Biffa

what **if** there was a simple roadmap for tackling waste?

Executive summary

Local authorities are facing unprecedented change, from tighter budgets and evolving legislation to ambitious national sustainability targets.

New policies like Simpler Recycling, the Deposit Return Scheme (DRS), Extended Producer Responsibility (EPR), and the inclusion of Energy-from-Waste (EfW) in the Emissions Trading Scheme (ETS) all demand agile, compliant solutions. At the same time, local authorities must work toward Environmental, Social and Governance (ESG) goals, such as achieving 65% recycling rate by 2030 - often with limited resources.

Biffa Municipal Consultancy helps local authorities navigate this complexity with confidence. Unlike traditional consultancies, our advice is grounded in operational expertise, giving you insight into what actually works on the ground.

Our clients benefit from:

- Sector expertise rooted in delivery
- Flexible consultancy tailored to local needs
- Data-led insights that drive efficiency
- Support with Health & Safety (H&S) and compliance best practice
- Scalable tech-enabled solutions

Which delivers tangible outcomes for local authorities, including:

- Improved service performance
- Increased recycling participation and recycling rates
- Reduced operational costs through data-lead optimisation
- Compliance with current and new legislation
- Improved H&S standards
- Progress toward ESG and net zero targets
- Actionable data insights to inform strategic planning

Partner with Biffa to deliver future-ready, compliant, and sustainable services.

Find out more: biffa.co.uk

Biffa Municipal Consultancy services

Local authorities are under growing pressure to do more with less, from complying with fast-changing legislation and delivering higher recycling rates, to meeting ambitious sustainability targets – all within tight budgets and limited capacity.

Shifting governance is also forcing councils to rethink how waste services are planned and delivered.

Our range of consultancy services provide expert, end-to-end support to help local authorities stay compliant, reduce costs, and meet sustainability goals - addressing the most urgent challenges local authorities face today.

1 Regulatory compliance & legislative readiness

We help you navigate policy change with clarity and confidence.

Our services include:

- **Legislation & compliance audits**
  Practical advice to interpret new regulations and assess compliance risk.

- **Service change modelling**
  Design and modelling of new services – including food waste collections.

- **Mobilisation support:**
  Full-service implementation support, from staffing and TUPE to depot setup.

- **H&S assessment:**
  ISO-aligned audits, risk assessments, and frontline behaviour insights.

- **Policy-specific advice:**
  Scenario modelling and data upgrades for Simpler Recycling, DWT, and EPR.

By partnering with Biffa, you can stay ahead of regulatory changes and easily adapt your services for full compliance.

14,000+ tonnes of food waste recycled

CORNWALL COUNCIL
one and all · onen hag oll

Case Study
Transforming Cornwall's recycling services

In partnership with Cornwall Council and SUEZ, Biffa introduced weekly food waste collections and optimised recycling services for 290,000 households, in alignment with Simpler Recycling legislation. Biffa provided end-to-end service modelling and implementation, including container and vehicle modelling, and disposal site planning to ensure full compliance with the new requirements.

The results:

- 51% recycling rate (up from 35%)
- 36% less residual waste
- 14,000+ tonnes of food waste recycled

2 Cost & value optimisation

We help you uncover inefficiencies, improve asset performance, and design smarter, more cost-effective services.

Our services include:

- **Cost assessment:**
  Financial and operational analysis to uncover savings opportunities.

- **Route optimisation:**
  Redesign of collection routes to reduce mileage, fuel use, vehicle numbers, and streamline workloads.

- **Control Centre monitoring:**
  Real-time monitoring of crews and vehicles to cut downtime and incidents, and improve H&S.

- **Data intelligence:**
  Tailored reporting and predictive modelling that provide actionable insights for operational efficiency.

- **EPR "Effective & Efficient" (E&E) compliance support:**
  Cost benchmarking and scenario modelling that demonstrate service efficiency and support EPR funding requirements.

These services enable local authorities to achieve significant cost savings, improve efficiency, and maintain high service standards despite tightening budgets.

