

Waste King Group - Comprehensive Company Profile

Professional Waste Management Services

Research Date: July 21, 2025

Executive Summary

Waste King operates through multiple companies within the group, with Waste King Ltd incorporated on March 8, 2007, and Waste King Recycling Ltd incorporated on June 3, 2015. The company is an environmentally friendly waste management business specializing in a wide range of waste collection and recycling services for both domestic and commercial customers. They achieve a remarkable 97% landfill diversion rate through rigorous material separation and partnerships with charitable organizations.

Key Highlights:

- **Founded:** 2007 (18+ years in operation)
 - **Coverage:** Nationwide UK service
 - **Specialization:** Multiple award-winning waste management practices
 - **Environmental Focus:** 97% landfill diversion rate
 - **Customer Base:** Domestic, commercial, and trade clients
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Company Structure

Legal Entities

Waste King Ltd (Company No. 06147518)

- Incorporated: March 8, 2007
- Status: Active - Private Limited Company
- Registered Address: Unit 15 Hockliffe Business Park, Watling Street, Hockliffe, Bedfordshire, LU7 9NB

Waste King Recycling Ltd (Company No. 09620781)

- Incorporated: June 3, 2015
- Status: Active - Private Limited Company
- Same registered address as parent company

Business Locations

Main Operations:

- Waste King Recycling: Unit 9a Wingbury Courtyard Business Village, Wingrave, Aylesbury, Buckinghamshire, HP22 4LW

- Processing Facility: Unit 25, Old Airfield Industrial Estate, Cheddington Lane, Tring, Hertfordshire, HP23 4QR

Operating Hours:

- Monday-Thursday: 8:00am-5:00pm
 - Friday: 8:00am-4:30pm
 - Saturday: 9:00am-12:00pm (Aylesbury office)
 - Saturday: 8:00am-12:00pm (Tring facility)
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Services Portfolio

Core Services

Domestic Services:

- House clearance
- Garage clearance
- Garden clearance and green waste removal
- Rubbish removal
- Skip hire

Commercial Services:

- Shop and office clearance and refurbishments
- WEEE (waste electrical & electronic equipment) collections
- Wait & load services
- SWMP (site waste management plans)
- Confidential document destruction

Specialized Services:

- Grab Hire
- RORO Skips
- Asbestos Clearance
- Waste Pod and Waste Containers

Recycling Services

Material Recovery:

- Cardboard Recycling

- Glass Recycling
 - Paper Recycling
 - Plaster Board recycling
 - Plastic Recycling
 - Wood Recycling
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Geographic Coverage

Nationwide Service

Waste King operates a full service nationwide throughout the UK, with specific coverage including:

Major Cities:

- Skip Hire Northampton
- Skip Hire Birmingham
- Skip Hire Sheffield
- Skip Hire Manchester
- Skip Hire Belfast
- Skip Hire Cardiff
- Skip Hire Derby

The company proudly serves a wide range of clients, from large corporations to small local businesses, with nationwide coverage ensuring consistent and reliable service.

Customer Experience & Reviews

Review Performance

Reviews.io:

- 65 reviews collected with an average score of 4.51
- 56 customers rating them as excellent

Trustpilot:

- 832 customer reviews with 4-star rating
- Waste King Skip Hire: 218 customer reviews

Customer Feedback Themes

Positive Reviews:

- "Staff are amazing from my first phone call to the guys that collected the rubbish"
- "Had a large amount of rubbish to be removed... A very good service and an excellent 2 man team. Well done to them as they are a credit to the company"
- "James & Stuart we're a great help with excellent service nothing was to much trouble a credit to your company"
- "Very efficient, despite it being short notice, skip was here bright and early for the works to start"

Service Quality Highlights:

- Efficient, tidy, and courteous service
- Cleanup after collection
- On-time arrivals
- Professional and helpful approach

Areas for Improvement:

- Some instances of non-attendance and poor communication
 - Occasional delivery delays and scheduling issues
 - Subcontractor quality control challenges
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Business Model & Operations

Service Delivery Model

Trade Accounts:

- 30-day account facilities tailored to business waste needs
- Quick approval process with credit limit notification within days
- Dedicated account managers for monthly payment customers
- Service from business premises or licensed transfer station

