

Case Study Crew Training

Introduction

Business Eco worked in partnership with the London Boroughs of Barking & Dagenham, and Newham and the Hampshire Districts of Basingstoke and Deane, Winchester, East Hants, Test Valley and Hart to deliver a programme of crew training to highlight job importance and environmental awareness whilst improving teamwork and communication skills.

Informal Two Way Flow

The training allows the crews to pass on their suggestions to an impartial advisor with full feedback provided and reported to the councils. Crews can provide information about the service from the ground level and give information unbeknown to councils' on collection issues faced on a day to day basis. The two way flow of information allows crews to learn about the importance of their jobs without being part of a formal training presentation. The training was popular and has shown success with recycling crews understanding their new roles as material collection operatives and the need to develop and implement the positive face of recycling.



Environmental Awareness

Environmental awareness is a key part of the training, giving the crews the basic principals of the role and its effect on the environment. Initially the crews are asked about their own environmental awareness and why they believe recycling is necessary. Pictorial training material and metaphorical techniques are used to impress the detail and develop understanding.

Crib Sheets

Crews were provided with crib sheets informing them of the recycling services in their area in a clear and direct manor. The sheets are laminated for the operatives to keep in their cabs.

Basingstoke and Deane Kerbside Recycling

metals	paper	plastic bottles
 <ul style="list-style-type: none"> ✓ Drinks tins and cans ✓ Food tins and cans ✓ All other metals 	 <ul style="list-style-type: none"> ✓ Newspapers ✓ Magazines ✓ White telephone directories ✓ Junk mail ✓ Other white household paper ✓ Thin card (cereal boxes) ✓ Thick card and cardboard* <p><small>*Thin card and cardboard can go in the bin, so must be flattened. Alternatively cardboard is accepted at the HWRC on Wake Road.</small></p> <ul style="list-style-type: none"> ✓ Yellow pages ✓ Milk or juice cartons 	 <ul style="list-style-type: none"> ✓ Plastic squash bottles ✓ Fizzy drink and water bottles ✓ Plastic detergent and shampoo bottles ✓ Plastic milk bottles ✓ Margarine tubs ✓ Yogurt cartons ✓ Cling film ✓ Plastic mail trays ✓ Polystyrene
<p>What's the reason...?</p> <p>Tins and cans are easily recycled and can be made into new products again and again. Other types of metal may appear to be used or discarded, but might not be. It is best to take these metal to the HWRC on Wake Road and not include them in green bins.</p>	<p>What's the reason...?</p> <p>Paper and paper cartons contain other materials like ink and plastic and these are difficult to separate for recycling.</p>	<p>What's the reason...?</p> <p>There are more than 50 types of plastic in common use. Plastic bottles are one of the most common types and are easily recycled. Margarine tubs, yogurt pots, egg tins, plastic meat trays and drinkware (cups) are all different plastics and can't be recycled in this scheme.</p>

The information is set out clearly and the operatives are explained the reasons for the choices of recycle. The reference guide has proved to be a great success and gives an easy distinction between what is recycle and what is contamination. The sheets also provide information about other recycling services on the reverse in the event that residents approach the crews. The sheets are then available for further training purposes and reference guides.

Feedback

The feedback of the service from the crews perspective is invaluable throughout the training. With the direct contact on the ground the crews can provide feedback on participation, common contaminants, operational difficulties, necessity for improvements in communication and rates of excess recycle. Through this involvement crews are explained the importance of their roles and the necessity of recycling. A report is produced for each of the sessions providing this feedback to the council and contractor.

Evaluation

Evaluation of the training comes directly from the crews and 84% of attendees said that the training will help them to improve recycling in their area and 34% gave the training a five out of five rating with only two delegates giving a rating of two the lowest rating received. The crews commented on the accessibility of the training, with the unique position of an impartial observer. The crews are then provided with certificates supporting their attendance of the training.

Training is an essential part of improvement in quality and development of an active workforce. Incorporating feedback into the session creates an open and relaxed atmosphere for the training with the assimilation of knowledge through an interactive method.



For more information on how Business Eco can help your local authority increase its recycling rates, please contact Mike Harris on 020 8915 0097 or e-mail mh@eco.uk.com.