Case Study
Saving money through route optimisation in South Warwickshire

Biffa worked with Stratford-on-Avon and Warwick District Councils to reroute waste collection for over 70,000 properties. The new routes used vehicles and crews more efficiently, cutting mileage and saving money. This redesign saved the councils **£150,000 a year** while improving service reliability.

Find out more: biffa.co.uk

3 ESG Integration

As local authorities face rising ESG expectations, Biffa offers tailored, scalable solutions that help local authorities integrate ESG goals into waste services.

Our services include:

- **Sustainable route design:**
  Route design that reduces emissions and supports net zero targets.

- **Infrastructure and fleet decarbonisation:**
  Turnkey solutions to switch to low-carbon fleets and reduce CO_2 emissions in depots.

- **ESG training programmes:**
  Tailored training that promotes safer, more sustainable behaviours.

By partnering with Biffa, local authorities can confidently reduce carbon emissions and deliver positive impact.

Winchester City Council

Case study
Winchester City Council's transition to HVO

Biffa transitioned the entire waste and recycling fleet in Winchester City Council from diesel to Hydrotreated Vegetable Oil (HVO) to help the local authority cut transport emissions without disrupting essential services. Biffa experts assessed operational readiness, modelled emissions impact, and developed implementation strategy aligned with Winchester's net zero targets – enabling fleet transition without the need for new vehicles or depot upgrades.

The results:

- 80% reduction in fleet CO_2 emissions
- 670+ tonnes of CO_2 saved annually
- Zero disruption to service

80%
reduction
in fleet CO_2 emissions

Our experts

Our team combines strategic, legal, sustainability, operational, and data expertise – offering local authorities direct access to specialists with real-world expertise in waste service transformation, policy implementation, and innovation.

Strategic & Policy Leadership

Alan Erskine – Head of Commercial
Leads commercial modelling.
With over 25 years of commercial management experience, Alan brings deep operational insight and expertise in contract management, change delivery, and project leadership across cost-sensitive environments.

Carla Brian – Head of Projects and Partnerships
Leads cross-sector partnerships and government relations.
With over 20 years' experience in the waste sector, Carla specialises in partnership development across industries, government and packaging supply chains, working collaboratively to deliver reforms such as Simpler Recycling, EPR, and DRS, and focusing on their practical and operational impacts.

Simon Rutledge – Group External Affairs and Sustainability Manager
Advises on waste policies, climate impact, and regulatory strategy.
With over 30 years at Biffa and a background in SHEQ leadership, Simon has led Biffa's sustainability initiatives since 2015 – driving environmental performance and shaping regulatory policy.

Fiona Campbell – Head of Sustainability
Leads ESG strategy, carbon reduction, and circular economy initiatives.
With a career spanning logistics, food, chemicals and healthcare, Fiona brings deep expertise in sustainability, policy and public affairs.

Lucy Kemp – Group Public Affairs and Engagement Manager
Leads policy engagement and client advice.
With 10 years of experience in the waste sector, Lucy brings a strong understanding of how policy impacts local authority services, advising on regulatory change.

Find out more: biffa.co.uk

Operational Design & Innovation

Fabrice Bouchon – Head of Operational Development
Drives innovation across Biffa Municipal's portfolio.
With 22 years in the waste sector, Fabrice focuses on operational excellence, sustainability, and compliance. He drives strong business performance through effective leadership and financial expertise.

Lynn Davis – Strategic Development Manager
Supports long-term strategic planning for local authorities.
With 21 years of experience in waste management, Lynn has led major service change, mobilisation, and transformation projects across urban and rural local authorities.

Matt Bailey – Operations Development Manager
Leads service design and route optimisation.
With 25 years' experience managing municipal services, Matt specialises in leading innovation and operational efficiency projects across Biffa's operations.

Roger Wright – Waste Strategy & Packaging Manager
Leads waste strategy and packaging innovation.
With 25 years of knowledge and experience in packaging, Roger helps design sustainable packaging systems, implement reuse models, and align material choices with the UK's evolving waste and recycling infrastructure.