Customer Promise:

- Punctuality: arrive as scheduled and won't begin work until customers are satisfied with quote
- Complete cleanup: sweep and rake up everything with own tools before leaving
- Professional approach: skilled team with necessary tools for efficient execution

Environmental Commitment

Sustainability Practices:

- 97% landfill diversion rate achieved through rigorous material separation

- Partnerships with charitable organizations including British Heart Foundation and Salvation Army
 - Donation of high-quality furniture, electrical items, books, and clothing
 - Eco-friendly and ethical waste disposal commitment
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Competitive Positioning

Company Experience

Waste King holds decades worth of experience across a wide range of individuals and operates multiple award-winning waste management practices. The company has 167 followers on LinkedIn and maintains an active online presence.

Value Propositions

Convenience Factors:

- Hassle-free solution compared to skip hire for small and substantial amounts of rubbish
- Simple booking: online or phone call, "we'll handle the rest"
- Loading and cleanup included in service

Service Differentiation:

- Competitive pricing and exceptional customer service
 - Transparent pricing with no hidden costs
 - Insured to remove rubbish from any location on property, including lofts and gardens
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Licensing & Compliance

Regulatory Compliance

Operating Licenses:

- Waste carriers permit number: CBDU93920
- Transfer site certificate permit number: EPR/DB3506HT
- Licensed waste carrier, broker and dealer certificate available for download

Professional Standards:

- Complies with all appropriate regulatory bodies and associated legislation
 - Makes all relevant documents available for clients to download
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Market Position & Opportunities

Industry Standing

Market Position:

- **Established Player:** 18+ years operational history
- **Geographic Reach:** True nationwide coverage
- **Service Breadth:** Comprehensive waste management portfolio
- **Environmental Leader:** 97% landfill diversion rate exceeds industry standards

Growth Opportunities

Service Expansion:

- Increased focus on commercial WEEE collection (growing market)
- Enhanced trade account services for recurring revenue
- Expansion of specialized services (asbestos, hazardous waste)

Market Advantages:

- Strong environmental credentials in increasingly eco-conscious market
 - Established licensing and compliance framework
 - Proven customer service delivery model
 - Technology integration potential (online booking systems)
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SWOT Analysis

Strengths

- **Long operational history** (18+ years) building trust and expertise
- **Comprehensive service portfolio** covering residential and commercial needs
- **Strong environmental performance** (97% landfill diversion)
- **Nationwide coverage** with local service delivery
- **Multiple revenue streams** through different service types

Weaknesses

- **Service delivery inconsistencies** noted in customer reviews
- **Subcontractor quality control** challenges
- **Communication gaps** during service disruptions
- **Scheduling reliability** issues in some instances

Opportunities

- **Growing environmental consciousness** driving demand for sustainable waste solutions
- **WEEE collection growth** with increasing electronic waste volumes
- **Commercial waste expansion** through trade account development
- **Technology integration** for improved customer experience and operations

Threats

- **Intense competition** in fragmented waste management market
 - **Rising disposal costs** impacting profit margins
 - **Regulatory changes** requiring ongoing compliance investment
 - **Customer expectations** for reliability and transparency increasing
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Conclusion

Waste King represents a well-established waste management company with strong environmental credentials and comprehensive service offerings. With 18+ years of operation and nationwide coverage, the company has built a solid foundation in the UK waste management market. Their 97% landfill diversion rate and charitable partnerships demonstrate genuine environmental commitment beyond compliance requirements.

Key Success Factors:

- **Environmental Leadership:** Industry-leading diversion rates create competitive advantage
- **Service Comprehensiveness:** Full-service offering reduces customer need for multiple suppliers
- **Geographic Coverage:** Nationwide reach with local service delivery
- **Regulatory Compliance:** Proper licensing and documentation builds customer confidence

Areas for Strategic Focus:

- **Service Reliability:** Addressing delivery and communication inconsistencies
- **Quality Control:** Better oversight of subcontractor performance
- **Technology Integration:** Enhanced digital customer experience
- **Commercial Growth:** Expanding trade account services for recurring revenue

Waste King is positioned to capitalize on growing environmental awareness and regulatory requirements in the UK waste management sector, provided they continue to strengthen operational consistency and customer service delivery.