



TRANSFORMING COMMERCIAL WASTE MANAGEMENT

Improving recycling at Carnaby Estate



In 2017, Shaftesbury PLC was looking for a solution to improve waste management on Carnaby Estate. As an organisation, Shaftesbury wanted to partner with a waste management contractor that could collect in an efficient, competitively priced and high-quality manner.



Recognising the need for change, Shaftesbury engaged with a waste specialist who defined the needs of the estate and how they designed the waste facility. Working with Commercial Waste Services together they succeeded in finding the perfect solution for the Carnaby Estate. A solution that would enhance their approach to commercial waste management by improving reporting accuracy, increasing recycling rates, diversifying waste streams available to tenants and providing a reliable and flexible service. All whilst supporting cleaner air in London by reducing the number of vehicles on the street.

Thanks to the thriving partnership between Shaftesbury and Commercial Waste Services, we have been successful in generating an increase in recycling rates and a reduction of over 300 waste collection vehicle movements in the Carnaby area each week.

35%
recycling rate of centralised bin rooms as of February 2020

55%
increase in tenants using the waste consolidation scheme as of February 2020



We conducted a waste audit in the area to understand the waste management practices of both the tenants and the bin store operatives. This helped to determine how recycling levels could be improved.

The audit identified the need for tenants to implement segregated waste streams in their premises. It also revealed the potential for the centralised bin stores to accommodate the various bins and containers to dispose of these waste streams. In addition, we delivered training to all tenants and bin room operatives, demonstrating a variety of best practices.

Bin room operation hours were also introduced by Shaftesbury which enabled the operatives to monitor tenant usage and ensure waste is segregated correctly. This has helped with improving recycling rates and controlling contamination.

Collection days were adjusted to ensure that the bin stores are not overwhelmed with waste on the weekend when the site is busy.

Next steps

In the future, the goal will be to implement more training with the tenants and bin room operatives to help reach a 60% recycling rate. We will also be looking to collaborate with Shaftesbury to participate in more events together (e.g. Recycle week) to promote to the tenants of Carnaby Estate and the general public our joint efforts to become more sustainable and environmentally friendly.

Bespoke service solution

As Carnaby Street is pedestrianised, Commercial Waste Services offers a bespoke service using Goupils (micro-sized electric buggies) that are able to enter the estate and collect bagged waste from the tenants. This waste is taken to a nearby waste consolidation site for a quality check and compaction, after which it is collected by larger collection trucks and taken away for treatment or recycling. This methodology enabled us to reduce vehicle movements by 75% on the Carnaby Estate, avoiding collections taking place during busy periods with high footfall.

"By choosing to work with Veolia and Commercial Waste Services on this project, Shaftesbury has formed a strong foundation for the continued reduction of waste in the West End, and in particular in our Carnaby Village. In a market dominated by smaller operators, we needed a space-efficient solution for our tenants to enable them to achieve Shaftesbury's targets for waste reduction. We are dedicated to our vision of a more sustainable future for the West End and are pleased to be partnering with Commercial Waste Services in working toward this goal."

Vaughan Williams, Head of Group Property & Facilities Management

Looking to implement recycling and waste management services and best practices in your business?

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