

Company Close-up: Countrystyle Recycling



Name of business:
Countrystyle Recycling Ltd
(part of Countrystyle Group)

Location:
Head office: Lenham, Kent

Number of employees:
Circa 190 staff

What is the history of the company?

Who set it up, and when?

Countrystyle started with an opportunity, an idea, and a determination to succeed. Its founder and now Chairman, Trevor Heathcote studied agriculture and formed his first business 'Farm and General Services' in 1984, providing general agricultural contracting services to the farming community in rural Kent. Recognising the opportunities for the treatment and composting of agricultural waste and other materials, Trevor saw the beneficial uses of composting these materials. In 1996, Countrystyle Composting Ltd was formed to develop recycling for commercial and domestic green waste and other organic waste streams.

Five years later, running in tandem with composting developments, opportunities became apparent for a gap in the local market to provide good value and reliable waste collection services for waste and bulk materials using roll-on roll-off containers and skips. Subsequently Countrystyle Recycling Ltd was founded in 2004. The company then expanded to offer a comprehensive range of waste management and collection services such as wheelie bins and skip hire.

What services do you offer?

Countrystyle Group is a privately owned waste and resource management company

based in Kent. The company has a long track record of spotting opportunities, understanding the market and evolving solutions to provide its customers with reliable recycling and recovery services.

In 2013, Countrystyle delivers a broad range of specialised yet cost effective innovative resource management solutions for its customer base across the south east and London. Working within a circular economy, Countrystyle provides quality materials for manufacturing processes in a competitive marketplace.

With regard to skip and container hire, Countrystyle offers waste collection services to both domestic and commercial clients, with next day delivery skip hire. We operate six days a week and pride ourselves on providing a first class, reliable and friendly service at affordable rates. All skips are emptied at our own waste transfer and recycling stations and is treated in an environmentally friendly manner and in complete compliance with waste treatment and disposal regulations. Our experienced skip hire customer service team is always on hand to offer help and advice to customers.

What areas do you cover?

We operate throughout Kent, the Medway Towns and South London.

What are the hardest things you face as a business?

Like all quality operators in the sector adapting to regulatory change whilst maintaining value to customers is a challenge. Key to this is an even playing field so that all operators comply with the regulatory regime. For example, government is currently exploring ways in which further waste types can be kept out of landfill. At Countrystyle even difficult waste such as plasterboard can be pulled out, treated and recycled so no landfill.

What are the best things about working there?

We have a fantastic group of people who work together in order to deliver a top quality service to customers. This team spirit is what makes Countrystyle a great place to work – plus we thrive on making sure we like to help our customers achieve zero waste to landfill.

What do you like about the skip hire industry?

It is very rewarding to provide an efficient and professional service to help people manage their excess waste in an environmentally friendly way, and to ensure that the least amount of waste possible goes to landfill.

What problems do you have with the skip hire industry?

The skip hire industry unfortunately has a reputation for being rather unprofessional and dirty – this is something we fight against at Countrystyle where we look to offer a very professional service to our customers. We want to do things right – by the customer, the regulator and the environment. Unfortunately some businesses are not as scrupulous which damages the image of the industry.

What is your relationship like with the other skip hire companies in your area?

We'd say we are competitive and compliant with our own ability to sort material and achieve zero to landfill.

Has your company developed any new parts of the business in the past few years?

In recent years, we have been concentrating on expanding our suite of tailored waste and resource management facilities across the South East and further afield. Our vision is to provide services that exceed customer expectation, drive innovation and set a market standard for quality in a one-stop shop. We have developed our resource processing capabilities and are further reducing residual waste through RDF production and managed exports to Northern Europe.

What makes your company stand out from your competition?

Customer service, competitive prices, locality, flexibility and expert knowledge – our helpful and friendly staff are able to advise customers on all aspects of the skip hire process and we offer highly competitive prices; Countrystyle is a local Kent company, so by choosing our services, customers are supporting the local trades and reducing fuel mileage; and lastly but most importantly, because we offer complete waste management services, we have the expertise to ensure waste is handled correctly from start to finish.