



# Bristol Waste Company Sustainability Strategy and Framework



**A cleaner, greener city**

Sustainability Strategy and Framework 2025-2030  
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# Introduction

Our Sustainability Strategy and Framework shows our commitment to minimise our own impact and support Bristol to be a more sustainable city.

It focuses on the sustainability issues that matter most to our business and the people we work with – like our Board, Bristol City Council, our customers, and the local communities we work within. It outlines how we'll make changes and share our progress. We'll keep reviewing and improving our Sustainability Strategy to make sure it stays relevant for our business, our city, and the people we work with.

Together, we will create a thriving company where every action delivers greater environmental, social and economic benefits.

## Our impact areas

Our strategy focuses on the areas where we are able to make the most impact.

### Environmental Sustainability

- Reduce the impact we have on the environment
- Help the city become more environmentally friendly
- Prepare for and respond to the effects of climate change

### Social Sustainability

- Keeping our colleagues and communities safe
- Being a responsible employer
- Look after and give back to the community

### Economic Sustainability

- Keep our finances strong and stable
- Provide good value through the services we offer
- Use new ideas and stay resilient in changing times
- Build circular practices that reduce waste and make better use of resources

### Version Control

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# Our strategy at a glance

Our Sustainability objective is:



To deliver environmental services in Bristol, and beyond, that supports the city and the wider region to minimise harm and maximise benefits to the environment, society and the economy today, and in the future.

## Our strategic aims

### Environmental sustainability



### Social sustainability



### Economic sustainability



We  
support

# BRISTOL ONE CITY

We support the Bristol One City Plan and are proud to be a One City Partner. As members of the Environment and Strategy Board, we work closely with others across the city. By taking a collaborative approach, we actively take part in city networks and partnerships to help drive positive change.

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## SUSTAINABLE DEVELOPMENT GOALS **ACTION CAMPAIGN**

The delivery of our sustainability strategy supports the delivery of the UN Sustainable Development Goals. Our strategy is mapped against these goals. We are part of the Bristol SDG Alliance.

## Just Transition Declaration



Our strategy supports the principles of the Just Transition. We will consider the impacts of our actions so that we are fair and inclusive, consider the needs of disadvantaged groups and that the benefits and costs of the transition are shared equitably.

# Aligning our strategy



## Our Sustainability objective is:

To deliver environmental services in Bristol, and beyond, that supports the city and the wider region to minimise harm and maximise benefits to the environment, society and the economy today, and in the future.

It is aligned to... 

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## Our vision

Together we make tomorrow safer, cleaner, and more sustainable.

## Our purpose

Our purpose is to **deliver exceptional environmental and facilities management services**.

**Working in partnership** with the Council, residents, and businesses, **we make a positive impact** for the people of Bristol and beyond.

Through our commitment to upholding **the highest standards of safety and environmental stewardship**, and focusing on **sustainable practices and innovation**, we seek to improve health and wellbeing outcomes for our customers and colleagues.

