

ORANGE BIN COMPANY



**A Community focused
advertising platform with a
Council Revenue Stream.**



LITTER



SUPPORT YOUR
LOCAL COMMUNITY



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LITTER



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Supporting

Woking & Son Beare
Inside and Wellbeing Care





Welcome to The **ORANGE BIN COMPANY**, where community, charity, and innovation intersect to create a lasting impact.

Our vision is simple: to invest in your council's future by enhancing cleanliness, improving aesthetics, and raising vital funding for both your council and local charities.

Founded on the principles of social responsibility and environmental stewardship, The **ORANGE BIN COMPANY** aims to localise advertising through our unique platform.

By transforming existing council bins into vibrant advertising spaces, we not only generate income streams for councils but also support local charities in their essential work.



LITTER



Small things make a big difference
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From the ground up



LITTER



COFFEE SHOP

25 The High Street
Eat-in & Takeaway



Supporting

Woking & Sunningdale
Hospice and Wellbeing Care



OUR MISSION

Our mission is clear: to enhance the quality of waste provision for residents while improving the aesthetics throughout the borough. Through collaboration with councils across the UK, we're dedicated to tackling common issues such as inadequate bin provision, aging infrastructure, and limited funding.

Our solution is comprehensive yet straightforward: we assume responsibility for cleaning existing bins, retrofitting existing bins or replacing damaged ones with our own models, all at no cost to the council. In return, we exclusively advertise on these bins, sharing revenue with the council and contributing to a charity of their choice.

Our commitment goes beyond advertising; it's about creating a sustainable income stream for communities and charities alike. With our model, councils benefit from ongoing revenue, improved cleanliness, and a uniform, aesthetically pleasing bin portfolio. Meanwhile, local businesses gain an affordable advertising platform, and residents enjoy a cleaner, more vibrant environment.

Join us in our mission to build
a brighter, cleaner future for all.
Together, we can make a difference
– one Orange Bin at a time.

THE CURRENT PREDICAMENT FACING COUNCILS

Councils across the UK are confronted with a pressing array of challenges:

INADEQUATE LITTER BIN PROVISION

Many areas suffer from a shortage of litter bins, exacerbating issues of littering and environmental degradation.

AGEING INFRASTRUCTURE

Existing bins are often outdated and deteriorating, posing maintenance challenges, and detracting from the overall cleanliness and aesthetic appeal of public spaces.

LACK OF CLEANLINESS

Due to limited resources and capacity, councils struggle to maintain the cleanliness of existing litter bins, leading to unsightly and unhygienic conditions.

FUNDING SHORTAGES

Scarce financial resources hinder councils' ability to address these issues effectively, resulting in a perpetual cycle of neglect and deterioration.



This confluence of factors has significant repercussions:

DAMAGED AND DILAPIDATED BINS

Neglected bins become damaged or dilapidated over time, further compounding the problem and diminishing the overall quality of public spaces.

INCREASED LITTER

Insufficient bin provision and maintenance contribute to a proliferation of litter on streets and in public areas, detracting from community well-being and environmental sustainability.

CONFUSION IN RECYCLING MESSAGING

Outdated bin infrastructure may not adequately support recycling initiatives, leading to confusion among residents and undermining recycling efforts.

In the face of these challenges and against the backdrop of an uncertain economic climate, councils are under increasing pressure to find effective solutions to manage waste and maintain cleanliness in their communities. However, without sufficient funding and resources, the task remains daunting, highlighting the urgent need for innovative approaches and collaborative partnerships to address these pressing issues.

THE SOLUTION FOR COUNCILS

In response to the challenges facing councils across the UK, we propose a comprehensive solution that addresses the pressing issues of inadequate bin provision, aging infrastructure, cleanliness concerns, and funding shortages.

Our business proposal is straightforward yet impactful: we offer to assume responsibility for the cleaning of the council's existing bins, replacing any damaged or outdated bins with our custom models – all at no cost to the council. In return for this service, we seek exclusive rights to advertise on all existing and new bins, enabling us to build a unique, community focused advertising platform to run a sponsorship campaign with local businesses.

This partnership is designed to be mutually beneficial: not only do we ensure the cleanliness and functionality of the bins, but we also commit to paying the council up to 25% of all advertising revenue generated per bin. Additionally, a further percentage of revenue earned will be allocated to a local charity or charities of the council's choice.

However, our vision extends beyond mere advertising. We aspire to establish The **ORANGE BIN COMPANY** as a recognised brand that actively supports local communities and charities, providing a sustainable source of annuity income that can be incorporated into the council budgeting process. This innovative approach represents a paradigm shift in how councils can generate revenue and support essential community initiatives, allowing funding to remain in the councils budget rather than Central Government.

By partnering with us, councils can address the current challenges they face while simultaneously fostering community engagement, supporting local charities, and enhancing the overall cleanliness and aesthetic appeal of public spaces.

