

# THE CREDIT CRUNCH IS THE PERFECT TIME TO HELP YOUR BOTTOM LINE AND THE ENVIRONMENT

By Jonathan Walsh (General Manager of MacNabb Bros Waste Management)

As the Bank of England report the highest rise in inflation since records began and provide us with evidence that times ahead will only get tougher, business owners would be excused for feeling that the walls are closing in on them.

Not only are shoppers tightening their belts and down grading purchases (from recognised brands to supermarket own labels), but businesses are also having to cope with high rises in the hidden costs such as fuel, insurance and waste disposal.

What can businesses do to 'lessen the pain' so to speak, especially here in the North of Ireland?

Whilst referring to the predicament of local business owners, Jonathan Walsh, the General Manager of MacNabb Bros Waste Management recently said.

"When it comes to essentials such as insurance, SME's have been scourged for many years by the hidden small print stating that "this offer excludes Northern Ireland". We also have little choice when it comes to our electricity supplier. If we add in industrial de-rating, a 12.5% corporation tax in the South of Ireland and the massive reduction in landfill sites in NI combined with a 50% increase in Landfill tax in 2008; you really would wonder what the point is?"

He continued.

"As well as lobbying our local politicians and groups such as the FSB and the Northern Ireland Manufacturing Focus Group, we can also look at how we minimise those 'sunk' costs we are forced to endure. One area that offers massive potential savings and if the company is big enough, perhaps even a small income stream is your waste."

The waste industry, an area that many believed was recession proof as 'there is always going to be waste' is having to tighten its own belt and rethink its sales strategy.

"When the housing industry was in rapid growth and disposable income levels were at an all time high, many companies didn't worry about how and where their waste was disposed off. Unfortunately, as the economy has stalled and streams of trades people join the dole queues, we all have been forced to look at how every penny is spent."

Jonathan believes that in the heavily legalised waste industry, only the most progressive of companies will survive.

"Throwing all your waste into a skip or bin, especially if this contains food waste leaves little opportunity for recycling and ultimately the customer is being charged for haulage and disposal in one of the few local landfills. Customers need to be given the option of recycling, be that through onsite segregation or through the waste being treated at a licensed Materials Recovery

Facility. Obviously, as the first option cuts down on the need for manual or mechanical sorting at the recycling centre, this is the cheapest option”.

If you want to investigate options for cutting costs for your company, there are few better places to start than government websites such as [www.nibusinessinfo.co.uk](http://www.nibusinessinfo.co.uk) or [www.envirowise.gov.uk](http://www.envirowise.gov.uk). Why not also speak to your waste services provider and see what can be done to cut your monthly waste bill. By doing this you can not only cut your own costs but help the local environment at the same time.