

1

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3

4

Market Failure

James Kay

Regional Waste Co-ordinator
Resource Efficiency Wales

Carpet Recycling UK Annual Conference
10th July 2024

01

1

CONTEXT

Devolution,
targets and fines



1

1

TITLE TITLE

are some
s which
what this
about



02

2

CARPET

Arisings,
companies and
q100 end
destinations



1

1

TITLE TITLE

are some
s which
what this
about



2

03

**CLAIRE WALES
GROUP TENDER**

Specification,
process, and
engagement



3

1

1

TITLE TITLE

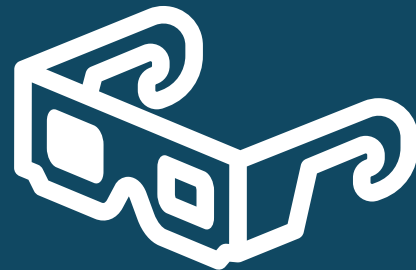
are some
s which
what this
about



2

MARKET FAILURE

And what is next



3

4

04

James Kay

- Love of the environment
- What Degree?
- What Masters???
- What graduate job?????
- Bin monitoring, consultant, RDO Wales for CIWM...
- Regional Waste Coordinator & Director at Resource Efficiency Wales
- RWC is an equally funded role that began in 1998
- Chartered Waste Manager & Fellow of RSA
- Co-founded a separate business Resource Efficient Data



Resource Efficiency Wales

- Houses the full-time Regional Waste Coordinator
- RWC role began in 1998
- Enable mutual benefits for all local authorities in the CLAIRE Wales Group
- Tackling challenges for today and the future
- Regional reuse & recycling contracts + briefings
- Largest UK textiles framework contract (Merthyr Tydfil CBC)
- **Largest UK WEEE & Batteries contract (Blaenau Gwent CBC)**
- Wales' first repair directory – www.repairefficiencywales.co.uk
- Supported by Victoria Bond





Cyngor Sir
CEREDIGION
County Council



Cyngor Bwrdeistref Sirol
MERTHYR TUDFUL
MERTHYR TYDFIL
County Borough Council



A red dragon, a symbol of Wales, is depicted on a green and white flag. The dragon is shown in a dynamic, leaping pose. The word "CONTEXT" is written in large, white, sans-serif capital letters across the center of the image, partially overlapping the dragon and the flag.

CONTEXT



Devolution

Sustainable
development

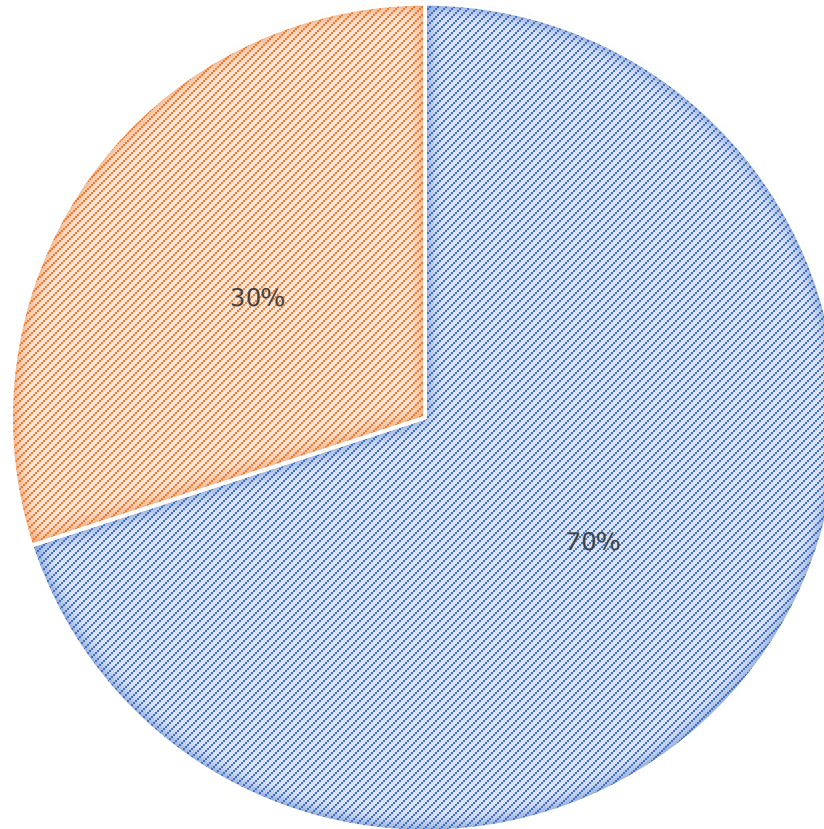
Planned waste
infrastructure and
collection systems