## Our values



We work together



We do what's right



We communicate



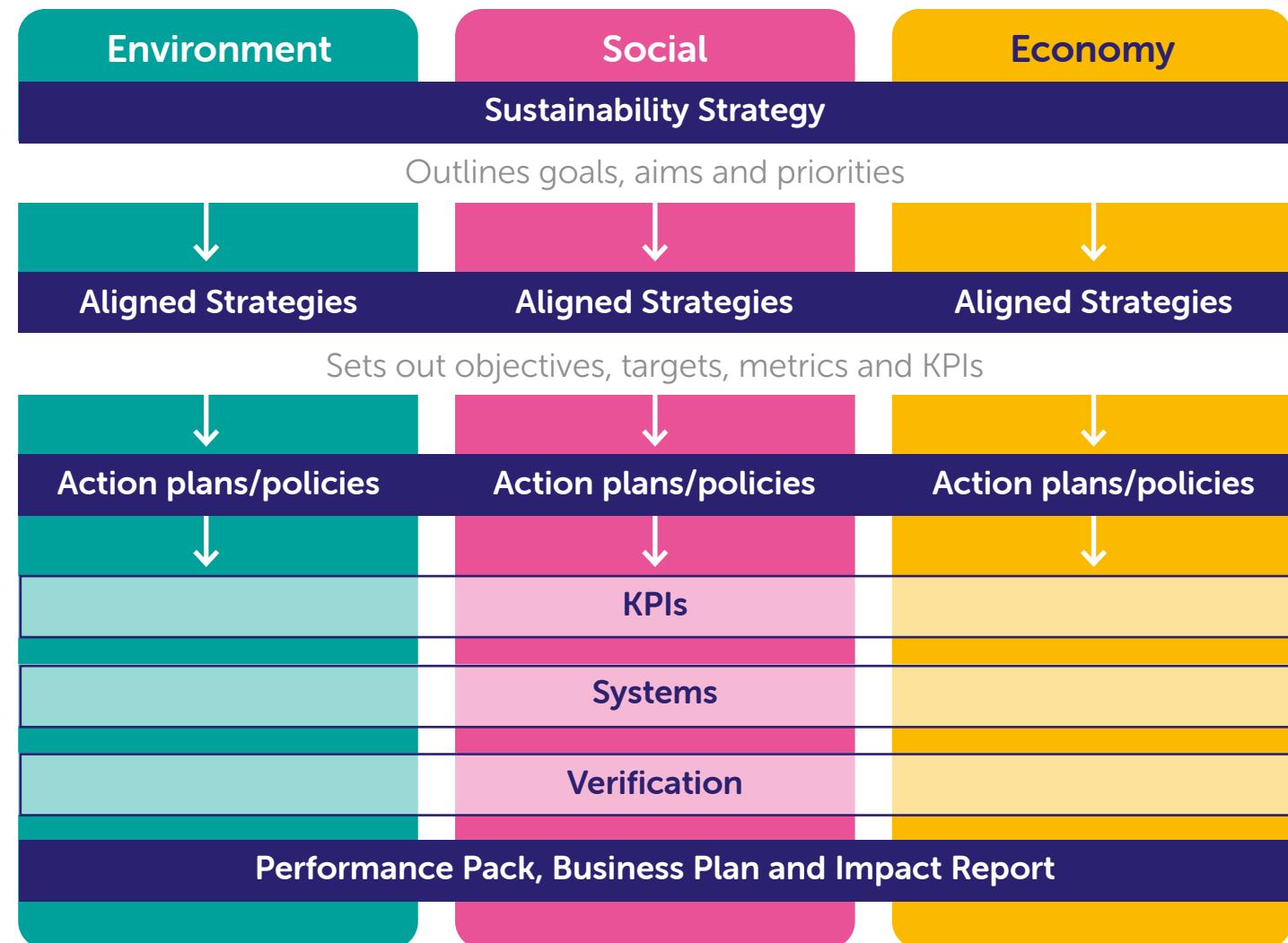
We perform

# Our sustainability framework



Our Sustainability Strategy is based on a clear framework. It brings together current and future projects to help us reach shared sustainability goals. This joined-up approach means everything works well together, making us more efficient and increasing our impact.

## Sustainability framework



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# Environmental Sustainability Strategy

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# Environmental Sustainability Strategy



## Our strategic aims and priorities



### We will:

1. focus on productivity and efficiency to support reductions in our consumption of fuel, energy, water and other resources essential to our operations
2. manage the city's waste to move away from waste disposal, focusing our efforts on prevention, reuse, repair and recycling, driving good practice and creating strong partnerships to support our own and the city's sustainability ambitions
3. embed sustainable and ethical procurement to ensure how, who and what we spend our money on has as minimal an impact as possible
4. promote biodiversity throughout the business to protect and nurture local ecosystems
5. drive behaviour change and mobilise our people to raise awareness, promote environmental responsibility, inspire action and embed sustainability principles across the company

### Case study – Reducing our reliance on fossil-derived fuels

Since 2018, where possible electric vehicles have been phased in across the business. Charging points were installed at Albert Road, Avonmouth, Days Road and Hartcliffe Way, and supervisor and team vans moved from diesel to electric. More recently, all forklifts were changed from diesel to electric, our new fleet of 10 vans for Security and Cash in Transit are electric, and we are trialling electric road sweepers in the City Centre. Currently, we have 43 electric vehicles in our fleet (excluding electric bikes and milk floats), totalling 15% of our entire fleet.

