



WRAP

**THE BUSINESS
OF RECYCLING**

Camping in the New Forest & Long Meadow campsite

Complying with Simpler Recycling Business Waste regulations

July 2025

Introduction

Campsites in the New Forest and Long Meadow have always been committed to environmental responsibility; long before it became a legal requirement, recognising the importance of reducing their impact on the environment and leading by example within the industry. However new Simple Recycling legislation meant improvements to the way waste was collected were now required.

Problem

Implementing more recycling services was a natural next step - general, recycling and glass bins were already in place. Increasing recycling aligned with the campsites values, helping to reduce waste going to landfill, encouraging both staff and visitors to adopt more sustainable habits.

It wasn't just about compliance; it was about doing the right thing for the environment and future generations.

Solution

Sourcing a suitable recycling and waste provider who was clear on the new legislation alongside the service requirements of the campsite, enabled an easy transition and implementation of a compliant waste service.

Impact

A fully compliant service is now in place and working.

The campsite is already seeing a potential for cost saving due to the change in volumes of general waste produced, and their overall view on sustainability has positively changed.

Problem

To comply with the new regulations, collections of additional recycling streams were needed. To meet the service needs of the organisation, new containers were required.

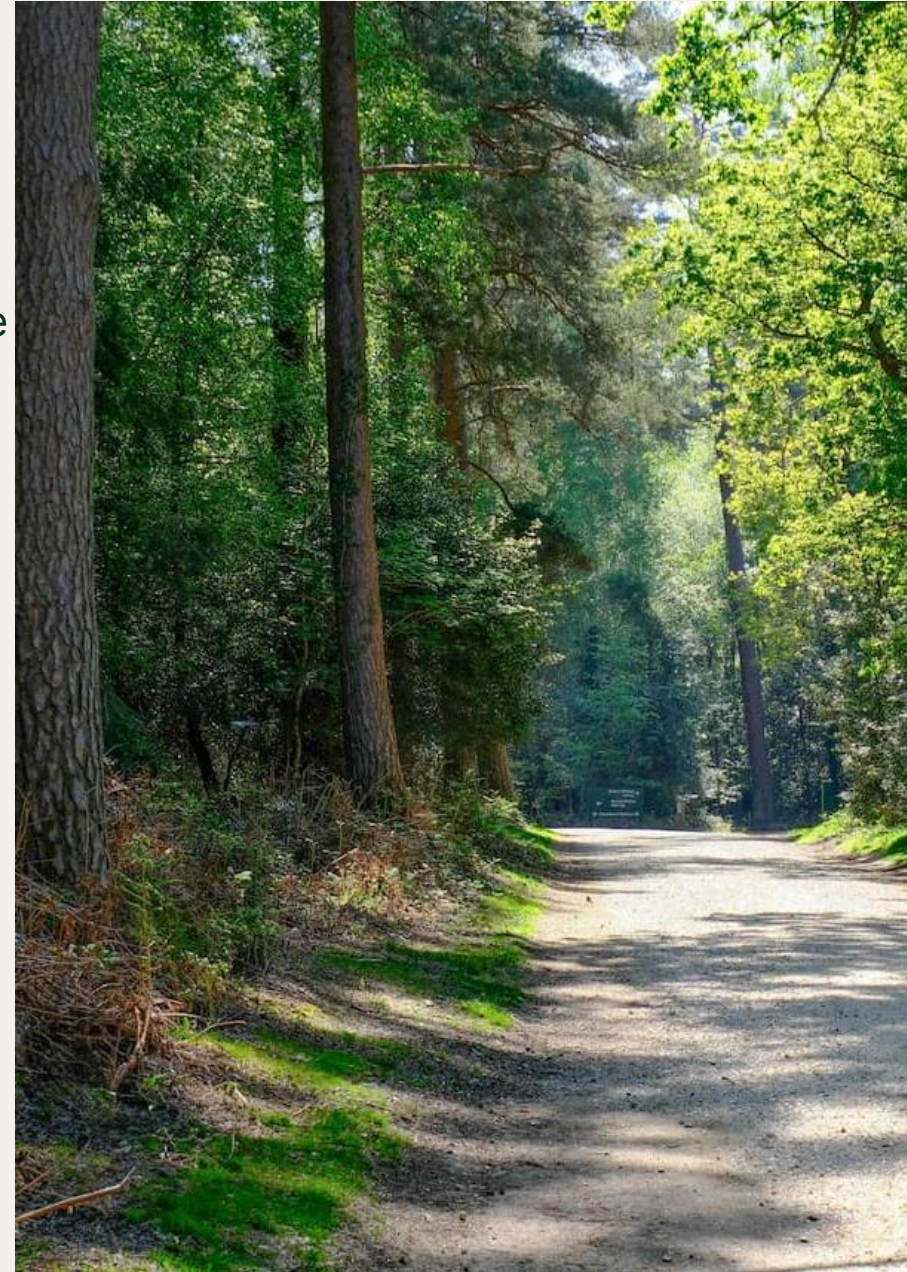
A primary challenge was that the campsite's waste provider was initially unable to supply suitable bins (size, colour and quantity) in line with the new legislation.