Investment – circa £1bn
by WG in last 20 years

- 
- A graphic of a dartboard with concentric rings in shades of blue and beige. A single black dart with a green and gold barrel is shown hitting the red bullseye in the center. A long, dark shadow of the dart is cast across the lower-left portion of the target.
- ✓ 2012-13 - target of at least 52%
 - ✓ 2015-16 - target of at least 58%
 - ✓ 2019-20 - target of at least 64%
 - ✓ 2024-25 - target of at least 70%

If local authorities fail to achieve these targets, or fail to provide data and supporting records, **the Welsh Government will penalise the authority financially**

FROM 2024/25 EACH COUNCIL IN WALES MUST BE AT OR ABOVE 70% FOR TOTAL MUNICIPAL SOLID WASTE THAT HAS BEEN REUSED / RECYCLED / COMPOSTED OR THEY RISK A FINE FROM WELSH GOVERNMENT



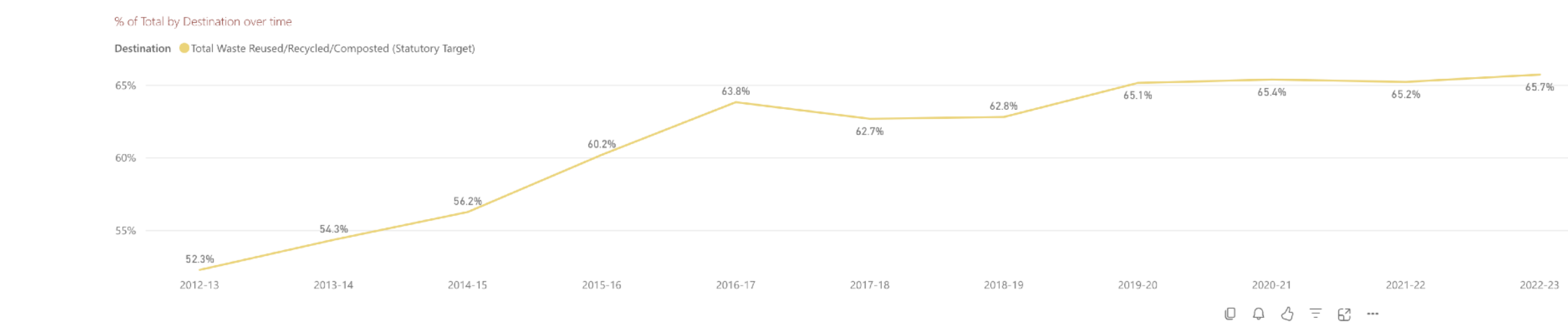
£200 fine for each ton below this target

Authority Type

All

Authority

All



Destination	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	Total
Household Waste Composted	17.1%	17.6%	18.3%	18.0%	18.7%	18.8%	18.6%	19.3%	19.9%	19.5%	19.1%	18.6%
Household Waste Reused/Recycled	32.2%	27.6%	27.9%	30.3%	34.1%	33.5%	33.4%	34.7%	36.9%	36.4%	37.5%	33.0%
Non-Household Waste Composted	1.2%	0.9%	0.9%	0.8%	0.8%	0.8%	0.7%	0.9%	0.5%	0.6%	0.7%	0.8%
Non-Household Waste Reused/Recycled	1.8%	8.2%	9.2%	11.1%	10.3%	9.6%	10.1%	10.3%	8.1%	8.7%	8.5%	8.7%
Other recovery: Composting			0.2%	0.2%	0.0%	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.1%
Other recovery: Recycling			0.1%	0.0%	0.1%	0.0%	0.2%	0.4%	0.2%	0.0%	0.1%	0.1%
Total Waste Reused/Recycled/Composted (Statutory Target)	52.3%	54.3%	56.2%	60.2%	63.8%	62.7%	62.8%	65.1%	65.4%	65.2%	65.7%	61.2%
Waste Incinerated with Energy Recovery	4.6%	5.8%	11.9%	19.0%	24.5%	24.2%	25.0%	25.6%	28.4%	28.0%	31.3%	20.6%
Waste Incinerated without Energy Recovery	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.2%	0.1%	0.1%
Waste Landfilled	41.3%	37.7%	29.4%	18.1%	9.5%	11.0%	10.1%	7.5%	4.9%	5.2%	1.6%	16.2%
Waste sent for other recovery	0.1%	0.3%	0.3%	0.2%	0.1%	0.1%	0.4%	0.5%	0.3%	0.2%	0.3%	0.3%