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# Environmental Sustainability Strategy

## Goal

Deliver our operations and services in a way that minimises harm to the environment, promotes environmental wellbeing and is resilient to the changing climate.

## Why is environmental sustainability important?

Environmental sustainability is about creating a balanced and resilient world where both nature and humanity can thrive.

Operating within and beyond Bristol, we play an important role in supporting the city to meet its climate and ecological ambitions. As a business wholly owned by Bristol City Council and providing environmental services to every resident, it is crucial that we are equally ambitious in our efforts to reduce environmental harm.

The city set an ambition to reach Carbon Neutrality by 2030, we as a significant employer and provider of services to the city must also decarbonise our operations to support the city to meet this ambition.



## Case study – Managing the city's resources

By helping the city to recycle more and waste less, we are contributing to reducing the impact of Bristol's waste. Increasing recycling, keeping things in use and preventing them becoming waste in the first place all contribute to reducing the carbon impact of waste disposal.

Our award-winning campaigns help people to recycle more. "Slim My Waste" contributed to Bristol households increasing the amount of food they recycle by 16% in the month immediately after the campaign.

Our Community Engagement Officers attend talks in the community, host information stands at community events as well as answering Bristol's rubbish questions and troubleshooting with residents. In 2024 **3,405** students, pupils and residents attended talks and **1,002** streets were visited.

Started in 2018, the Big Tidy team have cleaned **2,570** streets, removed **1,114** fly tips, organised **182** community litterpicks and sprayed away **10,000+** graffiti tags.

Since 2021 we have diverted **350,000** items from being thrown away through our reuse shops. Since February 2023 **161** phones have been diverted from waste streams and given to people who need them most.

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# Social Sustainability Strategy

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# Social Sustainability Strategy



## Our strategic aims and priorities



### We will:

1. cultivate a proactive health and safety culture, where safety is inherently woven into our strategic planning and daily operations, so everyone goes home safe
2. create a positive and inclusive workplace with a culture where any form of exclusion or discrimination is not tolerated
3. provide a range of learning opportunities and programmes, to support growth and foster a culture of continuous improvement
4. build a positive workplace culture, reinforcing the values of respect and support by promoting wellbeing and recognising excellence
5. unlock social mobility in the city by providing good quality employment opportunities
6. improve wellbeing through enhanced spaces which increases the aesthetic appeal, prolongs the longevity of infrastructure, promotes public health and safety, reduces disease risks, and fosters social cohesion
7. encourage waste-free practices via our reuse offering, providing access to affordable goods and promoting resourcefulness

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# Social Sustainability Strategy



## Goal

Nurture our people and uplift our communities.

## Why is social sustainability important?

We operate within a city that is one of the fastest growing in England and boasts a dynamic and diverse social landscape shaped by its rich history, cultural offerings, and evolving demographics. It is a thriving city, but also a deeply unequal city.

We acknowledge that we play an important role in the community as a significant employer and provide services for every single resident within the city. Addressing these inequalities is crucial for creating a more inclusive and equitable city.

## Case study – Social Value

### Delivery of our services helps build stronger communities and in 2024 we:

- delivered **£20.5m in social value** through our Bristol colleagues
- supported over **1,000 volunteering hours** to support reuse activities in the city
- helped volunteer litter pickers collect almost **8,000 bags of litter** from our streets and green spaces
- donated over **1,300 mobility aids** to charities

## Case study – Bridge to Employment programme (June 2024–ongoing)

Refugees are securing jobs in waste and recycling services thanks to an innovative collaboration with Ashley Community & Housing (ACH).

