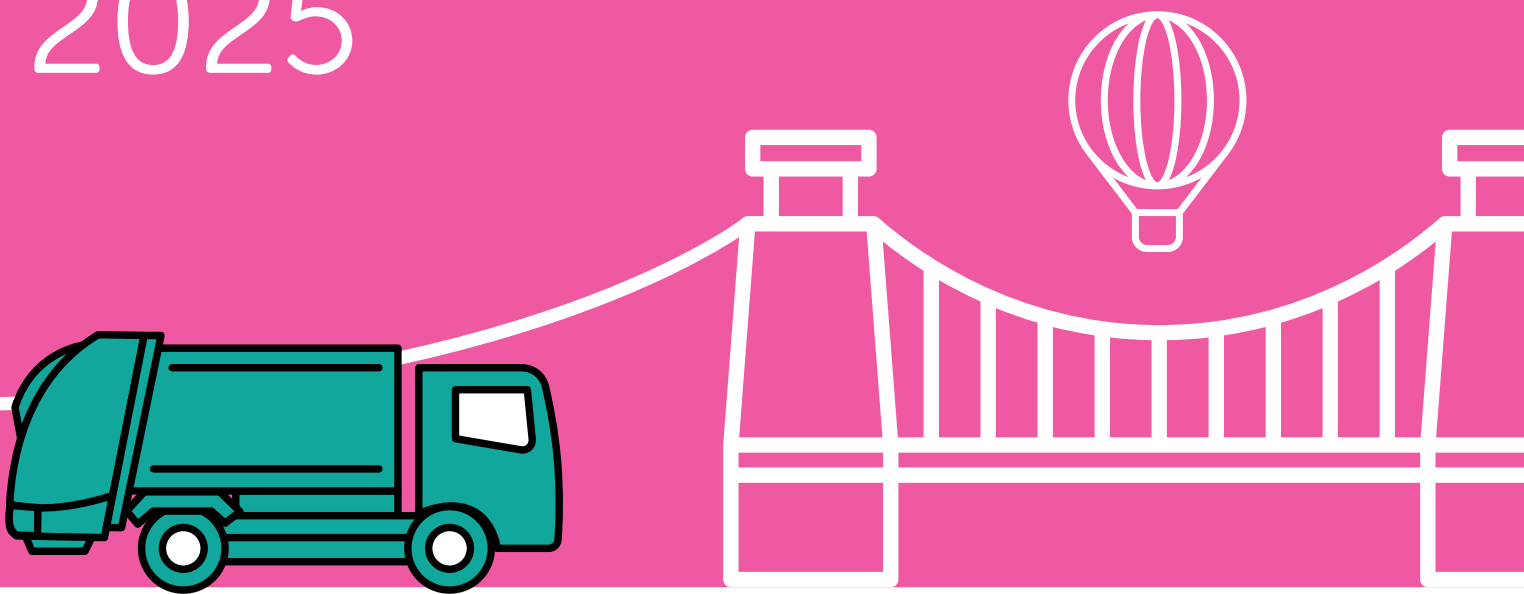


Delivering  
**£22m\***  
in social value  
for the city

**BRISTOL**  
waste

# Bristol Waste Impact Report 2025



Over 64,289 tonnes of waste was recycled from kerbside collections, and 157,834 items have been diverted through our Reuse Shops.

**Get in touch!**

[queries@bristolwastecompany.co.uk](mailto:queries@bristolwastecompany.co.uk)

\*Awaiting full validation.



## Introduction from Richard Williams, Managing Director

**2025 marks 10 years since Bristol Waste Company was formed, and a chance to reflect on what that decade has meant for the city and for our people who make it safer, cleaner, and more sustainable, every day.**

Our colleagues can be found across Bristol, collecting recycling and refuse from every neighbourhood, running our Household Reuse and Recycling Centres, and supporting residents in reusing more and wasting less. Others keep schools, offices, and civic buildings clean and secure.

Bristol continues to grow. The city now has just over half a million residents. That means more homes, more materials to collect, and higher expectations of the services we provide.

