

## case study: preston markets



Preston Markets is the collective name for the retail markets that operate in the heart of Preston city centre. They consist of the Indoor Market Hall which has 135 stalls and shops covering two floors; the traditional outdoor market operating four days per week with up to 70 stalls; the car boot market open twice per week from up to 160 stalls and pitches; and the annual pleasure fair and pot fairs.

Valpak Recycling Ltd (VRL) approached Preston Markets in 2008 to enquire about how they dealt with the waste generated by market traders. At the time, Preston Markets were not separating their waste material for recycling, but were collecting it all and paying for it to be sent to a landfill site. This resulted in significant transport costs as well as landfill fees and taxes. Furthermore, it represented a significant lost opportunity for the organisation not only to benefit financially from the sale of any recyclable material but also to improve their environmental credentials and reduce unwanted carbon emissions.

To solve the problem, VRL first suggested providing Preston Markets with recycling containers so that the market traders could begin to recycle any unwanted cardboard. A VRL representative spent time talking to the market traders to make sure we could provide the best possible service and encouraged them all to get involved in separating their cardboard waste for recycling. We now collect these containers three times a week, resulting in much fewer collections for other waste, and have plans to continue working together to significantly increase the number of recycling bins at the markets. Our joint plan is to make cardboard recycling available to all of the traders at the markets.

VRL maintained regular contact with Preston Markets both before and after introducing the cardboard recycling service. Our objective was to make sure that we fine-tuned our service to provide Preston Markets with the best solution to match their needs. Speaking just 10 weeks after we began providing the service, the Market Manager commented:

*"I am very happy with the service Valpak Recycling have provided us with so far. They have been very reliable and based upon working with them so far, I would recommend them to others."*

Preston Markets have since reported that working with VRL has helped them to operate in a much more environmentally-friendly way. They have significantly reduced the amount of waste that they are sending to landfill and have also found our solution cost effective and convenient. In addition, by working with the UK's leading provider of producer responsibility and recycling solutions they have been able to demonstrate a strong commitment to Corporate Social Responsibility (CSR). VRL and Preston Markets plan to increase the number of recycling bins for cardboard to 30, making cardboard recycling accessible to all market traders.

