

# Clean and green, today and tomorrow.

## How removing bins from the street improved the customer experience for a city centre restaurant.

**Calistoga is an award-winning restaurant situated in a lane just off Rose Street which was blighted by dozens of bins left on the street. Since adopting the new trade waste policy there has been a dramatic improvement in the appearance and cleanliness of the street outside the restaurant.**

Gordon Minnis, owner of Calistoga, was regularly dismayed by the appearance of the street outside his restaurant, “In five years we’d seen a huge increase in the amount of trade waste containers left on the Lane. Many of these bins were kept at the back doors of Rose and George Street properties, so most of their owners didn’t look after them.”

There were around 40 bins left in the lane which blocked the road, preventing access for pedestrians and traffic. They also caused litter and were regularly attacked by seagulls, which wasn’t great for customers, explains Gordon, “Looking out onto bins and litter strewn streets isn’t exactly a great dining experience, and this was often mentioned in reviews.”

“I was really supportive when I heard of the changes,” says Gordon. “Before we had a 1100l general waste bin, 240l glass bin, a 240l food bin and our cardboard was picked up separately. Now we have a smaller 800l general waste bin which we store in our own courtyard, and continue to recycle our food and glass waste weekly. We’ve also started to recycle our cardboard which we didn’t do before.”

Gordon is delighted with the results, “The lane looks a lot smarter with only a dozen or so small bins whereas before there were over 40 large containers. It’s also led to a reduction in litter and fly-tipping.”

Gordon isn’t the only one who is pleased, “Our customers are delighted as they have a much better view when dining and don’t need to navigate their way round large waste containers to get to our restaurant.”

As a result of the improvements he decided to extend the restaurant lease last year and is hoping to organise shared bins with neighbouring businesses in the future.

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## How McDonald's created a sustainable future.

**The Princes Street franchise of McDonald's was one of the first businesses to adapt to the new trade waste policy. After initially being concerned about how the changes would affect his business, franchisee Andrew Watson quickly noticed the benefits.**

“At first I was concerned about the timescales and disruption to my business, but I also knew it would make such a difference to the look of the street and the environmental sustainability of the restaurant,” explains Andrew.

Before the changes the restaurant stored four 1100 litre bins for general waste and one 1100 litre bin for recycling on Hope Street Lane, behind the store. As well as this they also had large quantities of caged cardboard. The containers often blocked public access to the street and took up a large amount of space.

“We removed these and replaced them with smaller wheelie bins and a cage for recycling, which we could store inside our own premises.” says Andrew. “We now put these out on the street for one hour every morning to be collected, which greatly reduces the likelihood of litter and vermin on the street.”

Having smaller bins gave Andrew the opportunity to review the amount of waste the restaurant produces. He invested in a compactor to knock the air out of waste bags, which helped to reduce volume. McDonald's already remove liquid from their waste stream, which leaves a much higher quality of recycling. They also recycle cardboard, clean plastic, paper, tin, used cooking oil, food waste and use backhauling systems for delivering products and removing waste.

Andrew is delighted with the results, “The overall cost of the process is more or less the same as it was before, only now it's much easier to manage and looks a lot better on the street. My city centre store is in such an iconic location, sitting in the shadow of Edinburgh Castle, that keeping the streets around the stores clean and tidy is hugely important to the business.”

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## How the trade waste policy enhanced The George Hotel's award winning environmental initiatives.

**With the frontage of five Georgian townhouses dating from the 1780s, The George Hotel is a fine example of the architectural style that characterises Edinburgh's New Town.**

Some 249 bedrooms, nine function and meeting rooms and the Tempus Bar and Restaurant at the front, the hotel boasts an estimated floor area of over 15,000m<sup>2</sup>.

The George Hotel expressed a desire to improve its waste management policy. "We had been lobbying the council to adopt the same waste management procedures trialled on Rose Street to other areas of the city. We felt this would help resolve a number of issues we have with waste in the lanes to the rear of the hotel," explains Shaun Osborne, Chief Engineer.

"Having consulted with our waste carrier, we were able to implement workable procedures very quickly."

The hotel is now able to manage its waste streams on a daily basis, with its carrier being in a position to remove all kinds of trade waste at very short notice. Cages for cardboard and dry mix recyclables are uplifted seven days a week, smaller glass bins are also emptied more frequently, while sundry items are uplifted on demand. These items include wooden pallets, Waste Electrical and Electronic Equipment (WEEE) and batteries.

"Moving to a one-stop shop has given us increased flexibility as well as proving to be far more cost effective," says Shaun. "Arranging uplift times that suit our business means the build-up of certain items has been significantly reduced. The condition, cleanliness and visual aspect of the lanes to the rear of the hotel have already improved greatly."

Handled as part of a series of overall environmental initiatives, these moves have led to The George Hotel receiving the Green Tourism Award.