TURN THIS...

... INTO THIS...



...AND THIS

Together, we
can create a
brighter, more
sustainable
future for all



OUR COMPREHENSIVE SERVICE OFFERING

The **ORANGE BIN COMPANY** are dedicated to providing councils with a comprehensive service that addresses their pressing needs while generating sustainable revenue streams and supporting local communities.

Here's what we're offering:

ANNUITY INCOME GENERATION

We offer councils the opportunity to generate a consistent annuity income stream while entrusting us with the cleaning of their existing portfolio of bins. We provide our replacement bins at no cost to the council when required, ensuring a uniform and aesthetically pleasing bin portfolio.

ADVERTISING PLATFORM DEVELOPMENT

Through our innovative approach, we aim to develop an untapped advertising platform on council bins. We commit to paying the council up to 25% of all advertising revenue generated, with additional funds raised annually for a charity of the council's choice.

NO ADDITIONAL WASTE COLLECTION COSTS

We assure councils that our service will not lead to increased waste collection costs. We do not propose adding new pick-up points but focus solely on enhancing bin cleanliness and functionality.



FOCUSED CLEANING SERVICES

Our primary focus is on taking over the cleaning of the existing bin portfolio, ensuring regular monthly cleaning to maintain cleanliness standards. We only introduce new bins when necessary to replace damaged ones or upon the council's request, all at no charge to the council.

NOT A WASTE COLLECTION COMPANY

It's essential to note that we are not a waste collection company and have no intention of assuming the waste collection function for the council. Our expertise lies in enhancing bin infrastructure and leveraging it for advertising and community support purposes.

With our holistic approach, we aim to alleviate the burdens faced by councils while fostering community engagement, supporting local charities, and enhancing the overall cleanliness and functionality of public spaces. Join us in revolutionising waste management and advertising for the betterment of all.

RETROFITTING YOUR EXISTING BIN STOCK WITH THE ORANGE BIN COMPANY BRAND

The **ORANGE BIN COMPANY** understand the importance of maximising existing resources while enhancing revenue-generating opportunities. That's why we offer comprehensive retrofitting services tailored to your council's needs.

TRANSFORMING EXISTING BINS

As part of our advertising contract with your council, we specialise in retrofitting your current litter bin estate. By transforming ordinary rubbish bins into revenue-generating centres, we unlock the potential for additional income streams while maintaining uniformity and standards.

UNIFORMITY & MAINTENANCE

Our retrofitting process ensures that all bins are made uniform and maintained to an acceptable standard. Through our free monthly cleanliness program, we diligently report back on the condition of each bin, ensuring optimal functionality and appearance.

