



# Delivering a Digital Garden Waste Service

## Cheshire East Council



# Introduction



- 185,000 households; for this we assumed participation of 150,000 households.
- Unitary Authority
- ANSA is our wholly Council owned Environmental Services Company
- Co-mingled garden waste & food
- The Council has experienced increased costs and therefore needed the service to generate approximately 4 million in income.
- 8 months to develop all systems, PR and start the subscriptions from start to finish.



# Our vision for the service

- Totally digital system – minimal interaction from staff
- Welcome emails to the customers
- Permits for subscribers
- No direct debits/ continuous payments
- Service working period January – December
- Not collecting the bins in
- 7 months to implement.
- Deadline for implementation was– 31<sup>st</sup> September 2023
- Branding for the service
- £56 upwards subscription charge with a 25% discount for those on eligible benefits.



# Our Portal



## Search Premises

Postcode

CW5 6HJ

Search

## Select a Premises

7 RAY AVENUE, NANTWICH, C...

Select

## Selected Premises

7 RAY AVENUE, NANTWICH, CW5 6HJ

## Subscriptions

This service started in January 2024

The service will end in December 2024

Add Subscription

Edit Contact Details

View additional collection information by clicking on the collection.

January 2024

Monday	Tuesday	Wednesday	Thursday	Friday
Jan 1	2 240L BLACK	3	4	5
8 240L SILVER	9	10	11	12
15 240L BLACK	16	17	18	19
22 240L GREEN 240L SILVER	23	24	25	26
29 240L BLACK	30	31	Feb 1	2

Premises Features (5)

Premises Attributes (2)

Premises Events (14)

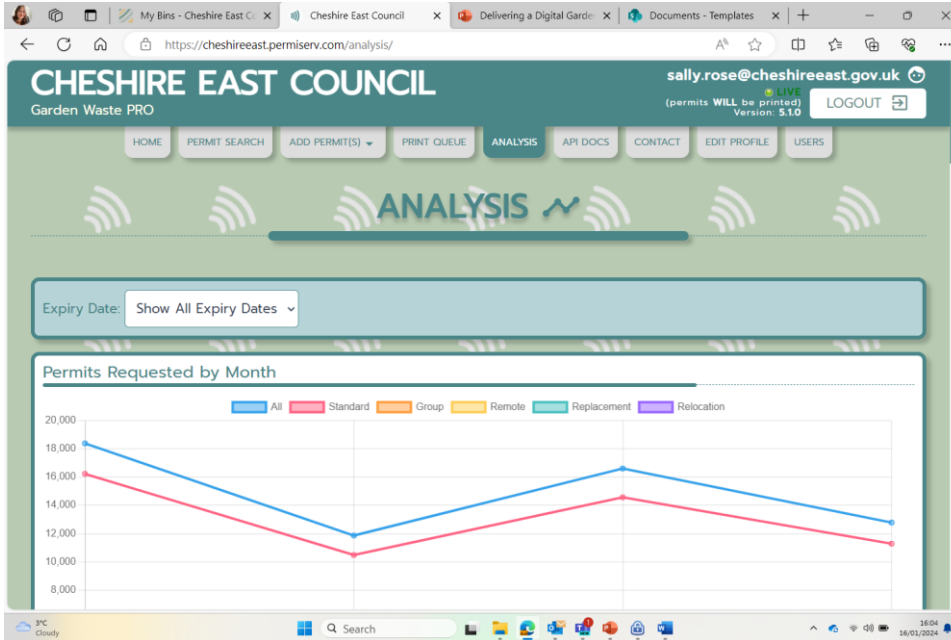
Premises Service Requests (1)

Open

Fair

Green

# Permits



www.cheshireeast.gov.uk/gardenbin

Subscription Number  
<<council reference number>>

Subscription Address  
<<Permit Address>>  
<<Permit Address>>  
<<Permit Address>>  
<<Permit Address>>  
<<Permit Address>>

SCAN ME

Garden Waste Subscription  
<<2024>>  
<<First line of address>> <<Valid until 20 December 2024>>

Open Fair Green



# Things we would recommend..

- Customer services involved from the very start
- Engaged with internal stakeholders early
- PR with residents – two phases.
- Engagement with the operational teams and close working relationship with ANSA.
- Portal gives us scope for future development
- Comprehensive T&Cs
- Garden Waste Service branding



Open

Fair

Green



# The story so far.....

- Year into our service; resubscriptions for 2025 opened last week.
- Approximately 98,000 subscribers for 2024 year.
- Upwards of £4.5million in income (after development costs)
- 83% subscribers are engaging through our portal.
- 2025 fee has risen to £59
- Introducing continuous card payments for the 2026 season.





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