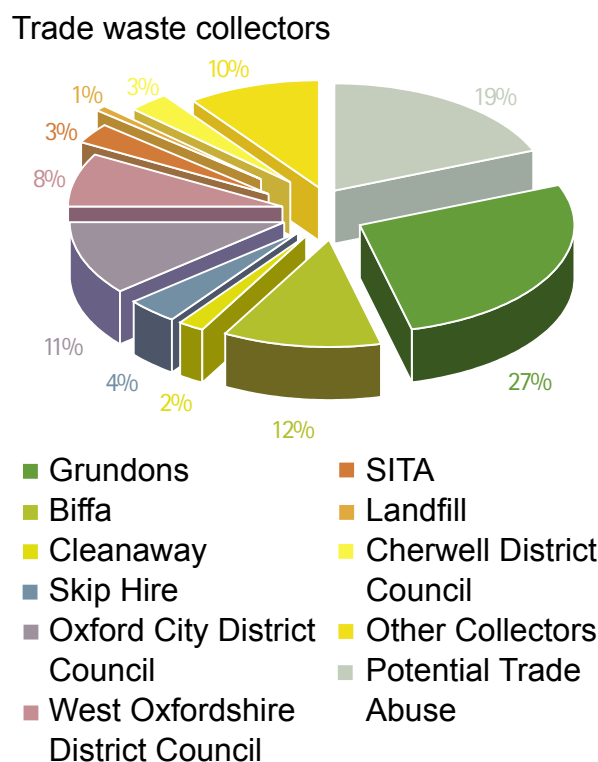
18 Bland M., Grimes S.M. and Mehta L. (2004) 'An Investigation of Compliance with the Environmental Protection (Duty of Care) Regulations 1991.' Scientific and Technical Review, Chartered Institution of Wastes Management, pg. 4-10

journal, indicating a significant lack of compliance within the business community to the Environmental Protection Act 1990 Section 34 (Duty of Care) and the Environmental Protection (Duty of Care) Regulations 1991<sup>18</sup>. This issue is an area that should be tackled through waste education and enforcement, which can help businesses comply with the legislation and reduce the potential for prosecution.

### 4.2.3 Recommendations

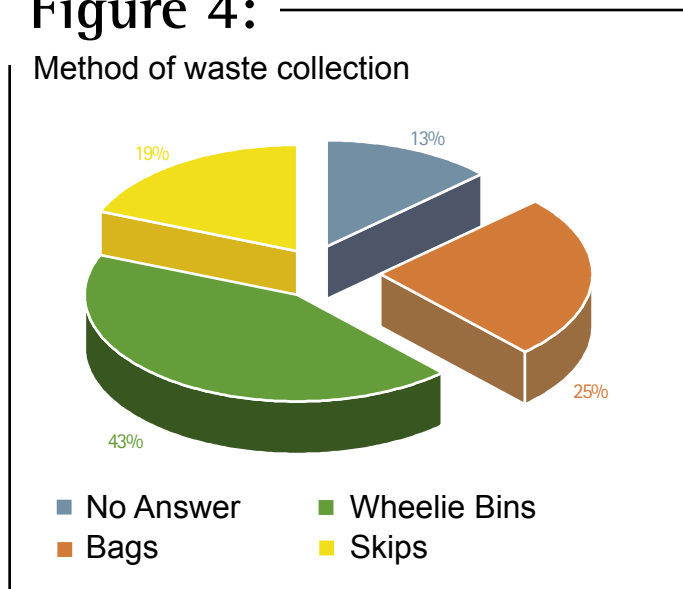
- Waste analysis research should be undertaken on trade waste to provide a greater depth of information as to the type and frequency of trade waste that is produced within the County.
- Encourage waste audits through Envirowise, to help SME's obtain a greater understanding of their waste streams and waste production levels. This will help businesses to identify the actual cost of their current waste disposal methods and possible cheaper more environmentally friendly alternatives, helping them to reduce their ecological footprint.
- Businesses need educating in their legal responsibility, such as their Duty of Care,

Figure 5:



to encourage the proper disposal of waste. This education process can then be linked with promoting alternative waste treatment methods and waste reduction initiatives.

Figure 4:



### 4.3 Recycling Levels

When asked if the business recycled, 61% indicated that they did (Figure 6). This figure is encouraging, however, it should be noted that some businesses will respond with conditioned answers i.e. they will provide the answer they think is right but not necessarily true. Due to this issue the figure of 61% is probably skewed. This is illustrated through the 20% of businesses who did not list the materials they recycled, and through the frequency of domestic collection services and waste recycling centres being quoted. The most commonly quoted material recycled was paper (Figure 7).

