

Council celebrates new partnership with Norse as it unveils new fleet

4 years ago



Bin collection in Rochford will never look the same, as the district council covering the area has taken delivery of their new refuse collection vehicles, celebrating their new partnership with [Norse Group Ltd.](#)

The partnership between Rochford District Council and Norse launched in July of this year, with Norse being awarded the waste and street cleansing contract for the next eight years, at least.

Now out on the streets on bin collection days, the newly branded bin lorries will support a sustainable service, collecting waste and recycling to households across the district.

This investment marks the start of a drive to become more environmentally conscious and invest in vehicles which look to help Rochford District Council become zero emissions by 2030.

Rochford District Council's Portfolio Holder for the Environment, Cllr Dave Sperring said: "The new state-of-the-art fleet will be a real asset to our waste collection services, helping us become a more green and efficient service for our residents. It is great to be in a partnership with a company that's helping us achieve our goals".

The new fleet has also been fully equipped with state-of-the-art safety, monitoring, and telemetry technology and software from the UK fleet technology company, Fleetclear. The vehicles have been fitted with RXLite Live DVR camera recording systems, Reverse Radar, the Cyclear™ cyclist safety warning system, the IDClear anti-roll away and theft prevention system, and LED Caution Worker boards. The recorded footage, and tracking and telemetry data is consolidated onto the Fleetclear Connect web-based software platform.

Mike Crowther, National Key Account Manager, Fleetclear: “We are delighted to be working with Rochford Norse. We have a long-standing relationship, and the equipment we have fitted to the new fleet will ensure that the vehicles are always safe, operationally efficient, and compliant. Our new Fleetclear Connect system connects all the information and data in one place, clearly showing every vehicle and driver’s performance throughout every operation”.

The eye-catching vehicle design was decided by frontline employees and promoted true collaboration between Rochford District Council and Norse. The vehicles were wrapped by Avery Dennison Specialist Installers, Creative Vehicle Wrapping (CVW).

Employees at Rochford Norse have placed resource to provide workshops to better support fleet maintenance and ensure vehicle welfare improvement and the fleet’s longevity.

Rob Guy Commercial Director for Environmental Waste Services said: “I am delighted and proud to be part of this new Joint Venture with Rochford and I look forward to helping them shape their Environmental Services over the coming years”.