



# Focus on *Recycling for Macclesfield Borough Council*

## PROBLEM IDENTIFIED

As part of their street scene environment scheme, Macclesfield Borough Council wished to raise the recycling awareness of the general public. This required the siting of stylish and practical units to collect a variety of waste materials. The units needed to complement the existing traditional street furniture and to be installed along the kerbside. The priority was to encourage the public to think about the waste that they produce and to recycle it.

## SOLUTION

As an existing Glasdon customer, Macclesfield Borough Council were aware of the extensive range of Glasdon products and contacted the company to arrange for a specially trained representative to visit. Following discussions and product demonstrations, Grampian™ Litter/Recycling Housings were identified as the ideal solution. Initially as part of a pilot exercise, ten Grampian units were purchased and installed in and around Macclesfield town centre. The units clearly provided a collection point for Can and Paper recycling. They were sited in areas where existing traditional litter bins were located and where a waste/litter audit had identified the most suitable sites.

## RESULTING BENEFITS:

The Grampian Housings effectively helped to encourage the public to segregate and recycle their waste materials. Grampian's strong twin-walled outer offers outstanding vandal resistance. With its large 140 ltr capacity liner, the risk of overflowing litter is greatly reduced. The pilot scheme was successful in raising public awareness of Macclesfield's "Recycling Message". Following its success, the units have now been installed in and around Knutsford, and additional units will follow throughout the rest of the Borough.

## WHAT THE CUSTOMER SAYS:

**The Grampian units have provided a stylish and practical solution to our needs. They have helped raise public awareness of the importance of recycling and have greatly contributed to the success of our Borough's Scheme."**

Jane Thomason, Waste Manager, Macclesfield Borough Council.

**Glasdon®****Glasdon U.K. Limited**Preston New Road  
BLACKPOOL  
Lancashire  
FY4 4ULTel: (01253) 600410  
Fax: (01253) 792558  
e-mail: sales@glasdon-uk.co.uk  
web: www.glasdon.com

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