### 4.3.1 Recommendations

- Recycling levels can be increased for all waste streams, however, this will need to be supported by the provision of local and regional waste recycling facilities and collection services. This may not be a service that the County Council can provide but there is scope for the County Council to provide its expertise to support and guide such market and service development.
- Recycling should be promoted through the potential cost savings that a business can achieve.
- Encourage businesses to contact their waste management company and confirm their recycling contracts or encourage them to convert to a recycling contract. This could then be linked, through raising awareness, to developing green procurement initiatives that are currently being promoted by the Office of Government Commerce and the Cabinet Office<sup>19</sup>. This awareness raising could be achieved through seminars, workshops, networking and publicity.

Figure 6:

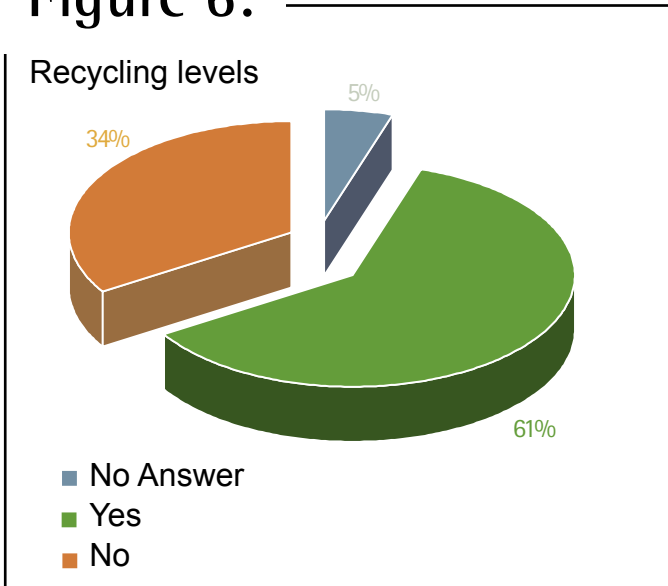
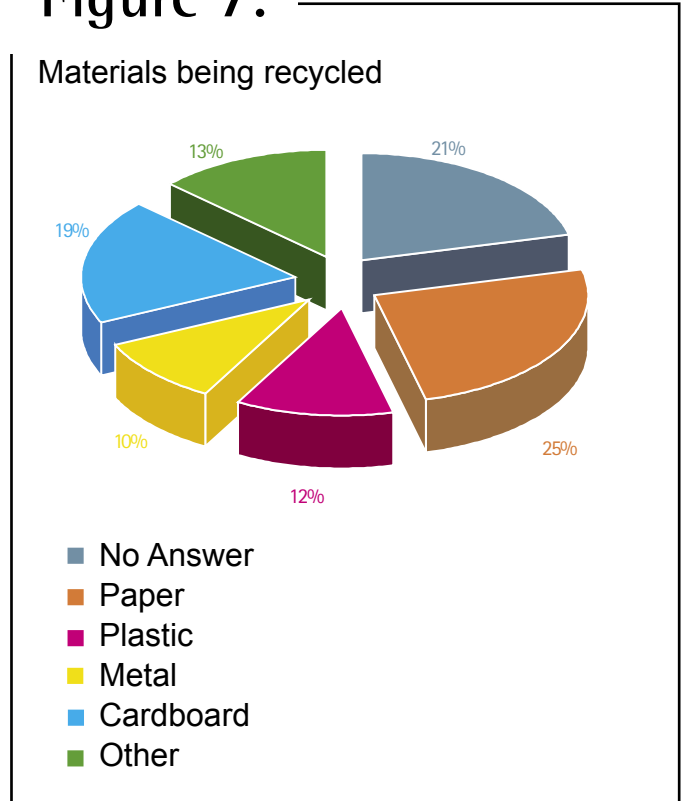


Figure 7:



### 4.4 Buying Recycled

Although 61% of businesses claim to recycle, 53.2% of businesses do not buy recycled products (Figure 8). This indicates that businesses are not ‘closing the loop’ by buying recycled material<sup>20</sup>. This anomaly will be contributing to poor market development for recycled material, therefore businesses need to be educated in the need to buy recycled, and be provided with information as to the type of recycled products that are available. This will help to develop local, regional and national markets for recycled materials. Those businesses that do buy recycled products generally buy office equipment e.g. stationary, printer cartridges (Figure 9). Of those businesses that do buy recycled material, 62% did not state what types of recycled products, indicating a potential lack of knowledge regarding green procurement.

