

A growing waste collection company has improved efficiency, increased its turnover and expanded its workforce by 66%



Summary

WRAP Cymru originally started working with Scott Waste Ltd in 2014 when the business approached WRAP Cymru looking for help with a marketing campaign, but soon found that there were much greater growth opportunities to be had.

Key Facts

- WRAP Cymru and Scott Waste have worked together for over three years.
- Scott Waste Ltd now employs nine full time staff.
- Turnover during 2017 increased 80% from the previous year.

Background

Established in 2007, Scott Waste Ltd offers a waste collection service to councils and commercial and domestic clients throughout South Wales; collecting all materials, including recyclables and general waste. The company segregates materials on the back of its vans before they are delivered to its transfer station for additional sorting, bulking and storage, and then sent to transfer stations in the area.

Scott Waste Ltd provides a niche collection service where waste is loaded by staff on the van and customers are charged on a pro-rata basis, paying only for the waste produced and space taken up on the van.

WRAP Cymru support

Scott Waste Ltd was initially looking for assistance with a £2,000 local marketing campaign to raise awareness of its service and increase the volume of material it processed. It had already outgrown its original premises and was in the process of moving, so WRAP Cymru recognised it would benefit from a complete strategic and operational review. The resulting business plan demonstrated significant growth opportunities for Scott Waste Ltd, including the processing of increased material volumes and the development of its own transfer stations.

Following on from this WRAP Cymru assisted Scott Waste Ltd in securing an Accelerating Reprocessing Infrastructure Development (ARID) grant, part-funded by the European Regional Development Fund through the Welsh Government, to purchase new equipment which resulted in greater efficiency and higher processing volumes, leading to an increase in

its annual turnover, the creation of new jobs and the need to move to larger premises.

During 2015, following their move to larger premises, Scott Waste Ltd requested additional assistance from WRAP Cymru, who provided over £14,000 worth of specialist consultancy support to help Scott Waste Ltd create and implement a marketing strategy, which included updates to the company website, social media, marketing materials and a targeted telemarketing campaign.

As a result, 33 potential customers were identified, and of these 11 key opportunities were secured.

In addition, assistance was provided to improve operational processes and secure planning and permitting consents.

In February 2017 Scott Waste Ltd returned to WRAP Cymru for support. With aspirations for further growth, the company needed assistance to identify niche markets, identify new premises and expand their operations by establishing additional sites along the M4 and Heads of the Valley corridors.

The business has significantly evolved as a result of WRAP Cymru's long-term support. It has moved to larger premises, increased its fleet and attracted several high profile customers. Economic benefits are reflected in a higher turnover and the recruitment of two new employees, with the Director now able to take on a more strategic/managerial role with his first appointed manager in the business.

The business actively uses social media to promote its services and has circa 900 followers on Facebook. It uses innovative software to track its vehicles and provide real time data from jobs on the composition and volume of materials before they are

collected; before and after photos; prices; and customer feedback. This allows for more efficient diary and workforce planning and is drawing the attention of other businesses in the sector.

Recently Scott Waste Ltd won the Bridgend Business Forum's Entrepreneur of the Year 2017 award and was nominated for Service Business of the Year 2017 and 2016. Turnover is up 80% on last year and the business now employs nine full time staff providing source segregated waste collections in the area. In fact, Scott Waste Ltd is looking to expand again in the near future.

The company was recently cited as an exemplar site scoring a '0', with no areas for improvement, by Natural Resources Wales (NRW) and was informed by its NRW officer that it set the benchmark for its site maintenance and operation.

Over three years ago, when WRAP Cymru first began working with Scott Waste Ltd, it was looking for a grant to produce and distribute leaflets; now - thanks to the WRAP Cymru consultancy support and investment - the business is going from strength to strength.

"Working with WRAP Cymru has enabled us to get the equipment needed to keep up with the high demand for our service. It means that what could have taken two to three years to achieve using our own cash flow could be achieved in just one year. WRAP Cymru has acted as a positive catalyst for growth and this year we are growing at a far quicker rate, and we now have our sights on a second transfer station"

William Scott, Managing Director, Scott Waste Ltd

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