In 2025, we opened the new £5 million Materials Recycling Facility at Avonmouth, giving greater capacity and resilience. Our Reuse Shops celebrated the 400,000th item sold or donated, keeping thousands of items from going to waste and supporting households during the cost-of-living crisis. Hartcliffe Way was named the UK's Household Waste and Recycling Centre of the Year at the 2025 LARAC (Local Authority Recycling Advisory Committee) Awards. To date our nappy recycling trial has diverted over 600,000 nappies from waste, transforming them into materials for roads, cycle paths, garden decking and furniture and received national recognition from the APSE (Association for Public Service Excellence) Awards.

# The top ten of 2025

Improved the environment by making



refuse and recycling collections



Delivered  
**£22m\***  
in social value



Provided the best  
value-for-money  
waste recycling service  
amongst English cities  
and local authorities



Behind the scenes, teams worked together to improve resilience at our Albert Road depot and extend the life of our fleet through refurbishment.

Partnerships with community organisations and the justice system supported routes into work and brought new skills and experience into the company, strengthening our workforce and reflecting the city we serve.

New commercial contracts for waste, recycling, cleaning and security services included We The Curious science centre, St Peter's Hospice, energy company Vattenfall, and Bristol Water. Every pound earned through our commercial work and the sale of recycled materials helps reduce the cost of essential city services.

2025 marks our first full year of reporting through the Social Value Portal, confirming £22m of social value\* delivered across our municipal and facilities management contracts and providing a clear, independently validated view of the difference our work makes for Bristol.

**We also had cause to celebrate in December, being approved for a new contract by the Council – a massive vote of confidence in our service and shared vision for the city.**

As we look ahead, our role in the wider Bristol community remains central. We work alongside residents, partners, charities and local organisations every day. Listening, learning, and taking shared responsibility for the city we all call home. Together we make a real difference.

I hope you find this document of interest and a testament to the work achieved in 2025.

*Richard Williams*

**Bristol Waste Company**

\*Awaiting full Social Value Portal (SVP) validation at time of publication.



# Key achievements in 2025

## Reducing waste

**64,289 tonnes** recycled or composted, saving the city £8.4 million in disposal costs

In partnership with Pura NappiCycle, we recycled over

**530,000** nappies

More than

**157,834 items**

diverted from going to waste via our 3 Reuse Shops, including 1,835 mobility aids, 1,193 bicycles, 5,126 PAT-tested electrical items and 3,736 pairs of spectacles

16.4 tonnes (13,703 litres) of paint collected for reuse

## REUSE

Podback recycling collected 4.617 tonnes or

**303,750** coffee pods

**132**

IT Reuse items, from laptops to phones, refurbished and donated to those who need them most to tackle digital poverty

## Hartcliffe Way HRRC, setting the national standard

On an average day, Hartcliffe Way Household Reuse and Recycling Centre is busy from early morning with colleagues guiding residents, answering questions and helping sort materials safely. What looks like routine service is one of the strongest examples of how a modern recycling centre can work for people and the environment.

In 2025, Hartcliffe Way was named the UK's Household Waste and Recycling Centre of the Year at the LARAC Awards. Judges recognised not just strong recycling figures, but the full experience offered to residents. Ease of use, safety, reuse, and community focus all played a part.

The site handled **8,897 tonnes** of material in 2025, with high levels of diversion from disposal including **303,750 coffee pods** through Podback, and **460kg** of vapes.

Design plays a key role. Clear signage, safe pedestrian routes and cyclist access reduce risk and improve flow. Reuse Shop colleagues, including volunteers, save items that still have life left in them and provide them to the residents at affordable prices.

Hartcliffe Way welcomes over 10,000 visitors each month and holds a 4.6 star average Google review rating. Feedback frequently highlights helpful colleagues and a well-run site.

This also gives us cause to celebrate the teamwork and pride in doing things properly undertaken by colleagues across our three recycling centres.