19 Sims B. (2005) ‘Buying into increased recycling.’ Surveyor (22) pg. 24-27  
 20 WRAP www.wrap.org.uk

#### 4.4.1 Recommendations

- The County Council should work with other government organisations: WRAP, SEEDA, DTi<sup>21</sup>, Defra<sup>22</sup> to help develop suitable markets for recyclables e.g. develop WRAP’s Recycle Now iconography for businesses, making a further link between households and the workplace.
- Work with companies to develop networks and resource exchanges, improving business to business communication. This will help improve market developments at a local level.
- A regional flow of resources can be developed through engaging with the organisations such as the Bioregional ‘Laundry’ service<sup>23</sup>. The Laundry service provides businesses within a specific area, such as London and Surrey with a collection and recycling service for paper and cardboard. An integral part of the service is the ability to buy back paper that has been recycled, showing businesses how they can ‘close the loop’ on recycled material. Such initiatives can help local businesses increase their recycling rates and improve their environmental performances.
- Educate businesses in how they can ‘close the loop’ through green procurement and supply chain management<sup>25</sup>, two areas which the UK is known for its poor performance.

Figure 8:

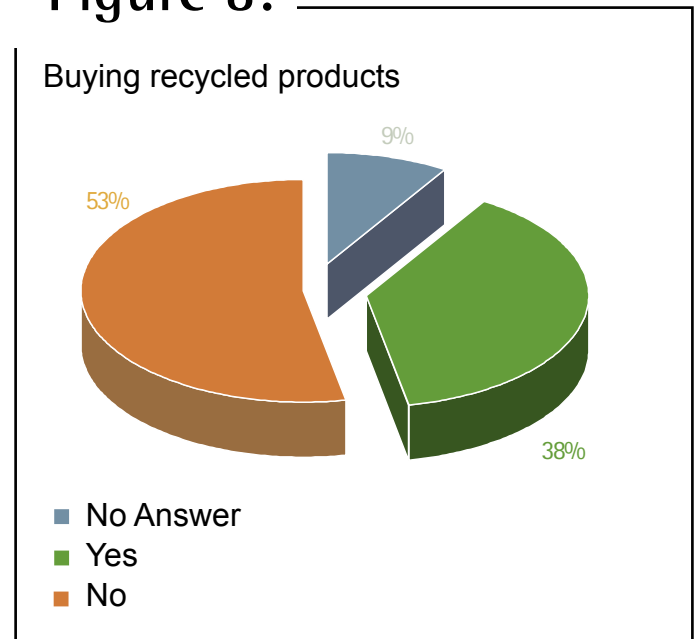
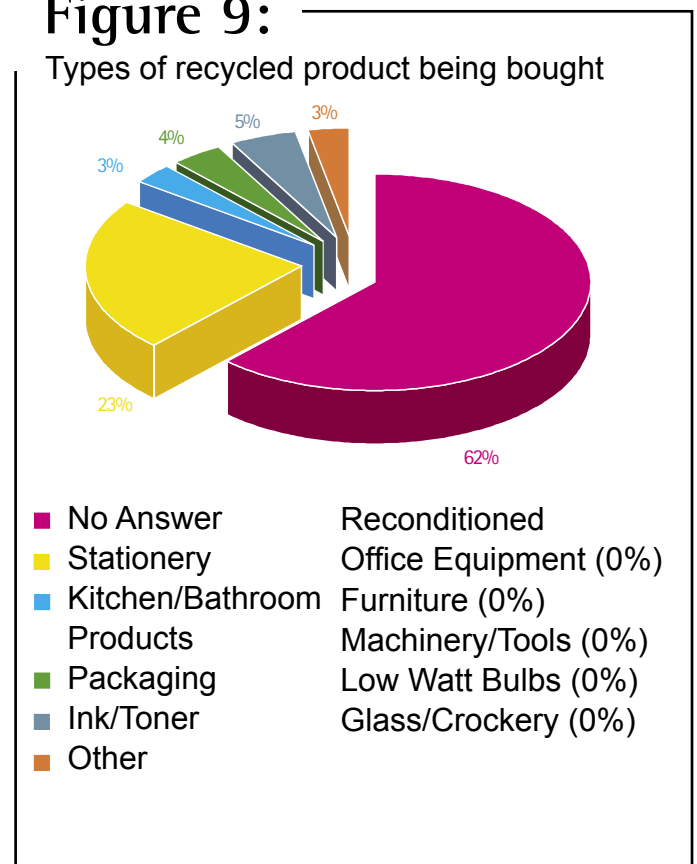


