



Case Study - Bath Christmas Market 2011

Background

Bath Christmas Market runs for 18 days in the heart of Bath's main shopping district with more than 140 traditional wooden chalets adorning the streets each one offering unique, handmade and unusual gifts, decorations and food items.

Requirement

The brief received from Bath Tourism Plus was:

- Provide and implement a clean and efficient waste recycling service for the Bath Christmas Market.
- Provide retailers and the public with quick and effective means of disposing of their waste.
- Return the area to its original state after every day's trading.

Approach

MJ Church Event Waste Management's proposal to fulfil this brief was to:

Set up and transport:

- Waste stations
- Pre sweep site daily during build

During the event provide:

- Bin monitoring and litter picking
- Servicing trader and caterer waste stations
- Card storage for trade
- Glass bins
- Sweep and pick of the area after every day's trading

After the event:

- Collection of all equipment and waste
- Final sweep and pick of the area
- Daily sweep of site during de-rig of site

Reasoning

Our approach was accepted because it fulfilled the brief in the following ways:

- Having provided a clean, efficient and friendly service the previous year, Bath Tourism Plus were more than happy to offer us the waste services contract again.
- We offered a complete solution for all your event waste and recycling requirements.
- Our unique waste stations were highly visible and made segregating waste easy and efficient.
- We tailored our services to offer an individual yet competitive and reliable package to suit the event's needs.

Results

The event took place between Thursday 24th November and Sunday 11th December and the results show:

- Over 70% of waste was recycled from Bath Christmas Market.
- After each day, the event was completely cleared ready for the next day's trading.
- Traders and the public were extremely happy with the state of the site and the clearly signed and well positioned waste stations.

