

Figure 08 The groups, organisations and companies directly involved in CWN, and the whole-town environmental projects developed by CWN

An additional element of the partnership was the use of recent graduates to carry out paid Projectwork placements and help manage the Scheme. This provided the scheme with knowledge and enthusiasm and provided the graduates with valuable experience and career contacts.

By placing Projectworkers in businesses, community groups and schools, CWN developed close relationships with many different organisations and enabled projects to be linked between sectors. A graphical model of the CWN Scheme, including all of the groups that have benefited, can be seen in Figure 09.

2.2.3 Corby Waste Not achievements

The wider aim of CWN was to produce environmental benefits, and specifically to reduce waste going to landfill. The following statistics indicate that the Scheme has been successful in helping people to reduce their waste and improve their resource efficiency:

- 25 recent graduates completed 30 Projectworks over 30 months, providing a total of 450 weeks paid work experience, or the equivalent of over 5 full-time staff (see 11.2.3)
- 26 press releases were issued by CWN (see 12.2.1.3)
- Over 90 press articles mentioned CWN (see 12.2.1.3)
- 21 radio interviews were given by CWN (see 12.2.1.3)
- 1 scientific paper and 1 Masters Dissertation were written on CWN (see 2.7 for references)



- This Waste Not Pack has been distributed widely and openly available on the Internet at www.studentforce.demon.co.uk (see 12.2.1.3)

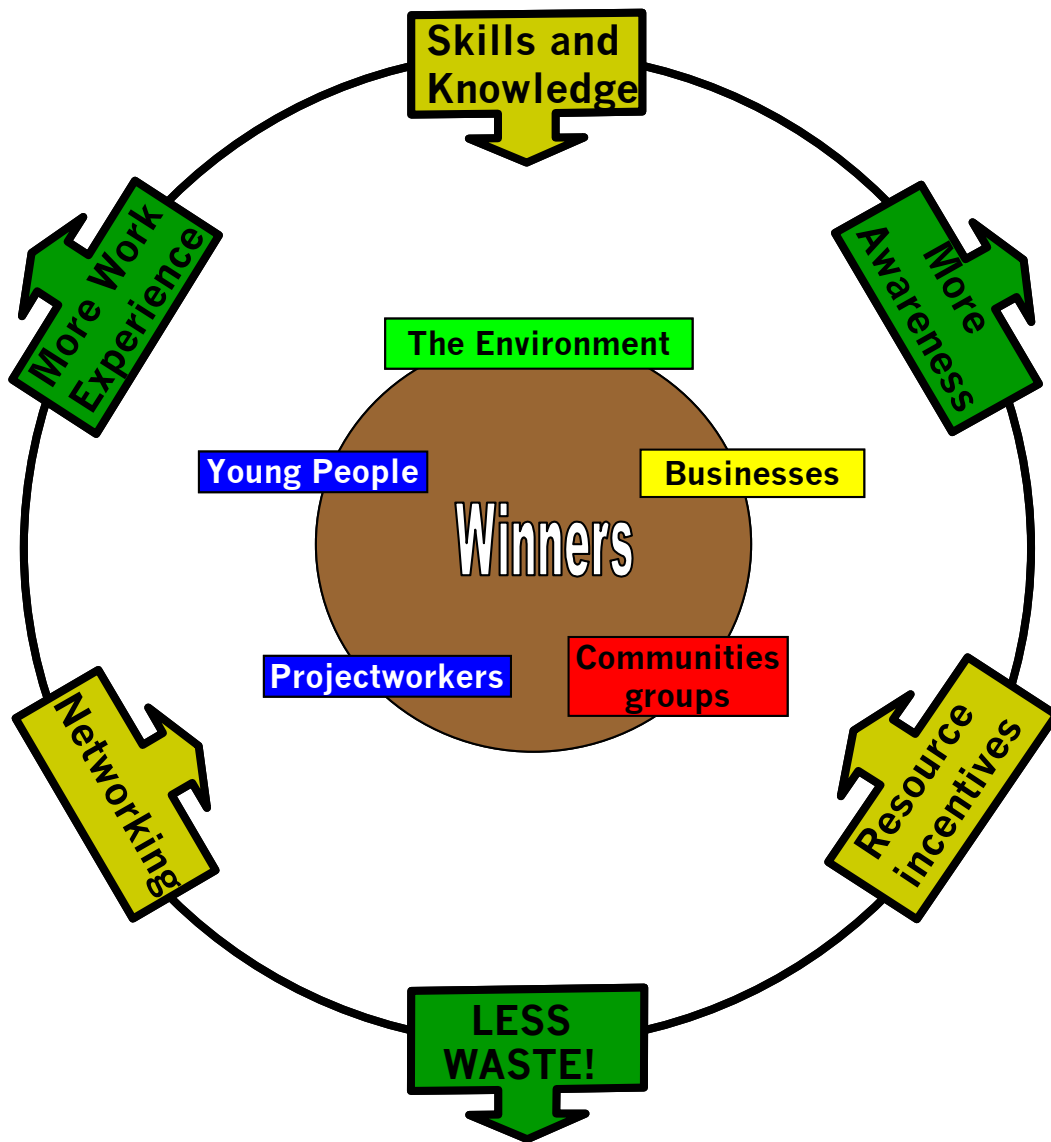


Figure 09 Model of the Corby Waste Not Partnership

- Corby Green Business Club was set up and had 535 companies on the mailing list (see 5.2.2.1)
- 5 Corby Green Business Club Gazettes were produced, and a total of 650 companies received CWN promotional material at least once (see 5.2.2.1)
- 7 Corby Green Business Club training events were held, attended by a total of 16 companies (see 5.2.2.2)
- 24 Community Eco-Check's were carried out by March 2002 (see 3.2.5)