Data & Intelligence

Keith Bird – Operations Development Manager
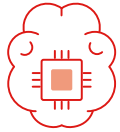**Heads Biffa's Control Centre, driving H&S excellence.**
Experienced Operational Development Manager with a proven track record of leading strategic transformation projects, optimising efficiencies and delivering cross-functional improvements across complex business environments.

Richard Cant – Business Intelligence Manager
Leads Biffa Municipal's data intelligence.
With over 21 years in the waste sector, Richard has extensive experience of leading data driven initiatives that deliver insight and drive efficiencies through transforming how services operate.

Smart tools

AI-powered contamination analysis

Biffa is rolling out an AI platform that uses vehicle-mounted cameras to monitor bin contents, detecting hazardous materials and incorrect sorting with up to **95% accuracy**. Trough contamination evidence, area heatmaps, and real-time alerts, our AI-powered contamination analysis supports **Digital Waste Tracking (DWT)** and waste analysis.
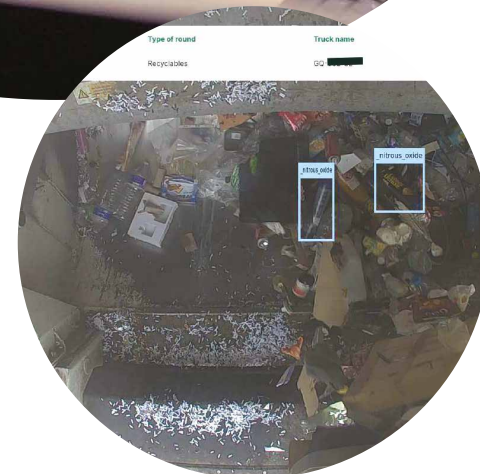
With our smart contamination analysis, local authorities can:

- Identify inefficiencies in collection or sorting processes.
- Highlight contamination hotspots and stream purity issues.
- Assess performance by waste type.

This data-driven approach enables smarter service design, better resident engagement strategies, and measurable improvements in recycling rates.

Up to

95% accuracy

Find out more: biffa.co.uk

Binsight: optimising food waste collections through smart data

Binsight is a sensor-equipped bin that tracks food waste collection and participation in real time. With **99.8% data accuracy**, it supports local authorities being compliant with **Simpler Recycling** requirements.

Binsight tracks street-by-street participation and collection activity, allowing local authorities to:

- Optimise vehicle routes and reduce unnecessary collections.
- Identify low-participation areas and target them with behaviour change campaigns.
- Measure service impact and adjust operations in real time.
- Cut emissions and boost recycling performance.

With Binsight, we help local authorities design smarter and cleaner services in alignment witth Simpler Recycling.

99.8% data accuracy

Why choose Biffa Municipal Consultancy?

Trusted operational expertise
Our deep waste and recycling knowledge comes from real hands-on operational delivery.

Proven track record
Local authorities nationwide rely on Biffa to manage complex service transitions and meet ambitious sustainability goals.

Compliance assured
We help you stay ahead of changing legislation and embed best practice in health, safety, and governance.

Cost-efficiencies
We use in-depth data analysis to identify cost-savings and drive operational efficiencies.

Future-ready and policy-aligned
From Simpler Recycling and EPR, to DWT and DRS, we help you plan and implement services that meet today's and tomorrow's regulations.

Tailored, scalable, and flexible
Our one-stop consultancy adapts to your needs and scales with your service, ensuring lasting value.

Data-driven innovation
Our AI-powered tools and tailored dashboards give you clear, real-time insights that drive better decisions, efficiency, and compliance.

End-to-end support
From policy interpretation to full-service mobilisation, we're with you every step of the way.

Find out more: biffa.co.uk

"Collaborating with Biffa on waste collection modelling was extremely beneficial in looking into future waste collection systems. Using local data and insights, we developed detailed resource tables and round maps. The team meticulously explained the variable interactions and scenario limitations in a clear format. This modelling work has been fundamental in future collection system decisions."

Rebecca Adams
Project Manager - Waste Management, Portsmouth City Council

Partner with Biffa to deliver compliant, effective, efficient, and future-ready waste services.

Get in touch

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biffa.co.uk