



THE BUSINESS
OF RECYCLING

Waste Management Broker Case Study

QUEEN STREET BIN STORE, EXETER

January 2025

Introduction

Queen Street bin store is a gated compound providing recycling and waste bins for use by six hospitality and retail businesses located next to the main entrance of Exeter railway station.

The six businesses using the bin store have the same landlord. The micro businesses currently renting the units include:

- A hairdresser
- Three cafes
- An IT repair shop
- A bar

Businesses are responsible for transporting their own waste and recyclables to the bin store.

Situation

- **24/7 accessibility** for tenants to use the bin areas and for waste collection companies to undertake collections.
- **Flexibility** for businesses to enter a contract with the broker to recycle a range of materials or make their own arrangements for collection.
- **A Waste Management Company (WMC)** all contracts with businesses, the landlord and waste collection contractors.
- **Each business** receives its own waste transfer note based on usage.
- **This arrangement** effectively balances convenience, sustainability, and operational efficiency, making it a practical model for shared waste provision, particularly in urban areas.

Solution

This shared waste collection system demonstrates how a collection broker can successfully organise shared waste and recycling services. The cost of the service is calculated based on each business's usage rather than being split evenly, which could otherwise be unfair. It also allows businesses to separate their waste cost-effectively without the need to rent individual sets of bins for different materials at a higher cost.

The WMC operate a unique business model, acting as a non-traditional broker by providing their own bins, emptying themselves or coordinating with various subcontractors to empty them. Subcontractors already servicing the neighbourhood are utilised to minimise traffic movements in the area.

Impact

The waste management company have been informing customers about the new regulations since October 2024. For both new and prospective customers, the waste management company has made it clear that they can only provide services if all required waste streams are utilised.

Situation

The WMC manages the shared provision of bins and waste management services at Queen Street bin store. They operate a unique business model, acting as a non-traditional broker by providing their own bins and coordinating with various subcontractors to empty them.

To minimise traffic movements in the area, subcontractors already servicing the neighbourhood are utilised.

The WMC liaise with stakeholders, including landlord, businesses and subcontractors. Any issues related to bin store cleanliness or operations are reported directly to the waste management company who address them and promote good practice.

The Waste management company provides clear guidelines for using the shared bin store, actively promoting good waste management practice, including proper bin use. Regular communication in person, by phone and via email reinforces these practices to ensure compliance and maintain site standards.



Solution

What

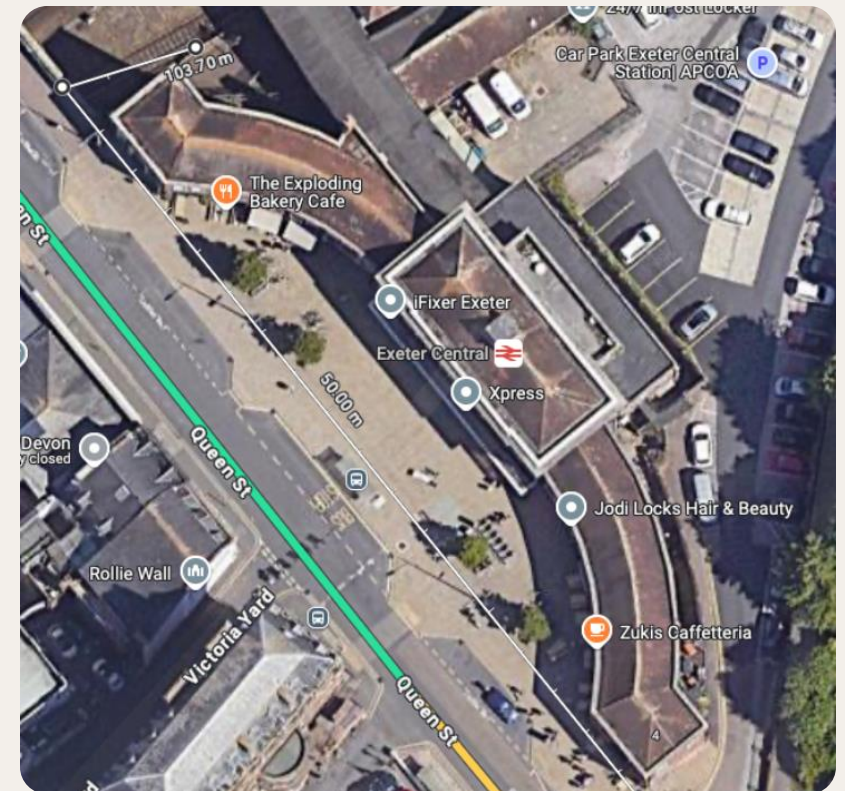
There is a single bin store containing six colour-coded bins, each clearly labelled with images and text describing what can be placed in them. The Waste management company provide an app that can be used to accessed from a unique QR code on each bin, gives 24/7 operational support and allows users to log fullness. The bins include:

- 1 x 1100L Residual waste
- 1 x 1100L Cardboard
- 2 x 240L Glass
- 1 x 240L Food
- 1 x 770L Mixed recycling (metals, plastics, paper, and card)

Space in the store is maximised to reduce the number of servicing visits.

Good communication, mutual respect, and a shared agreement between the waste management company and businesses ensure the correct use of the bin store and help overcome any operational challenges.

Fly-tipping has been identified as an issue, with pedestrians throwing rubbish over the low compound gate and fence. The waste management company clears this up during their regular visits.



Solution

Why

The waste management companies service model ensures that different waste streams are segregated to promote cleaner recycling at the final destination and to encourage best practice. This approach has been developed by them in consultation with the tenants of the bin store to meet their specific needs. Most of the bins are the largest sizes that can fit into the available space and are emptied multiple times a week.

Where

The bin store is located at the rear of the station building, in the existing space where tenants previously kept their bins. The furthest walking distance is approximately 120 metres, which takes no longer than 2 minutes.

When

There are no time constraints for using or emptying the bins, as they are accessible from the public highway through a security-coded gate.

- Residual and cardboard bins are emptied twice weekly.
- Food and mixed recycling bins are emptied weekly.
- The glass bin is emptied fortnightly.



Impact

Arrangements and costs of service

To use the bin store, businesses must establish a contract with Binit®, who arrange collections and manage subcontractor agreements. Customers are informed about the existing provisions and encouraged to use all waste containers provided to segregate their waste.

If a business in one of the units changes, the new business is supplied with recycling and residual waste bags, their usage is monitored for **6 months to 1 year** before transitioning to a flat-rate payment. Once on the flat rate, costs typically range from **£18.66 to £112.10 per month** (December 2025 rates). The cost variance is due to the size and nature of the businesses and the associated volume of waste produced. Historic customers often benefit from lower rates due to smaller annual price increases.

Each of the six businesses using the Queen Street bin store makes separate payments directly to the waste management company.

Waste transfer notes are provided to customers annually. Once signed, both the waste management company and the business must retain copies for a minimum of **2 years**. The transfer notes are based on the amount of waste deposited by each business.



Impact

Communications

Bin Store Guidelines

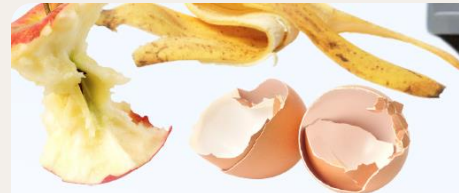
You are a tenant of the Queen Street bin store. This means you will share all the bins in the bin store with your neighbouring businesses.

You will be contributing to reducing the quantity of bins needed in the bin store. You will pay a flat rate for use of the bin store, meaning you know exactly how much you will be paying each month, and you will not pay any overweight charges.

We have the following bins in the bin store.
You will be entitled to use all of these bins.

qty	bin type
1	1100L rubbish bin

Bin store guidelines are provided to each business that uses the store.



FOOD WASTE

food waste  not for human consumption

YES

- Bread and bakery items
- Dairy products

NO

- Butchery waste
- Carcasses

Example of posters showing what can and cannot be recycled.



Each bin is clearly labelled to indicate whether it is for recyclables or residual waste.

Make recycling your Business

For more information and support on business recycling
and legislations email us on
businessrecycling@wrap.ngo
for expert advice from our policy team.