CLAIRE Wales Group Councils 2022/23

MSW reused/recycled/composted

Authority	Recycle Rate
City and County of Swansea	71.8%
Pembrokeshire County Council	71.6%
Ceredigion County Council	70.3%
Monmouthshire CC	70.0%
Powys County Council	68.1%
Vale of Glamorgan Council	67.8%
Blaenau Gwent CBC	66.8%
Carmarthenshire County Council	65.4%
Newport City Council	65.2%
Rhondda Cynon Taff CBC	65.0%
Merthyr Tydfil CBC	64.8%
Cardiff County Council	61.6%
Caerphilly CBC	60.7%
Torfaen CBC	58.7%



- **LA miss SRT** = fine
- **Residual waste** to an energy from waste plant = gate fee
- **Emissions trading scheme**
 - Fossil fuel based packaging & products (i.e. carpets) will produce CO₂ when burnt
 - Tax on the C output from the materials sent apportioned back to the LA = another cost

A large, colorful pile of discarded carpets and rugs, including various patterns and colors like red, blue, green, and beige, is shown in a warehouse setting. The pile is composed of many rolled-up and torn pieces of carpeting. In the background, other similar piles are visible, and the warehouse structure with large windows is partially seen.

CARPET

Nat Region

Wales

Authority Type

All

Authority

Multiple selections

Material Group

All

Material

Carpets

Year

All

Period

All

KPI Category

Recycled, Reused, Composted

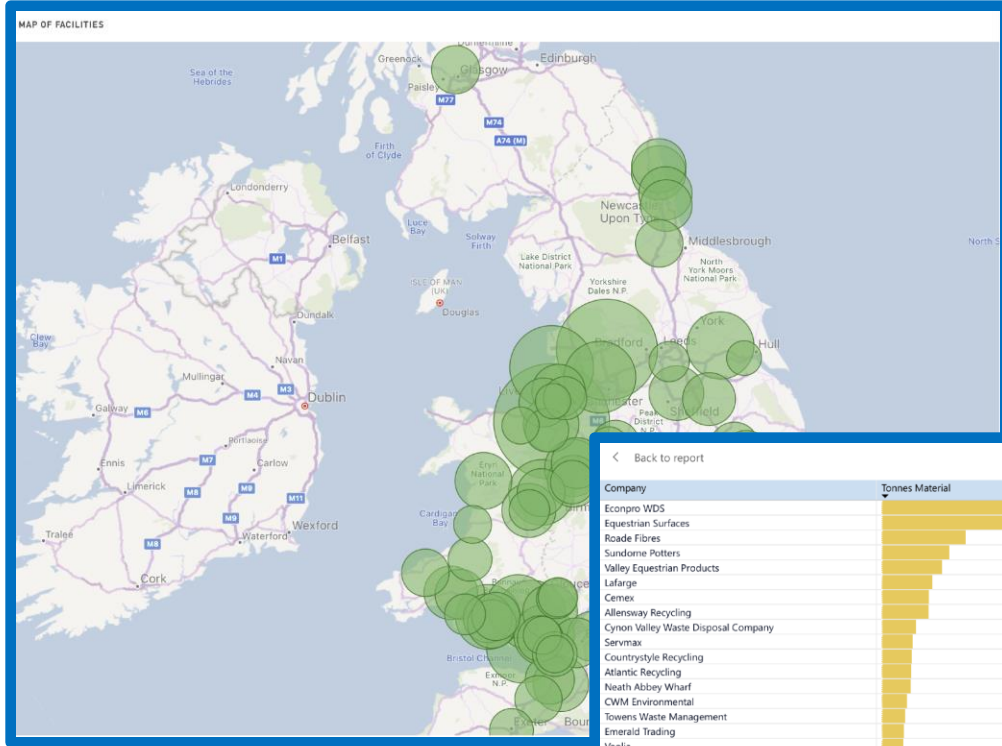
England Authorities to Include

All Authorities

The calculations for assigning the Recycled, Reused and Composted categories are taken from the Waste Data Flow definition for WMT009b_10 (in the guidance section on the website).