2.0 Waste Not through Whole-town Partnerships

- 10 companies agreed to have an Envirowise Fast Track Visit (see 4.3)
- 12 detailed Business Waste Projects were completed (see 4.2.1)
- An estimated £370,000 had been saved by Corby businesses from the start of the scheme to March 2002 (see 4.2.9)
- 23 schools were visited by CWN, and over 4000 students met by CWN (see 9.2)
- Eight 6th formers were trained to carry out Eco-Checks (see 3.2)
- CWN worked with 6 community groups



Schools

The following organisations and initiatives were supported by CWN over the period:

- Business Link Northampton - Cut Waste – Improve Competitiveness (see 5.2.2.4)
- Corby Borough Council - Kerbside Recycling Project (see 7.2.2)
- Corby Furniture Turnaround (see 7.2.1.4)
- Corby Volunteer Bureau (see 7.2.1.1 and 7.2.1.2)
- Envirowise Practical Environmental Advice For Business Programme (see 4.3)
- Northamptonshire Children’s Resource Centre see(see 6.2.1.1)
- Peterborough Environmental City Trust (PECT) (see 3.0)

CWN enabled the following free-standing cross-community waste reduction projects to be set up:

- Corby Volunteer Bureau ‘Dinocycle’ Printer Cartridge Recycling Project (see 7.2.1.1)
- Corby Volunteer Bureau Mobile Phone Recycling Project (see 7.2.1.2)
- Cottingham Parish Environment Officer (see 8.2.4)
- Northamptonshire Children’s Resource Centre’s online Swap Shop (see 6.2.1.1)
- StudentForce for Sustainability Community Eco-Check Scheme (see 3.0)

The Corby Waste Not Scheme has helped Corby Borough Council to increase its annual domestic recycling rate from 1.2% in 1998/99 to 2.3% in 2001/02. These figures are based on the weight of materials collected at Council recycling collection facilities and through the kerbside collection scheme (see 7.2.2). Additionally, Corby Waste Not has helped reduce the amount of waste produced at source and diverted an unquantifiable amount of waste from landfill to community-based re-use and recycling schemes.

“Corby Waste Not has been a catalyst in Corby Borough Council’s approach to reducing waste”

Lynn Aisbett,
Strategic Director,
Corby Borough Council

Businesses

Community Groups

Waste Not Partnerships

2.2.4 Perceptions of CWN

<p><i>"The Northamptonshire Children's Resource Centre was privileged to be given access to a Corby Waste Not Projectworker"</i></p> <p>Peter Taylor Business Manager, Northamptonshire Children's Resource Centre</p>	<p><i>"What you do is so worthwhile, and the placements give the graduates the experience they need to follow their dreams"</i></p> <p>James Trickett Projectworker, Corby Waste Not</p>	<p>Schools</p>
<p><i>"Everybody sees wastage happening, but usually no-one does anything about it. Corby Waste Not has given us the push to get started"</i></p> <p>Ian Robb Warehouse Manager, Recticel Declon</p>	<p><i>"The Eco-Check was great. My pupils have learnt a lot"</i></p> <p>Christine Foley, Teacher, St Patrick's Catholic Primary School</p>	
<p><i>"It's a win-win opportunity for Corby"</i></p> <p>Cllr Eddie Gordon, Mayor, Corby Borough Council</p>		<p>Community Groups</p>

2.3 It's over to you...



2.3.3 Aims

To work as part of a community to reduce waste; to encourage practical links between businesses, schools and community organisations; to support others in the community who are trying to reduce waste.

2.3.4 Actions

Contribute to any local environmental schemes and actively attempt to make links with areas of the community that you are not currently involved with (see 2.6.1 for contact details). If there aren't any local environmental schemes, try to set one up (see figure 10). Use the Contacts section (2.6) to get in touch with key people who can help make your initiative a success, and follow the advice on funding in theme 13. Set up a steering group that will shape and support the scheme, and invite those who want to play an active role to join in (also see 6.2.2.2).