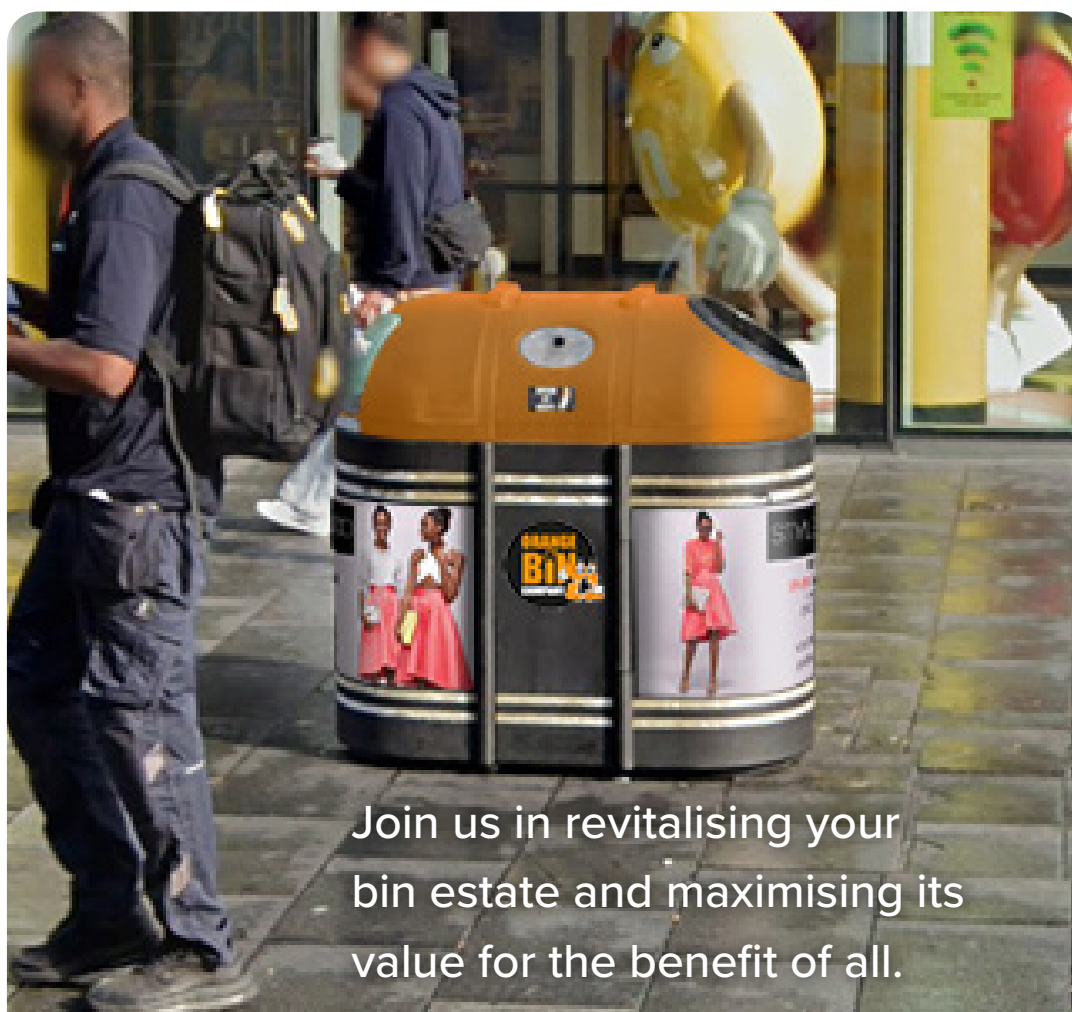
CUSTOMISED BRANDING

We work closely with your council to customise branding options that align with your specific requirements and approval. From our range of unique branding options, we cater to various bin types and tailor branding to suit local community preferences and council specifications.

REJUVENATED APPEARANCE

Once retrofitted with our Orange Bin branding, your bins will undergo a transformation, appearing uniform and rejuvenated throughout the borough. This not only enhances aesthetic appeal but also promotes brand recognition and community pride.

By retrofitting your existing bin stock with
The **ORANGE BIN COMPANY** brand, you unlock
the potential for increased revenue, improved
aesthetics, and enhanced community engagement.



SUMMARY OF BENEFITS FOR COUNCILS

Partnering with The **ORANGE BIN COMPANY** offers councils an array of advantages, fostering community cohesiveness, financial stability, and enhanced bin cleanliness and messaging. Here's how councils benefit from our collaboration:

ANNUITY REVENUE STREAM

By collaborating with us, councils unlock the potential for a steady annuity revenue stream. This additional income can be seamlessly incorporated into the council budget, supporting much-needed projects and initiatives on an annual basis.

FREE ONGOING CLEANING

Say goodbye to the hassle and expense of bin cleaning. We provide ongoing cleaning services for the existing portfolio of bins at no cost to the council, ensuring cleanliness and hygiene standards are consistently upheld.

MODERNISED BIN INFRASTRUCTURE

Our specially selected models of new bins are introduced to replace damaged or obsolete bins when required, all at no additional cost and subject to council approval. This modernisation effort ensures uniformity, cleanliness, and aesthetic appeal throughout the community.



RETROFITTED BRANDING



With our retrofitted branding, all bins maintain a uniform and professional appearance, enhancing the overall aesthetic of public spaces. Council approval is sought before implementing branding and advertising, ensuring alignment with community standards.

ADDITIONAL DATA MONITORING & ANALYSIS

Our cleaning teams provide valuable monitoring data to councils free of charge. This data can be leveraged by the council to optimise waste collection efficiencies and improve overall service delivery.

OWNERSHIP & CONTROL

All existing and new bins remain the property of the council, ensuring full ownership and control. The council retains regulatory authority over design, approval, positioning, and waste collection operations.

GRAFFITI REDUCTION

Our modern bins are less susceptible to graffiti, contributing to the overall cleanliness and attractiveness of public spaces.

COUNCIL APPROVED INSTALLATION

New bins are securely bolted to the ground, following council-approved designs and positioning guidelines. This ensures stability and longevity, minimising maintenance requirements.

FLEXIBLE PAYMENT OPTIONS

If the council requires new bins of their choice, payment can be conveniently deducted from the council revenue share at year-end, providing a flexible finance solution and transparency.

ADVERTISING GUIDELINE POLICY

All advertising activities adhere to an agreed-upon guideline policy, ensuring compatibility with community standards and values.

COMMUNITY AWARENESS

Our presence fosters increased community awareness, engagement, and participation in local initiatives, enhancing community cohesion and pride.





FUNDRAISING SUPPORT

We facilitate fundraising efforts for the local community and charities, contributing to vital causes and supporting those in need.

AFFORDABLE ADVERTISING PLATFORM FOR LOCAL BUSINESS

Local businesses benefit from an affordable advertising platform, increasing their visibility and promoting economic growth within the borough.

