



Kent County Council's HWRC Booking Service.

The context.

Kent County Council operates a network of 19 Household Waste Recycling Centres (HWRCs) across the South East. These sites serve 1.6 million residents, enabling them to dispose of household waste. On average, these 19 sites receive around 3.5 million visits a year & manage over 145,000 tonnes of domestic waste.

The project overview.

KCC's initial requirements centred around safely reopening sites during COVID-19. They needed a system to fairly manage capacity, enable social distancing & reduce traffic build-up. Post-COVID, Kent uses the system to govern long-term strategic waste initiatives, increase site efficiency & reduce costs.



" The contracted operators will reduce operational costs by £150k p.a. These savings can be wholly attributed to the booking system & the resulting changes in how sites are operated. **"**

- Kent's Waste Management Team

£150,000

As a direct result of introducing our HWRC Booking Service, KCC saves over £150,000 a year.

5%

Monthly recycling rates have increased by 5% as staff have more time to help visitors & reduce waste contamination.

16 kg

On average, vehicles now bring an extra 16kg of waste per visit. This has resulted in fewer visits & less CO2 output.

The wider impact.

The statistics above highlight Kent's success in generating cost savings, improving recycling rates & reducing CO2 emissions. However, KCC also states that since rolling out booking tech, they have:

- Reduced queuing & service misuse
- Improved comms with residents
- Improved the on-site experience &
- Minimised disruptions

As a result, KCC was nominated for an [LGC Digital Impact Award](#).

The solution.

Working closely with KCC, we've developed a flexible HWRC Booking Service that:

- Stops misuse with address lookup
- Allows same-day bookings
- Controls usage with rules/limits
- Sends automated comms (at scale)
- Uses AI to reduce queues
- Improves & automates reporting
- Frees up staff through automation
- Enables bulk cancellations
- Allows for on-site check-in
- Offers 24/7 self-service
- Has built-in guidance messaging
- Flags out-of-county bookings
- Provides certainty for visitors &
- Offers complete flexibility & control

See the solution in action [here](#).



93%

of Kent residents found the system easy to use.



97%

97% of bookings are now made online.



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