Figure 9:



21 Department of Trade and Industry

22 Department for Environment, Food and Rural Affairs

23 www.bioregional.com

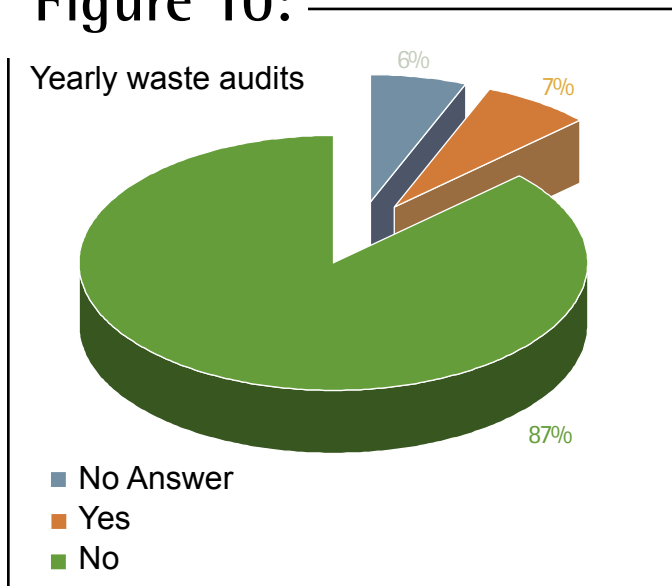
24 Simms . (2005) ‘Buying into increased recycling.’ Surveyor (22) pg. 24-27

25 www.bitc.org.uk

## 4.5 Waste Audits

A very low proportion of businesses (6.8%) undertake annual waste audits (Figure 10). Those businesses that do are generally manufacturers, retailers or engineering companies. The low percentage indicates that businesses may not have a full understanding of the waste they produce, which will have a knock on effect on their ability to implement waste reduction initiatives, improve their environmental performance and achieve the potential cost savings.

Figure 10:



### 4.5.1 Recommendations

- To improve partnership working and to help promote waste awareness and cost savings amongst the County's businesses, a Commercial Waste Reduction Pack could be produced to help businesses start reassessing their approach to waste. This information pack can be developed in partnership with various government organisations such as Envirowise, the EA<sup>26</sup>, SEEDA, DTi, Defra WRAP. This generic information pack can run as a pilot scheme within Oxfordshire, and can be made available to other Local Authorities who wish

to become involved with commercial waste reduction.

- The County Council can promote the use of waste audits and the re-evaluation of waste management strategies through the Commercial Waste Reduction Officer. Such promotional work can also be achieved by working in partnership with Envirowise, the EA and the OSBP.
- Businesses should be educated in the need to understand the amount and type of waste they produce. This will help them to work in partnership with the Government organisations proposed above, to ensure cost saving and a reduction in their impact on the environment.

## 4.6 Barriers to Reducing Waste

Oxfordshire's businesses expressed three main barriers to reducing waste: time, cost, and knowledge (Figure 11). These barriers can be overcome by the delivery of comprehensive services from both Local Authorities and government bodies. The objectives of these services should ensure that waste management knowledge and education is conveyed in the most efficient, suitable, and cost effective media. A significantly low proportion of respondents believed that their current waste management strategy was a barrier. This may be linked with the lack of waste audits that are being undertaken and supports the evidence in section 4.5 that few of Oxfordshire's businesses have a full understanding of their waste production.

The general issues raised through the comments include:

- A lack of recycling facilities
- Lack of markets for recycled material
- Lack of collection services for businesses
- Poor corporate culture
- Lack of storage

