

Waste and Recycling Committee Communications Update Wednesday 17th July



Fly Tipping Campaign. Your Waste, Your Responsibility.

- Co-designed campaign with the 9 council comms and enforcement officers
- Focuses on the issue of using rogue traders to get rid of your household waste
- Launched in May with outdoor adverts and digital adverts
- Advertising uses local people in areas across Greater Manchester
- Adverts can be localised and include the council logo
- Video highlights the issue and offers alternative options for waste disposal such as the council's bulky waste service, hiring a skip or online sales platforms such as eBay
- Initial stats show video has had 138,997 views and an 85% completion rate. Digital advertising shows 620,706 impressions with 927 link clicks



Your waste is your responsibility. Make sure you dispose of your rubbish correctly.

GREATER MANCHESTE COMBINED AUTHORITY

Education Service

13 Jun · 😡

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Crossgates Primary School

Owls 2 had a fabulous day learning about recycling at the recycling centre in Manchester!



Year	Number of visits	Number of people	Schools/Higher Education groups	Public and community groups
2022/23	236	5523	126	110
2023/24	326	7372	195	131
2024/25	121	2312	75	46

- No of visitors increasing year on year post COVID
- Support some schools with coach costs
- Offering half day sessions or shorter sessions
- More evening sessions
- Weekend open days
- Outreach



Education Service – Notable Visits

- Cluster of 6 Manchester schools bringing a total of 13 classes to Longley Lane MRF in conjunction with Z-Arts, Manchester
- Bolton and Tameside Councils Library sessions
- Manchester, Salford and Bolton University visits (undergrad and post grad)
- Several U3A groups

Coming up.....

- Visits for Councillors and Council officers on
- 30th July 10-12 Longley Lane
- 30th July 1:30 3:30pm Renew Hub
- 22nd August 10-12 Longley Lane
- 22nd August 1:30 to 3:30pm Renew Hub

Salford u3a's posts

U30 Salford u3a

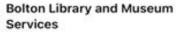
We enjoyed a brilliant meeting today with Janine White from @recycle4gm who spoke all about #recycling - and some of the myths that abound. We had loads of questions for her - we promise there'll be no more mistakes with glitter, paint cans or plastic lids!

Join us at our next social on 21 June.... salfordu3a.com/events/ #salford #worsley #eccles #walkden



11 shares

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Thank you to all who attended our World Environment Day sessions yesterday! Special thanks to Recycle for Greater Manchester @recycle4gm who led a great session about compost & recycling in our area. For more information about what you can do, go to www.bolton.gov.uk/loverecycling & www.recycleforgreatermanchester.com





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Tree Planting and Biodiversity

- Approx 800 trees planted by the City of Trees at 2 closed landfill sites managed by GMCA at Bredbury, Stockport and Chichester St, Rochdale
- At the Bredbury site the new trees will create a nature corridor with existing woodland to the east of the site to improve habitat and enable wildlife to move safely.
- We are working with SUEZ to identify other opportunities to improve biodiversity on the waste sites.
- Biodiversity Duty Plan outlines that Public Authorities must consider what they can do to conserve and enhance biodiversity on land owned by the public authority
- Communications will highlight the tree planting as well as other ways we are improving biodiversity such as through the R4GM Community fund projects



