

## **Kerbside (Calderdale)**

Company limited by Guarantee  
Paul Brannigan: Chief executive

Kerbside (Calderdale) recycle people and materials, provide a kerbside recycling business for 25,000 household whilst at the same time providing progression to employment opportunities.

Using [Selling added value](#) has enabled them to quantify and put a value on the added extras that they provide. This demonstrates the specific value of the service they offer, allowing the council to see what these are actually worth, rather than the council believing that “we are misinforming them of the figures”. Kerbside (Calderdale) commented that they found dealing with councils can be “like gradually knocking bricks out of a wall trying to get things pushed through”. They found that using the [Selling added value](#) process helped them to breakdown one of these walls.

Within Kerbside’s contracting cycle, Selling added value has been used to influence the next Invitation to Tender from the local council for the contract which provides them with their core income.

This needs a little explanation as the contracting is not straight forward. Kerbside’s core contract is a sub-contract from a large private sector waste collection company, to collect waste for a part of the Calderdale district on their behalf. The private sector waste collection company hold the district wide waste collection contract with the council.

The council issue one contract across the whole district. Kerbside are not big enough (yet) to go for the whole contract. So they have to negotiate their way into private sector sub-contracts to do this work for the council.

Using [Selling added value](#) to demonstrate to the council the economic savings to council budgets that Kerbside can provide, they have got the invitation to Tender changed for the future to include a clause that they must be consulted by any potential supplier. Through this they have managed to sustain and increase their core income with a potential sub-contract agreed with every tenderer to the council in the recent waste collection contracting round.

They have used [Selling added value](#) in several other ways:

- To demonstrate the social and economic value of transferring people from benefits recipients into employees
- To demonstrate the fact that they aim to progress people toward employment. This gives them the ability to identify the people who would be on benefits if they weren’t with them, thereby quantifying the overall benefits such as tax paid and tax saved from benefits and the wages being paid out.
- To quantify the extra work they do that they aren’t paid for. They market themselves as supplying two materials but in reality actually supply seven. [Selling added value](#) has allowed them to calculate effectively the extra value of the additional five items.

They are also working on swapping their findings with other organisations in order to try to collect four or five models. Although they realise that they may only end up with 2 or 3 as there aren’t many organisations implementing [Selling added value](#) in the local area as yet. They aim to combine these and get them back to LEA’s to demonstrate how other people are using [Selling added value](#) and how effective they are.

# Selling added value Impact Map

<b>Organisation:</b>	Kerbside Calderdale		
<b>Scope:</b>	Kerbside recycling activities. Based on 2007 figures.		
<b>Name:</b>	Paul Brannigan	<b>Date:</b>	Dec 07



Stakeholders	INPUTS	OUTPUTS	OUTCOMES				Attribution %	Deadweight %	IMPACTS
			Description	Indicator	Quantity	Proxy			
Cald MBC (via FOCSA)	£152,287	2,200 tons pa of household recycling (paper and glass)  If FOCSA collected this, it would still get recycled	Reduced Landfill	Tons recycled	2,200	£24  (will increase to £48 by 2011)	0%	100%	£0
			Income retained in Calderdale district from materials sold	Tons glass sold	805	£25  for sorted glass	0%	50%	£21,125
				Tons other sold (paper)	1395	£35	0%	100%	£0
	£16,613	240* tons pa of extra recycling (paper and glass) due to increased household	Reduced landfill (would have gone to landfill if collected by FOCSA)	Tons recycled	240	£24  (will increase to £48 by 2011)	0%	0%	£5,760  (will increase to £11,520 by 2011)

		<b>participation</b> If FOCSA collected this, it would NOT get recycled  ( * based on Dec 06-May 07 figures – FOCSA 3.47 KG/HH/CO, KERBSIDE 3.83 )	<b>Income retained in Calderdale district from materials sold</b>	<b>tons glass sold</b>	<b>88</b>	<b>£25</b>  for sorted glass	<b>0%</b>	<b>0%</b>	<b>£2,200</b>
				<b>tons other sold (paper)</b>	<b>152</b>	<b>£35</b>	<b>0%</b>	<b>0%</b>	<b>£5,320</b>
	<b>£15,600</b>	<b>226 tons of extra materials recycled</b> (steel, aluminium . . .	<b>Reduced landfill</b> (would have gone to landfill otherwise)	<b>tons recycled</b>	<b>226</b>	<b>£24</b>  (will increase to £48 by 2011)	<b>0%</b>	<b>0%</b>	<b>£5,400</b>  (will increase to £10,800 by 2011)
			<b>Income retained in Calderdale district from materials sold</b>	<b>tons other sold</b>	<b>226</b>	<b>£103</b>	<b>0%</b>	<b>0%</b>	<b>£23,413</b>
			<b>Kerbside Volunteers</b>	<b>Volunteer hrs</b>	<b>2,153</b>	<b>£5.57 /hr</b>		<b>0%</b>  Would NOT happen if FOCSA collected waste	<b>£11,992</b>
<b>Raw materials merchant</b>	<b>£98,659</b>	<b>Materials sold</b> from household waste							
<b>44 businesses</b>	<b>£22,000</b>	<b>79 tons of waste collected</b>	<b>Reduced landfill</b> (would have gone to landfill otherwise)	<b>tons recycled</b>	<b>79</b>	<b>£24</b>  (will increase to £48 by 2011)	<b>0%</b>	<b>20%</b> might have been picked up by FOCSA cardboard service	<b>£1,896</b>

<b>56 businesses</b>	<b>free</b>	<b>100 tons recycled</b>	<b>Reduced landfill</b> (would have gone to landfill otherwise)	<b>tons recycled</b>	<b>100</b>	<b>£24</b>  (will increase to £48 by 2011)	<b>0%</b> no 'bring' facility in Calderdale	<b>0%</b>	<b>£2,400</b>  (will increase to £4,800 by 2011)
<b>Raw materials merchant</b>	<b>£6,623</b>	<b>Materials sold</b> from commercial waste	<b>Income retained in Calderdale district</b>	<b>tons recycled</b>	<b>179</b>	<b>£37</b>	<b>0%</b>	<b>9%</b> might have been picked up by FOCSA cardboard service	<b>£6,038</b>
<b>ESF via URBAN II</b>	<b>£22,000</b>	<b>Work Readiness Training Programme</b>		<b>Trainee hrs</b>	<b>2,572</b>	<b>£20 /hr</b>		<b>0%</b>  Would NOT happen if FOCSA collected waste	<b>£51,440</b>
<b>WY Probation service</b>	<b>£1,047</b>	<b>419 hours community service</b>	<b>Additional Calderdale income</b>						

<b>TOTAL</b>	<b>£334,829</b>								<b>£136,984</b>	
<b>41p in the pound of added value</b>										
<b>DIRECT COUNCIL SAVINGS</b>									<b>3p in the pound</b>	<b>£11,160</b>
<b>CALDERDALE / ENVIRONMENTAL BENEFITS</b>									<b>38p in the pound</b>	<b>£125,824</b>