- Issues with suppliers' packaging and poor, or lack of, take back schemes

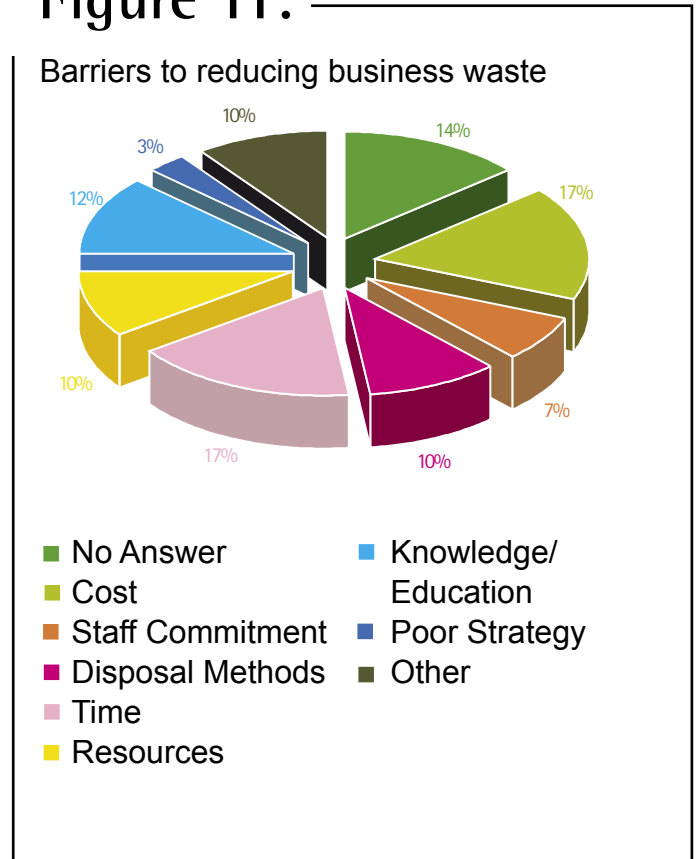
These comments highlight the need for an improvement in the markets for recycled materials, and the need for commercial recycling facilities. Some of the comments indicate that the current provision of recycling services is a barrier to them achieving higher recycling rates. These issues could also be linked to corporate strategies that are sometimes difficult for individuals within an organisation to influence or change

#### 4.6.1 Recommendations

- The development of future services aimed at helping businesses achieve waste reduction and improved environmental performance should ensure that the two key barriers to businesses, time and cost, are ameliorated.
- The knowledge of waste and its production should be improved by providing information on waste awareness for individuals within organisations. This information can take the form of seminars and workshops, and be included in the Commercial Waste Reduction Pack mentioned in section 4.5.1. The seminars could be organised internally by the County Council, utilising the services that are available from the EA, Envirowise, EiE<sup>27</sup>, EA, CIWM and the OSBP.
- Encouraging businesses to buy recycled products and material will be beneficial to the recycling market as the demand will improve. This will need to be addressed by Government organisations as well as Local Authorities as the benefits will be regional as well as national

- Barriers relating to supply chain management e.g. lack of take back schemes, over packaging etc. can be tackled by promoting green procurement.
- To tackle barriers such as a lack of storage space and collection services, a Commercial Waste Recycling Centre could be provided by the County Council to help businesses comply with their Duty of Care, and to provide a central point that can guarantee a high recycling rate.

Figure 11:



## 4.7 Services Required to Reduce Waste

The most frequently cited service that businesses require is the provision of information regarding reuse and recycling facilities (Figure 12). Although there is a lot of information available to businesses to help them improve their environmental performance, it is fragmented and not necessarily reaching its target market. This will then have a knock-on effect on the cost and time it takes for SME's to access the information.

The general comments regarding required services included:

- A lack of knowledge regarding Duty of Care and the fact that business rates do not cover the cost of collecting and disposing of waste.
- A need for a central collection point for waste to be recycled i.e. a Commercial Waste Recycling Centre.
- Toxic taxi services to help with compliance with the Hazardous Waste Regulation's (2005).
- Support with achieving ISO 14000 accreditation.
- Promotional material to help educate staff to become waste aware.

### 4.7.1 Recommendations

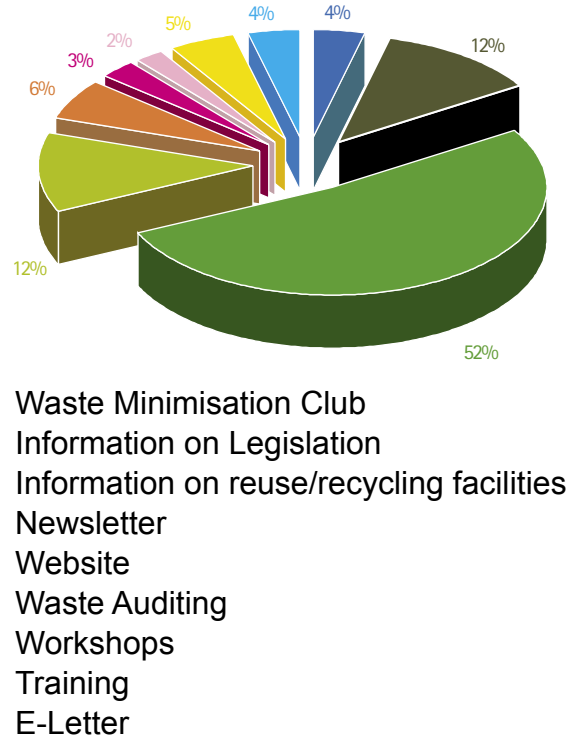
- Although nationally there is a significant amount of information regarding waste legislation and waste reduction, it is not necessarily reaching its target audience. To overcome this issue a national website could be developed through partnership working with Local Authorities, Envirowise, SEEDA, DTi, EA, WRAP, Defra, ODPM<sup>28</sup>, to provide a centralised point of information that can be easily accessed by businesses. The website could provide all the information a business

