



WasteGuard
Accredited Waste Disposer

A trusted waste carrier directory for **Malvern Hills** and **Wychavon**

Reducing fly-tipping risk by making it easier for residents and businesses to choose checked, legitimate waste carriers.



WasteGuard

Check. Choose. Dispose responsibly.

**Who's taking your
waste out?**

Follow the **S.C.R.A.P** code. Don't accept unexpected offers to take away your waste or from unverified waste carriers. Find licensed waste carriers at www.malvernhillsgov.uk/wasteguard

Let's **S.C.R.A.P** fly tipping



Prevention starts before waste is collected.

When residents or businesses use untrustworthy collectors, waste can be dumped illegally, and the clean-up burden returns to the district.

01 Recurring local fly-tips

A visible problem across the districts that damages public confidence and places avoidable pressure on council services.

02 Residents need a simple choice

A clear directory makes it easier to pick a checked waste carrier rather than rely on unknown collectors.

03 Legitimate carriers need recognition

Official accreditation helps compliant businesses stand apart from untrustworthy operators.

WasteGuard
Check. Choose. Dispose responsibly.

Where is your waste today?

Follow the **S.C.R.A.P** code. Check for a waste carrier's licence and note down the registration number of the vehicle used to take your waste away. Find licensed waste carriers at www.malvern hills.gov.uk/wasteguard

Let's **S.C.R.A.P** fly tipping

Malvern Hills District Council

A directory of trusted waste disposers.

WasteGuard is a public webpage listing waste carriers that have been checked, accredited and kept under review by the council.

01

Combat fly-tipping

Reduce illegal dumping by steering users towards accredited carriers.

02

Support legal carriers

Provide recognition that helps compliant businesses compete.

03

Raise public awareness

Educate residents on choosing licensed disposal services.

04

Protect the environment

Promote legal disposal of waste.

Scheme inspiration: Leeds City Council’s Accredited Waste Carrier Scheme.

WHERE THE IDEA CAME FROM

A proven idea from Leeds, adapted locally.

Leeds City Council’s Accredited Waste Carrier Scheme helps residents find waste carriers that are “local, legal and responsible” — the same trust signal WasteGuard is designed to create locally.

WHAT WE CARRY FORWARD

01

Public directory

Leeds lists accredited carriers; WasteGuard would provide a council-managed webpage for our districts.

02

Visible accreditation

Leeds provides an “I’m Accredited” toolkit and stickers; WasteGuard would issue a badge, logo and certificate.

03

Checks and standards

Leeds uses vetting, good-practice standards and spot checks; WasteGuard would fold these into audits and annual renewal.

Leeds LAWCS

March 2024

Launch model for helping residents avoid rogue removers and reduce fly-tipping risk.

Local adaptation

WasteGuard is not a direct copy: it tailors the Leeds structure for Malvern Hills and Wychavon checks, renewals and promotion.

Sources: Leeds Directory LAWCS public/carrier pages; Leeds City Council newsroom, 19 Mar 2024.

HOW IT WORKS

A light-touch accreditation layer with annual assurance.

WasteGuard builds on Environment Agency registration: the scheme checks, lists and promotes carriers the public can trust.

01 Verify registration

Applicant provides proof of current Environment Agency waste carrier registration.

02 Vet the applicant

Council checks compliance history, waste practices and business credentials.

03 Publish & certify

Approved carriers join the public directory and receive a badge.

04 Audit & renew

Periodic checks and annual renewal confirm ongoing registration and compliance.

Public trust point

The badge/logo turns accreditation into a visible signal on vehicles, websites and promotional materials.

WHY IT IS WORTH DOING

WasteGuard creates a trusted local market.

The scheme links public behaviour, business recognition and environmental protection in a council-backed action.

01

Residents & businesses

Easier route to a checked carrier and a clearer message about responsible disposal.

02

Legal waste carriers

Official recognition, stronger reputation and a fairer competitive position.

03

Council & environment

A practical prevention tool that supports legal, sustainable waste handling.



Important boundary: WasteGuard would complement, not replace, Environment Agency waste carrier registration.

LAUNCH PATH

From scheme design to public adoption.

The first phase should make accreditation practical for carriers and easy for residents to recognise.

- 01 Confirm criteria** Agree checks, governance and data held in the directory.
- 02 Build the webpage** Create a simple searchable council-managed WasteGuard directory.
- 03 Invite carriers** Open applications and issue badge/certificate to approved businesses.
- 04 Promote publicly** Use website, social media, newsletters and community events.