Clear filters





< Back to report

Company	Tonnes Material	Tonnes In Comingled or Residual
Econpro WDS	19,379.22	32.96
Equestrian Surfaces	9,316.63	
Road Fibres	4,044.10	
Sundome Pottery	3,257.67	
Valley Equestrian Products	2,905.79	
Lufarge	2,442.50	
Cemex	2,269.15	
Allensway Recycling	2,255.26	
Cynon Valley Waste Disposal Company	1,642.53	
Servmax	1,491.03	
Countrystyle Recycling	1,454.21	976.24
Atlantic Recycling	1,431.73	
Nxath Abbey Wharf	1,408.10	
CWM Environmental	1,233.48	
Towens Waste Management	1,130.11	
Emerald Trading	1,074.75	
Veolia	1,051.89	
Endurmeta	923.29	
AWD Group	829.00	
JBT Waste Services	808.27	
Sita	798.80	
FCC Environment	706.38	
Wiseton Hall	700.16	
Bryn Group	657.64	2,034.91
Loosemoors	613.84	
Premier Waste	605.69	
Mid UK Recycling	603.90	3.94
Eco Surface Solutions	564.78	
Ronald Hull Jnr	508.92	337.82
Derwen	505.06	13.79
Cory Environmental	480.26	
ETM Recycling	480.26	
Europlastix	443.34	
Equi Elite Surfaces	349.62	
AJ Recycling	347.27	
JH & S Recycling	336.36	
Tepac Fuels	335.80	
Alexandra Dunn Racing	335.02	
AAT Recycling	303.01	
Tarmac	284.99	
Viridor	259.63	
Textek	259.46	
Devon Contract Waste	179.76	
LAS Waste	178.46	
Castle Cement	162.96	
New Inn	137.56	
Wastecycle	130.84	
Master Construction Products	126.57	
Wervoe Environmental	126.57	
Total	72,280.25	4,168.27

- Locations of facilities
- Processed and/or met q100 for final destination
- Handling “carpet material” in WDF
- England & Wales LA's in 2019/20 and 2020/21

Source- ResourceEfficientData



CLAIRE WALES GROUP TENDER

Summer 2022

- 65 businesses identified and invited to complete a questionnaire (these were a mixture of businesses from RED, direct contact and from CRUK network)
- 10 responses
- 3 respondents claim to recycle carpet & are interested in tendering:
 - Company A – up to 100% recycling via product development
 - Company B – 25% recycling via bottom ash recycling to RDF
 - Company C - % TBC process not declared

Remainder of respondents either don't recycle carpet, no longer recycle carpet, or only recycle commercially sourced carpet tiles.



Headline specification

- The collection (including transport, treatment and/or disposal) of carpets delivered to the Council's HWRCs
- The Councils participating in the tender were:
 - Blaenau Gwent County Borough Council (lead Authority)
 - Caerphilly County Borough Council
 - Newport City Council
 - Pembrokeshire County Council
 - Swansea Council
- Collectively, these Councils committed 1800 tonnes of carpet per year.
- One of the key criteria of the tender was that a minimum of 45% of the materials collected, must be recycled
- All 9 other CLAIRE Wales Councils could participate no sooner than six months from start date of contract
- Went to market Spring 2024





4 companies
downloaded
the tender
packs

Zero
companies
submitted a bid





MARKET FAILURE

What's next...

- Finding out why the four companies did not put a bid in
- Assess what the CLAIRE Wales Group does next
- Likely Resource Efficiency Wales holds face-to-face market engagement days...watch this space
- What we do know, in recent weeks:
 - Companies are approaching individual CLAIRE Wales Councils to do trials
 - Companies are approaching REW with “their solution”



Thank you for listening

James Kay

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Carpet Recycling UK Annual Conference 10th July 2024