To overcome this, the campsite researched the new regulations and how they would apply to their site.

Considerations on the volumes and type of waste likely to be produced per camper was completed to better understand container needs.

Due to the location of the campsite appropriate permissions were required before new bins could be installed.

Additionally, the site sits within common land - an area where traditional rights and practices are strongly upheld. This meant additional considerations to ensure that bins were placed in locations to comply with regulations but not change the local landscape.



Solution

Procurement of a new waste provider who could provide a service which met the needs of both the legislation and the campsite was required.

Directly undertaking research to learn about the new legislation was key to understand the campsite's future requirements.

Once the procurement of a new provider was successfully completed, it was time to implement the service.

The campsite engaged with their waste provider and worked together collaboratively to find temporary solutions while the bins were sourced.

By working closely together, the expectations of both parties were aligned with the new requirements, enabling the changes to be implemented smoothly.



Impact



The expected impacts:

- The new recycling practices have created many benefits including; reducing the campsites environmental footprint, compliance with new regulations, and improving waste management efficiency.
- Implementing Simpler Recycling created a real opportunity and enabled the sites team to shine by taking pride in educating others and ensuring recycling is done correctly.
- Engaged staff - especially those appointed as Waste Warriors, are now more actively involved in promoting sustainable practices.
- Implementing recycling has been a key driver in encouraging further actions toward sustainability, including an ambition to achieve net zero emissions.
- The successful Simpler Recycling initiative helped realise the importance of a holistic approach to sustainability, by prompting the exploration of additional waste prevention measures and more sustainable practices across the organisation.

Impacts



Next Steps

Camper education remains a significant challenge.

Despite clear signage and labelled bins, many guests still place mixed waste into the wrong bins. This contamination results in recyclable materials being disposed of as general waste, limiting the ability to maximise savings.

A continued focus on guest awareness, improved signage, and potentially redesigning bin stations will be essential to overcoming this issue and unlocking the full benefits of the Simpler Recycling system.

Further Impacts

In addition to expanding recycling efforts, the campsite started to take steps toward reducing their overall carbon footprint. Including a shift towards more energy-efficient operations, exploring the use of renewable energy sources, and investing in sustainable technologies.

Waste minimisation strategies are being considered, such as reducing single-use plastics and switching to biodegradable or reusable alternatives.

As part of a commitment to net zero, the site is now investigating a circular economy model that promotes the reuse and repurposing of materials wherever possible. Such as exploring composting options for organic waste and investigating opportunities for upcycling materials across operations.

Additionally, changes are being made to procurement practices, ensuring that all materials and supplies purchased are environmentally friendly and sourced sustainably.

Achieving net zero is a long-term goal, but implementing recycling has sparked broader initiatives that are bringing the sites closer to this target.

By continuing to prioritise waste reduction, resource efficiency, and sustainable practices, commitments to reducing the sites environmental impact and contributions to a more sustainable future will increase.

Financial Impacts

Implementing Simpler Recycling involved a mix of short-term costs whilst providing early signs of long-term financial benefit.

The main ongoing expenses includes:

- providing a free biodegradable food waste bag to each camper,
- purchasing clear plastic liners to be replaced in every food bin after emptying, and
- creating additional marketing materials and signage for all bins - as the current signage is insufficient.

These costs added to operational expenses in the short term.

One-off setup costs were experienced, such as:

- standardising bin types,
- updating signage, and
- developing the Recycling Workbook to guide staff through the new procedures.

Though necessary, these upfront investments have been relatively modest compared to the long-term advantages.

Additionally, the construct of secure bin enclosures were essential, as animals roam freely in the New Forest and are attracted to the 240-litre bins required for the food waste system.

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.