



MGB Plastics Case Study:

MGB Plastics secured the contract in late 2008 to supply Hull City Council with 220,000 wheeled bins in 2009 as a result of a new waste strategy implemented by Hull to achieve recycling rates in excess of 45%. In addition to the manufacture and distribution of 220,000 wheeled bins direct to households in Hull, the contract also involved the delivery of 110,000 kitchen caddies and the collection and recycling of 110,000 wheeled bins and kerbside boxes. Following the award of the contract, MGB Plastics' dedicated "in-house" distribution team met with Hull City Council to commence the planning of the distribution. These planning meetings together with surveys of the distribution areas undertaken by the MGB distribution team proved invaluable as it allowed MGB to tailor its distribution service to the requirements of Hull City Council. In this way, MGB was able to ensure that the most appropriate vehicles and staffing levels were used so that Hull City Council could avail of the most cost effective and efficient distribution possible. MGB commenced the distribution in September 2009. As a result of its planning process, MGB used three distinct teams to carry out the distribution as follows:

Collection team

This team collected the old wheeled bins from the households, dismantled them and arranged for the recycling of these bins at MGB Plastics' recycling partner. This team commenced the collection service in advance of the delivery team to ensure that all old wheeled bins were removed prior to the delivery of the new bins

Wheeled bin delivery team

This team carried out a "twin bin" distribution involving the delivery of two bins to each property

Food caddy delivery team

This team was responsible for the delivery of kitchen caddies to each of the households in conjunction with the wheeled bin delivery team

All of the teams above were under the direct supervision of MGB Plastics' distribution supervisors who were responsible for the prompt performance of the contract. Furthermore, MGB supervisors were constantly available "on street" to deal with enquires from the public as well as ensuring that all issues were dealt with in a timely manner.

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The distribution commenced in September 2009 and was completed in a little over 4 months. This involved the delivery of c. 15,000 bins per week. This was made possible by MGB Plastics unique distribution service which involves the wheeled bins being delivered direct from our factory in Rotherham to the householder without the requirement for additional storage at the Council depot.

Furthermore, MGB ensured that all bins collected were recycled and the material re-used in the production of new bins delivered to Hull City Council over the course of the contract.

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