



## case study

Birmingham City Council chooses Taylor Street to improve recycling rates





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**“** *The bins proved to be so popular that we had to arrange for weekly collections to prevent them from overflowing.* **”**

*- Mark Airey - Birmingham City Council*



## Background

Birmingham City Council wanted to update its recycling collection scheme in the residential student area of Bournbrook. The previous system used individual recycling boxes left on the street which was unsightly and inefficient.

Taylor Street Recycling centres were installed in the area to create a communal recycling area. After just a few months recycling rates have soared and resident satisfaction is unanimous.

**The schemes success has led to plans to roll the Street units out across the city; up to 39 locations have already been suggested.**



## The Taylor approach

Birmingham City Council approached Taylor to help it deliver a modernised recycling strategy to the residential area of Bournbrook. The brief was to create a scheme that would increase recycling in the area whilst improving collection efficiency and improving the areas aesthetics.

Taylor was able to recommend the Taylor Street, one of the innovative products from its Urban Solutions range. The Street units are aesthetic container housings that are designed to blend into their surrounding while providing clear communication and easy access to the container for collection.

One of the units is for the collection of glass and cans while the other has been fitted with Taylor's most recently released lid, designed for the collection of paper and cardboard.

## The result

Mark Airey, Selly Oak Constituency Manager for Fleet and Waste Management, Birmingham City Council comments: **“The bins proved to be extremely popular right away, especially the one for paper; we have had to arrange for weekly collections of the paper/card unit”**

After a three month trial period Birmingham City Council reported a high degree of success. The Street units had increased recycling levels for the area and remained free of graffiti and fly posting. Residents reported satisfaction with the units, believing them to be a superior solution to the old recycling scheme.

The council was so impressed with the results that there are now plans to roll the Street units out across the city; up to 39 possible sites have already been found.



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