



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**



The washing machine dumped in the park is our responsibility

We found someone on social media to get rid of our waste- they were not licenced and just dumped it!

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

TRAFFORD COUNCIL

The advertisement features a family of three (a man, a woman, and a young girl) standing in front of a brick house. A yellow and black striped caution tape is visible at the top and bottom of the image. A circular inset shows a white washing machine sitting on the ground in a park-like setting. The text is overlaid on the image in various colors and fonts.

Education Service



Crossgates Primary School

13 Jun · 🌐

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

u3a Salford u3a 5 h · 🌐

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](#)



👍 9

11 shares

Bolton Library and Museum Services 4 h · 🌐

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



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