will need to implement waste reduction initiatives, make financial savings and improve its environmental performance. This will remove the issues of fragmented and dispersed information and could be linked to all Local Authorities within England and Wales to ensure maximum coverage.

- The County Council, in partnership with District Councils and other stakeholders, can provide a forum whereby businesses can easily access information as to how they can reduce, reuse and recycle their waste. This can be achieved via various types of media, and through press and publicity, and will need a communications strategy.
- Seminars can be provided as discussed in section 4.6.1 to improve waste awareness within businesses and tackle the lack of knowledge regarding waste.

Figure 12:

Required waste reduction services



- The County Council can provide help and advice in how to achieve ISO 14000/ EMAS<sup>29</sup> and other environmental standards through their Commercial Waste Reduction Officer and through the OSBP.
- The County Council's resources can be used to effectively communicate developments in relevant waste legislation to the County's 16,500 businesses, for example how businesses will be affected by the WEEE<sup>30</sup> Directive and the Hazardous Waste Regulations (2005).
- Engage businesses by promoting the seven key business benefits of waste reduction: reduced operating costs; improved competitiveness; reduced risk of prosecution; increases sales and profitability; winning orders; creating good relations with customers and motivating the work force.<sup>31</sup>

## 4.8 General Issues

From the specific business issues expressed under 'further issues' several themes emerged, including:

- Staff taking recyclable material home to be recycled.
- Businesses considered their levels of waste to be 'too low to think about reducing'.
- Lack of recycling services provided by the Council.
- The need for a paper and cardboard recycling service.
- The need for a centralised disposal point similar to a Household Waste Recycling Centre.

These issues highlight the lack of knowledge regarding the difference between domestic and commercial waste, the role of the County

Council as a Waste Disposal Authority and the need for improved collection services as expressed in sections 4.2, 4.6 and 4.7.

### 4.8.1 Recommendations

Many of the recommendations that could ameliorate these issues have been covered above, these include:

- The County Council providing a Commercial Waste Recycling Centre.
- The County Council working in partnership with other Government organisations and District Councils to improve recycling services and facilities.
- The collation of commercial waste information in one central place such as a national website.

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29 Eco-Management and Audit System

30 Waste Electronic and Electrical Equipment

31 NetRegs (2003) 'SME-nvironment 2003' <http://www.environment-agency.gov.uk/netregs/> accessed 15/07/05

## 5. Future Commercial Waste Reduction Initiatives

The trade waste survey has identified several services that the Waste Management Group could develop. These services can help Oxfordshire's business community reduce waste production and improve their environmental performance. These services include:

### 5.1 Education

- **Commercial Waste Reduction Pack:** to be distributed on request, providing information on how to reduce, reuse and recycle business waste, how to undertake waste audits and incorporate a more integrated waste management strategy into a business's core corporate values. Such a service can be developed and implemented through internal and external partnership working with SEEDA, Envirowise, Business Link, Defra, OSBP, WRAP, EA, DTi, and could be directed towards micro businesses.
- **Waste Audits:** the services of Envirowise and other environmental organisations can be promoted. This knowledge will allow businesses to identify activities that can be improved upon to reduce their environmental impact and improve their performance.
- **Website:** improve the current Waste Management Group website to ensure easier access to information that will help businesses reduce waste. The information will be similar to the information provided in the Commercial Waste Reduction Pack. The website will also include case studies of success stories which will help business see the benefits of improving their environmental performance. This website will be developed with the view of merging all the relevant information into a national website that can act as the central point for commercial waste information within England and Wales.

- **Seminars/Workshops** these will help improve waste awareness, provide a forum to communicate changes in legislation, face to face advice on resource efficiency and improve the networking potential for the County Council and other Government organisations and Local Authorities.