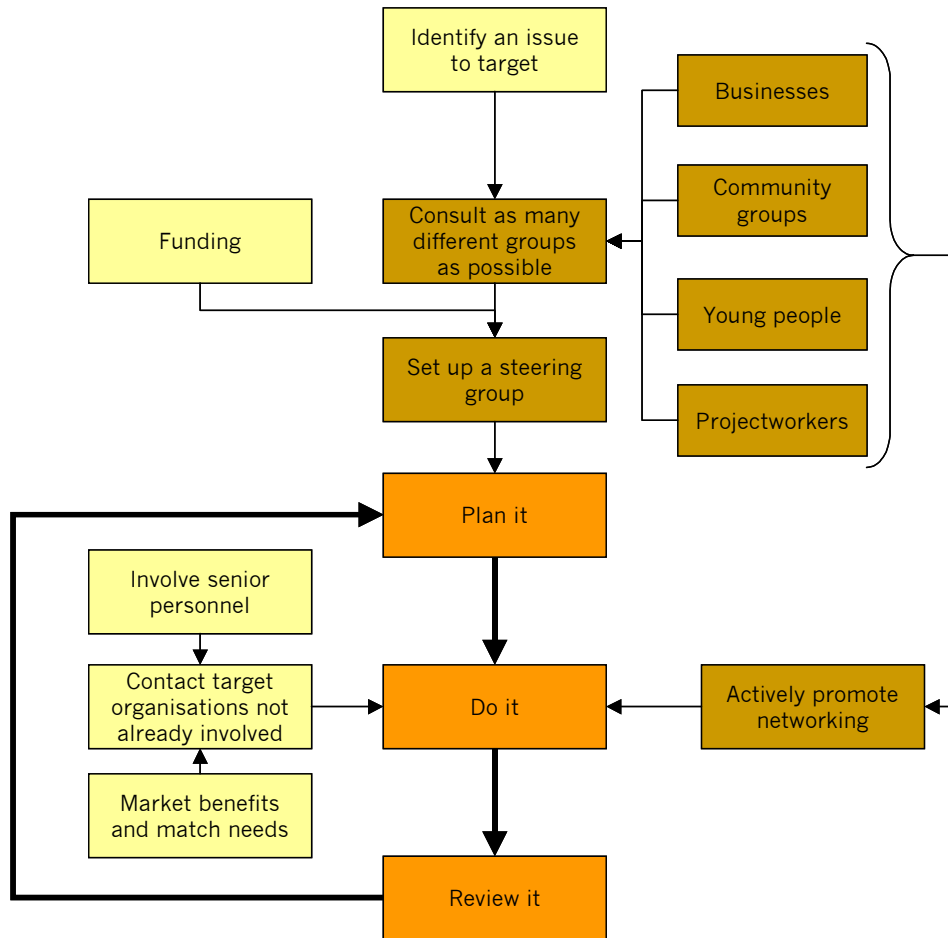


Figure 10 How to plan a whole-town partnership scheme or project

2.4 Summary

The CWN Scheme has given waste reduction a kick-start in Corby. Through freestanding cross-community projects, provision of environmental knowledge and proactive networking, CWN has helped to enthuse and enable companies, community groups and schools work together to reduce waste. The Scheme has been shaped and managed by recent graduate Projectworkers, each carrying out a short placement that collectively made CWN. As this pack will show, the ultimate goal of reducing the amount of waste sent to landfill in Corby has been achieved by educating, linking and involving the whole community.

2.5 Troubleshooting

<p><i>Who should I involve in my project?</i></p> <p>Think of and contact as many groups as possible. Don't forget about less obvious groups, such as health organisations, petrol stations, media groups etc. Then work in partnership with those committed to playing an active role</p>	<p><i>All the companies I have approached are keen, but never commit to anything</i></p> <p>When attempting to get companies on board, try to build a relationship with key senior staff. They can make things happen</p>
<p><i>I seem to be doing it all myself and I haven't got enough time! Arrrgh!</i></p> <p>Don't forget that your partners and steering group are there to help and support you. For day-to-day help, involve young people – they get the work experience and you get skills and enthusiasm</p>	
<p><i>I don't know anyone in community groups</i></p> <p>Use key community contacts to help spread the word and make your scheme a success. See the key contacts in the contacts section</p>	<p><i>Community groups never get back to me!</i></p> <p>When trying to get community groups on board, don't expect an immediate response, as decisions often have to go to committee</p>

Schools

Businesses


Community Groups

Waste Not Partnerships

2.6 Contacts

2.6.1 Free-standing cross-community waste reduction projects

Business Link Northamptonshire
01604 671200

 Business Enterprise Agencies

Corby Borough Council
www.corby.gov.uk

 Local Government




Corby Volunteer Bureau
01536 267873

 Charitable & Voluntary Organisations



Northamptonshire Children's Resource Centre
www.ncrc.org.uk

 Charitable & Voluntary Organisations



StudentForce for Sustainability
www.studentforce.demon.co.uk

 Charitable & Voluntary Organisations

2.6.2 Other useful contacts



Are you Doing Your Bit? Campaign
Department of the Environment, Food and Rural Affairs (DEFRA)
www.defra.gov.uk www.doingyourbit.org.uk www.useitagain.org.uk

Index of Local Government
www.outwood.com/index.html

Local Government Information Unit
www.lgiu.org.uk

Yellow Pages
www.yell.co.uk

2.7 Further reading

Phillips, P.S., Holley, K.M., Bates, M.P. & Freestone, N.P. (2002) Corby Waste Not: An appraisal of the UK's largest holistic waste minimisation project. *Resources, Conservation and Recycling* (in press).