## Looking after the city

**54,503m<sup>2</sup>** graffiti removals carried out

**11,588** fly-tips cleared

**BOOM!**

**1,129** Security call outs

**387,724** visitors to Household Reuse and Recycling Centres with a 4.4\* Google review

**9,000** Pay & Display machine collections

Over **10,000** hours of additional street cleansing by Big Tidy team

**17** events including Harbour Festival, received our waste management services

**STUDENTS ON THE MOVE**

**1,380** doors knocked

Our 'Students On The Move' campaign helped students through 82 hours of street engagement, 662 students spoken to, 172 non-students spoken to, 262 recycling containers and 1,068 leaflets

Chewing Gum Task Force cleaned and pressure washed **20,000m<sup>2</sup>** of pavement

## Enhancing our services



**£5m** investment in new Materials Recycling Facility at Avonmouth



Students are now able to access Household Recycling Centres using their ID card as proof of residency

**1.6m** impressions on our social channels and 335,034 people visited our website

Committed to Bristol's Just Transition Declaration, ensuring the work we do is as fair as possible

Introduced Sustainability and Health and Safety Champion schemes, recruiting 18 colleagues from across the business

Launched our Sustainability Strategy and Framework, demonstrating our commitment to minimise our own impact and support Bristol to be a more sustainable city

Developed a Carbon Literacy training programme to support the move to a Carbon Literate organisation



# National fly-tipping campaign success

Bristol Waste and Bristol City Council joined forces with environmental charity Keep Britain Tidy for 'Fight Fly-tipping Fortnight' – a new campaign to crack down on rogue traders.

Managing Director Richard Williams, Councillor Martin Fodor, and frontline engagement and clearance crews were interviewed on national, regional and local news. Highlights were BBC Breakfast, Radio 5 Live, Points West and Radio Bristol, plus national and regional ITV, and Channel 5.

The campaign, which included geo-targeted social media, focused on householders' duty of care to check they are using registered waste carriers.



## Delivering social value

We measure social value through the Social Value Portal (SVP), using the Themes, Outcomes, and Measures (TOM System) framework that quantifies the social, economic and environmental value created by our activities. The framework aligns with UN Sustainable Development Goals and Bristol City Council social value priorities. It covers areas such as local employment, supply chain spend, community support, environmental benefits and wellbeing outcomes. Our data is reviewed and validated quarterly by the Social Value Portal.

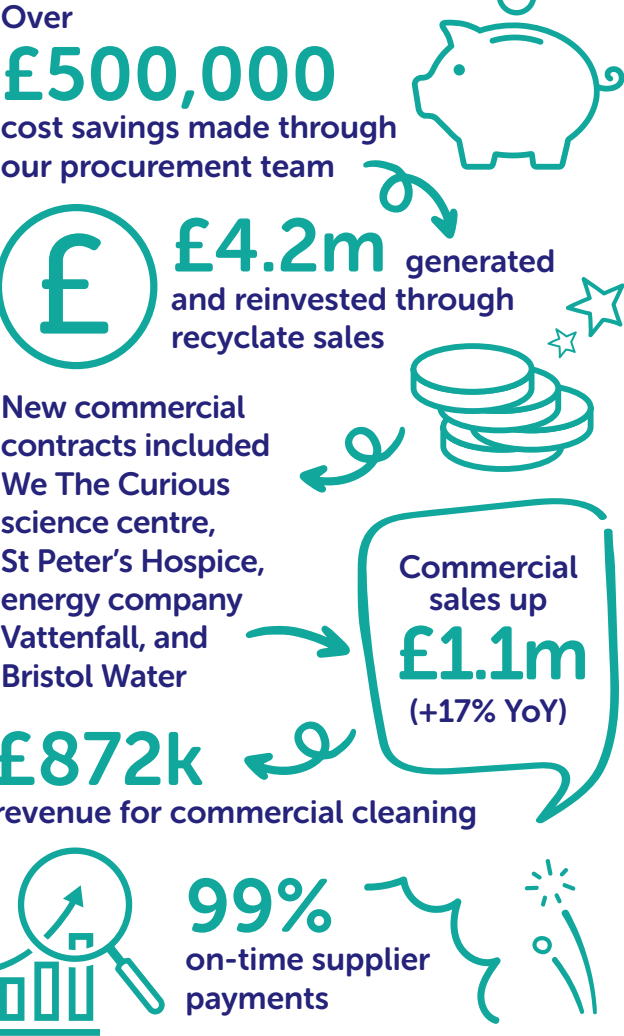


### Work included:



\*Awaiting full Social Value Portal (SVP) validation at time of publication.

## Our finances



## Pathways to employment

Recruiting and retaining a skilled workforce is essential to delivering citywide services. In 2025, Bristol Waste worked with One City Partners to widen access to jobs for people facing barriers to work.

Partnerships with HMP Bristol, Weston College and Ashley Community Housing (ACH) created routes into employment for people leaving custody, students, and former refugees.