### 5.2 Market Development (Local/Regional/National)

- **Recycled Material Market Development:** improve markets for recycled material by educating businesses in the need to buy recycled as well as recycling waste. Develop projects such as the Oxford Wood Recycling Project and the GRIO<sup>32</sup> project to help improve recycling facilities for all waste streams within Oxfordshire.
- **Business-to-business:** develop business to business networks, encouraging resource exchanges and reducing the unnecessary disposal of usable/reusable resources.
- **Recycling Collection Services:** work with the private sector and District Councils that currently collect trade waste to encourage and support the development of recycling services.
- **Commercial Waste Recycling Centre:** develop and provide a central collection point allowing SME's to recycle different types of waste, this will help with one off waste issues but will also provide a service for those traders who currently dispose of waste directly to landfill but who want to recycle. Provisions will have to be made to ensure compliance with regulations, for example ensuring traders have Waste Carrier Licences.

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32 Glass Recycling in Oxford

### 5.3 Oxfordshire County Council Internal Corporate Strategy

- **Cross Partnership Working:** the services outlined above will need to involve various other departments within Oxfordshire County Council. Development of such services will help the Waste Management Group improve and implement better partnership working internally, this is reiterated in the Oxfordshire Waste Partnership draft Joint Communications Strategy.
- **Linking the Household with the Workplace:** by working closely with the Waste Management Group's Household Waste Reduction Officer and the Community Action Group Development Officer the link can be made between the household, the work place and the community. These linkages will help to promote the lifestyle change that is needed to achieve waste reduction.

These services are aimed at promoting waste reduction within the business community as well as improving economic development through the improvement and development of particular markets. The services listed are not mutually exclusive and should be developed as awareness and knowledge regarding waste improves within the County's businesses. They should also be developed to ensure inclusion of both micro and small businesses to ensure that the highest percentage of employers are included in the initiatives, and that time, knowledge and cost are kept to a minimum. The County Council should endeavour where possible to ensure that internal and external partnership working is utilised to its full capacity allowing the sharing of information and the provision of best practice services.

## 6. Further Research

The trade waste data now available to Oxfordshire County Council has provided further opportunities for research. These include:

- **Mapping of responses:** the response can be mapped to show where the engaged businesses are, and may reveal suitable target areas for resource efficiency clubs for example.
- **Analysis of businesses who did not respond and why:** this will help with future surveying, but may also reveal other waste issues that have not been raised within this survey.
- **Waste composition analysis for trade waste:** this will help the County Council gain greater understanding of what is produced within the County, and where it is treated or disposed of.
- **Communications strategy:** this research can contribute to the Oxfordshire Waste Partnership (Oxfordshire County Council and District Councils partnership), which will enable the County Council and District Councils to provide effective and efficient commercial waste reduction initiatives, ensuring that they reach the target audience.

## 7. Conclusion

This report has provided information regarding waste issues that face Oxfordshire's business community, and will go some way to help achieve Oxfordshire County Council's Waste Management Group's priority area 2, which is to develop and implement waste minimisation initiatives for commercial and household waste arising within Oxfordshire.

The key findings of the trade waste survey include:

- The greatest response was from micro and small businesses confirming their importance within Oxfordshire's economy.
- 61% of businesses are recycling, however, a large proportion of businesses are using domestic collection services.
- 53% of businesses do not buy recycled products, highlighting a lack of green procurement and/or a lack of knowledge regarding the types of recycled products available.
- 87% of businesses within Oxfordshire do not undertake annual waste audits.
- The most common barriers to reducing waste within businesses are cost (17%), time (17%) and knowledge (12%).
- The most popular service required by businesses is information on reuse and recycling facilities (52%).

To address the key issues raised within the survey the following recommendations, directed at Local Authorities and Government agencies, have been made:

- Relevant information on how businesses can reduce, reuse and recycle waste needs to be provided in an easily located, cost effective and time efficient media i.e. a Commercial Waste Reduction Pack.

- Businesses need to be educated in waste awareness through seminars and workshops. This will help them to understand waste legislation and regulations and how to comply.
- The County Council could aid in the development of business recycling facilities within Oxfordshire, this will support market development alongside helping businesses cut costs and reduce their environmental impact.
- All services that are provided should be designed to ensure that barriers such as cost, time, and knowledge are overcome.

The waste management services that have been recommended in this report focus on improving education, market development and internal corporate strategies. Oxfordshire County Council's Environment & Economy Directorate, in particular the Waste Management Group, should develop and provide these services in such a way as to ensure the inclusion of both micro and small businesses, as they constitute an important entity of Oxfordshire's economy. The County Council should also endeavour to encourage internal and external partnership working, ensuring that it is utilised to its full capacity allowing the sharing of information and the provision of best practice services at local, regional and national levels.