COMMUNITY UPLIFTMENT

Through new funding opportunities and improved cleanliness, we contribute to the overall upliftment of the community, fostering a sense of pride and well-being among residents.

ENVIRONMENTAL RESPONSIBILITY

We promote continued adherence to recycling efforts and contribute to the improvement of the local environment, aligning with social and environmental awareness initiatives.

BRAND RECOGNITION

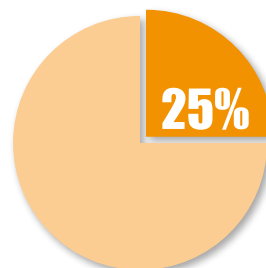
The Orange Bin brand becomes synonymous with social and environmental responsibility, enhancing awareness and recognition within the community.

In summary, partnering with The **ORANGE BIN COMPANY** empowers councils to optimise resources, enhance community aesthetics, and generate sustainable revenue streams – all while maintaining full ownership and control over bin infrastructure and operations. Join us in transforming waste management and advertising for the betterment of all.

FINANCIAL OPPORTUNITIES

At The **ORANGE BIN COMPANY**, we prioritise partnership and transparency when working with councils and as such we are offering a generous share of the advertising revenue so that councils and charities can truly benefit from this advertising platform.

Generous Revenue Share: We are offering councils up to 25% ongoing revenue share on the advertising revenue, ensuring they benefit directly from this advertising platform.



Transparency and Accountability: We are committed to transparency and will provide audited annual records reconciling revenue shares, ensuring councils have full visibility of their revenue stream.

PROJECTED REVENUE

COUNCIL REVENUE STREAM

Based on a projection of 1,000 bins on our platform and a full year of advertising, councils could expect to generate a revenue stream of up to **£800,000 per annum**.



CHARITY LEVY

In addition to revenue sharing, we demonstrate our commitment to community and charity by including a charity levy of £5 per bin per week, donated to charities chosen by the council.

Based on 1,000 bins on our platform, that could equate to **£260,000 per annum** donated to local charities in your boroughs.



INVESTMENT

By prioritising financial opportunities and making substantial investments, The **ORANGE BIN COMPANY** is dedicated to creating a mutually beneficial partnership with councils and charities.

THE NEXT STEPS WITH THE ORANGE BIN COMPANY

Moving forward with our proposal involves a series of structured steps aimed at seamless implementation and mutual benefit.

Here's an outline of what to expect:



1 INITIAL MEETING

We propose an initial meeting with all relevant parties to formally present our proposal. This meeting provides an opportunity to discuss details, address any questions or concerns, and ensure alignment between all stakeholders.



2 AUDIT OF EXISTING BIN PORTFOLIO

We conduct a comprehensive audit of the existing bin portfolio to assess their current condition and identify bins in need of replacement. This audit forms the basis for planning and prioritising retrofitting efforts.



3 ORDERING NEW BINS

Our model of new bins will be ordered at our cost and strategically invested in the borough where required, subject to council approval. These new bins contribute to the uniformity and branding of The **ORANGE BIN COMPANY**.



4 RETROFITTING EXISTING BINS

Existing bins will be retrofitted with The **ORANGE BIN COMPANY** branding, subject to council approval and sign-off. This process ensures uniformity and establishes our brand identity throughout the borough.



5 COST CLARIFICATIONS

The council will only incur charges for new bins if they opt not to use our model of bins as a replacement. Any charges will be deducted from the council's 25% revenue share, ensuring transparency and accountability.



6

INCORPORATION OF STATUTORY REQUIREMENTS

All statutory requirements, including regulatory information and signage, will be incorporated onto the bins to ensure compliance with local regulations and standards.



7

LONG-TERM CONTRACT

A long-term contract will be required from the council, covering the cleaning obligations of The **ORANGE BIN COMPANY** and incorporating advertising rights on the bins. This contract provides clarity and establishes a framework for ongoing collaboration.



8

AUDITED INCOME REPORTING

Audited income figures will be provided to the council on an annual basis, detailing advertising revenue with up to 25% paid to the council annually. This transparent reporting ensures accountability and facilitates financial planning.



9

TIMELINE

We envisage a 3 to 6-month timeline to be fully operational, from initial discussions to the implementation of our services. This timeline allows for thorough planning and execution, ensuring a smooth transition to our partnership.

If your council is interested in progressing with our proposal, we eagerly await the opportunity to meet with you and discuss further details. Together, let's embark on a journey towards a cleaner, more vibrant community.



If you would like to find out more about
The **ORANGE BIN COMPANY** and how we can help
your council, please contact:

Justin Penn

Managing Director

justin@orangebins.co.uk

07816 573 186

Brendon Penn

Finance Director

brendon@orangebins.co.uk

07450 924 413

Martin Jenner-Hall

Head of Sales

martin@orangebins.co.uk

07824 552 116