Participants gained training, workplace experience and support. Teams welcomed colleagues who brought commitment, resilience and new perspectives.

These partnerships strengthened the workforce while supporting equality, diversity and inclusion. Stable employment helped individuals build confidence and security, while Bristol Waste benefited from a broader talent pool.

## Looking after our people



# Looking ahead to 2026

**A responsible partner – driven by customers, guided by purpose, powered by people.**

In December 2025, Bristol City Council agreed a new contract with Bristol Waste Company, giving confidence to plan and invest for the future.

Alongside reliable services and environmental outcomes, social value will play a larger role in how success is measured in 2026. Bristol communities are at the heart of what we do, creating value beyond collections and clean streets. Stable employment, skills development and fair access to opportunity, all help build a stronger city.

We will keep innovating and investing in smarter technology to strengthen service resilience to deliver consistent services and respond quickly when the city needs us.

Sustainability remains central to our role. Projects that help residents waste less and recycle more, will also lower disposal costs.

National changes to recycling rules will require careful planning, clear communication and practical support, so changes are delivered fairly and consistently across the city.

Above all, our people are our strength. We build a culture where every colleague is valued, empowered, and key to our shared success.

Together, we set the bar for service – driving a cleaner, safer, and more sustainable Bristol.

## Where we send our recycling

**Our duty of care is to ensure that waste and recycling is disposed of responsibly and we aim to keep resources within the UK. Almost all of Bristol's general waste goes to Avonmouth for energy recovery. Only 1.5% of the city's waste went to landfill in 2025.**

### Some examples of what recycling goes where\*\*

**34%** is sent to locations in Bristol, and includes:

- Food waste
- Garden waste
- Paper and cardboard
- WEEE
- Textiles and shoes
- Plastics and metal
- Mattresses
- Glass
- Oil containers and tyres
- Gas canisters

**Additional 13%** is sent to locations in the South West, including:

- Food waste
- Paper and cardboard
- Plastics and metal
- Wood
- Garden waste
- Plasterboard
- Hazardous waste

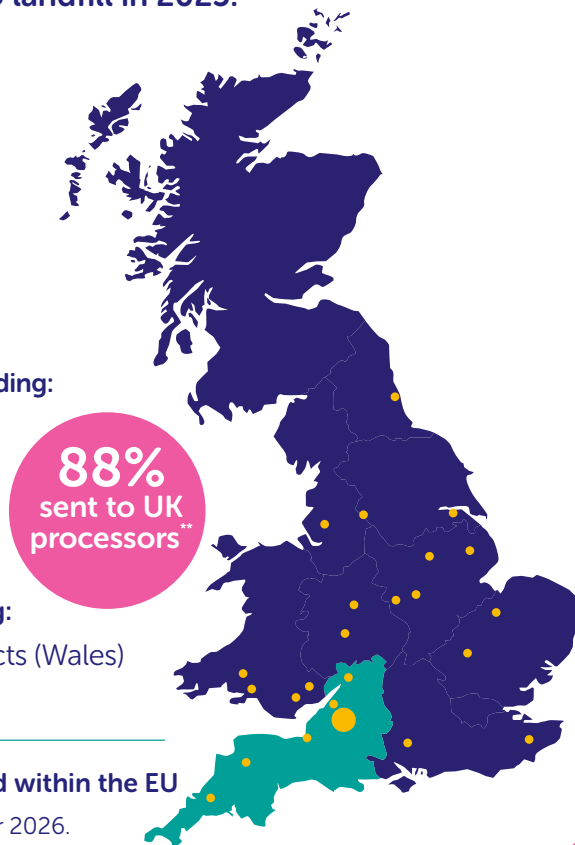
**Plus 41%** is sent to other locations within the UK, including:

- Florescent tubes (Manchester) and absorbent hygiene products (Wales)

**Yellow dots on the map show where recycling goes**

**0%** directly exported outside of the EU **12%** exported within the EU

\*\*Shows first destination for recyclates. More detailed reporting planned for 2026.



Please email [queries@bristolwastecompany.co.uk](mailto:queries@bristolwastecompany.co.uk) for an accessible version of this document.

Keep this leaflet for reference and remember to recycle when finished.  
Printed on 100% recycled paper.

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waste