## 8. Evaluation

This survey was intended to provide baseline data on trade waste production within Oxfordshire. The following is a SWOT analysis of the survey and the consequential results presented within this report. The SWOT analysis is intended to aid further local government studies in trade waste to ensure the most efficient and effective use of resources.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Provides baseline data for the County Council, and other interested parties.</li><li>• Identifies waste issues facing Oxfordshire's businesses.</li><li>• Provides a forum for information exchange between the County Council and Oxon's businesses.</li><li>• Highlights effective internal partnership working.</li><li>• Created database of engaged businesses.</li><li>• Identifies potential services the County Council can provide, and the demand for services that need to be provided by other organisations.</li><li>• Excellent press and publicity coverage, raising awareness of the Commercial Waste Reduction Officer position.</li><li>• Results confirm the need for a Commercial Waste Reduction Officer within the County Council.</li><li>• Process and report identifies potential deliverables.</li><li>• Links with the corporate ideals and objectives to help reduce commercial waste production within the County.</li></ul>	<ul style="list-style-type: none"><li>• Questionnaire design: Questions need to be numbered to make data entry easier. Syntax of questions could be improved to remove problems of conditioned answers.</li><li>• Data entry coincided with a very busy period in the year, process should be out sourced or the survey should be rescheduled to a different time of year.</li><li>• Needed to undertake a more comprehensive pilot of questionnaire to ensure validity of results.</li><li>• Report has identified a heavy work load needs SMART objectives applied to it.</li><li>• Lack of clarity as to who the report should be aimed at, the audience changed halfway through the data collection process.</li></ul>

## Opportunities

- Identified areas of future research.
- Analysis of businesses that did not respond.
- Obtain information on frequency of collections.
- Internal partnership working.
- External partnership working.
- Potential to develop extensive database of engaged businesses.
- Potential to develop waste reduction/ recycling pilot schemes and services.
- Increased positive media coverage.
- Change syntax of questions to reduce conditioned answers.
- Follow up studies.
- To develop the recommendations.

## Threats

- Poor circulation of report (suitable distribution list must be identified).
- Lack of funding for potential projects identified/recommended.
- Lack of existing baseline data to make comparisons.

“Formate alternative te ketij publikimi ofrohen me kerkese. Kjo perfshin dhe gjuhe te tjera, me shkronja te medhaja, shkronja per te verberit, kasete degjimi, disk kompjuteri ose email.”

Albanian

আপনি যদি অনুরোধ করেন তাহলে এই পুস্তিকাটি বিক্রয় ছাঁদে, যেমন, অন্য কোনও ভাষায়, বড় হরফে, ব্রেইলে, অডিও-ক্যাসেটে, কমপিউটারের ডিস্কে বা ইমেলের মাধ্যমে পেতে পারেন।

Bengali

“本刊物備有其他的格式可供索取。這些包括有其他語言版，大字版，盲人用版，錄音帶版，電腦磁碟版或電子郵件版。”

Chinese

प्रार्थना करने पर यह प्रकाशन दूसरे रूपों में प्राप्त किया जा सकता है। जिस में सम्मिलित है, दूसरी भाषाओं में, बड़े छापे में, ब्रेअल, सुनने की टेप पर, कम्प्यूटर की डिस्क पर या ई-मेल द्वारा।

Hindi

“ਇਹ ਪੁਸਤਕ ਬੇਨਤੀ ਕਰਨ ਤੇ ਹੋਰ ਰੂਪਾਂ ਵਿਚ ਵੀ ਉਪਲਬਧ ਹੈ। ਜਿਵੇਂ ਕਿ ਹੋਰ ਭਾਸ਼ਾਵਾਂ ਵਿਚ, ਵੱਡੇ ਛਾਪੇ ਤੇ, ਬ੍ਰੇਲ ਵਿਚ, ਸੁਣਨ ਵਾਲੀ ਟੇਪ ਤੇ, ਕੰਪਿਊਟਰ ਡਿਸਕ ਜਾਂ ਈ ਮੇਲ ਤੇ।”

Punjabi

“اس اشاعت کو متبادل اشکال میں درخواست کرنے پر حاصل کیا جاسکتا ہے۔ اس میں دوسری زبانیں، بڑا پرنٹ، بریل (بصورت سے چھو کر پڑھ سکیں)، آڈیو کیسٹ، کمپیوٹر ڈسک یا ای میل شامل ہیں۔”

Urdu

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The report has been produced by Oxfordshire County Council Waste Management Group, for further information about this report please email [waste.management@oxfordshire.gov.uk](mailto:waste.management@oxfordshire.gov.uk)