The Bridge to Employment programme supports refugees and migrants in securing local employment and focuses on providing essential skills and opportunities, especially in sectors which make a difference in their local communities.

To date we have welcomed three refugees to the team - a street cleanser and two refuse and recycling loaders who also spoke at an event at the House of Commons, organised by ACH and hosted by Kerry McCarthy, Parliamentary Under Secretary of State for Energy Security and Net Zero.



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# Economic Sustainability Strategy

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# Economic Sustainability Strategy



## Our strategic aims and priorities



### We will:

1. ensure financial stability through strong governance and effective oversight
2. embed sustainable procurement to control costs, improve efficiency, and deliver wider environmental and social value
3. grow our commercial services to increase revenue, expand market reach, and enhance service offerings
4. expand our reuse offering to increase profitability and stop more reusable items from going to waste



"We are not only improving our own operations, serving the Council and our residents, but providing a valued service for businesses across the region to manage their recyclables more sustainably."

Richard Williams, Managing Director for Bristol Waste Company

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# Economic Sustainability Strategy

## Goal

Enhance efficiency and drive business growth by diversifying revenue streams, generating value from waste and recycling initiatives, ensuring compliance, and reinvesting profits into services that directly benefit Bristol and beyond.

## Why is economic sustainability important?

As a Teckal company owned by Bristol City Council, it is important that we deliver value-for-money services for the city. Financial responsibility ensures the long-term viability of the company, allowing us to continue providing essential services without interruption.

Financially responsible practices promote efficient use of resources, enabling us to deliver services more effectively and potentially at lower costs. By maintaining financial responsibility, we can better serve our communities and uphold the trust placed in us by the Council and the public.

## Case study – Enhanced service offerings

Bristol Waste provides all waste services for science centre **We The Curious**, including general, food, mixed recycling, glass, metal, furniture and chemical waste.

We've delivered improved efficiency, better service and alignment with their sustainability goals.

Bristol Waste also provides We The Curious with a customer portal, allowing them to track waste streams and to provide their sustainability team with valuable data.

Overall, the partnership has streamlined waste management and reinforced We The Curious' commitment to environmental responsibility.



"Bristol Waste provides us with excellent customer service, and their vision for sustainability in Bristol aligns neatly with our pledge for a more sustainable future. Through the Bristol Waste IT Reuse scheme, we were able to donate IT equipment to be upcycled and given to local schools."

**Mark Lambert, Estates Manager at We The Curious.**

## Case study – Generating value from waste and recycling

**We invested £5.5m at Avonmouth to increasing our resilience and commercial opportunities.**

Our new processing facility has significantly enhanced recycling capabilities for Bristol and the Southwest. By increasing the volume of plastic, metal and cardboard handled and recovered, the new facility will result in less waste and lead to more items being made from recycled materials. This will reduce reliance on unused raw materials and cut carbon emissions.

This significant development, delivered in partnership with Encon Construction, marks a major step forward in both Bristol Waste's and Bristol City Council's commitment to providing sustainable waste management solutions.

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# How we'll deliver our strategy

Across Bristol Waste Company our sustainability objectives will be embedded so that all parts of the business are aligned. Our sustainability framework connects all our sustainable actions – both current and future – so they work together smoothly. This joined-up approach helps us be more efficient and have a bigger impact.

1

We will make sustainability a part of our culture. A Sustainability working group will be set up to lead the delivery of our plans and keep track of progress on our goals. Sustainability champions from across the business will also guide our work, allowing our workforce to get involved and suggest new ways we can do even more.

4

Within our sustainability framework, each of our three impact areas (Environmental, Social and Economic) will have action plans which outline how progress will be achieved. These plans will include timelines and targets which are SMART.

2

Our governance and compliance processes will guide how we make decisions, set targets, track progress, and report on how we're doing with our sustainability strategy.

3



Our annual impact report will provide an update on our achievements.

5

Our ISO 14001 system documents how we manage our environmental impact.



6

# Helping Bristol Waste Nothing

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