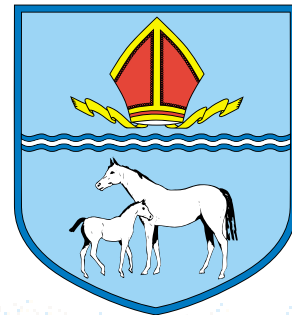


Focus on EXTERNAL LITTER BINS FOR EAST CAMBRIDGESHIRE DISTRICT COUNCIL.



PROBLEM IDENTIFIED

East Cambridgeshire District Council is a rural local authority in the heart of East Anglia. The cathedral city of Ely, within the district attracts many visitors and tourists. The Client Service Officer, Gerald Tickner, considered that in certain locations the existing litter bins were detracting from the Authority's environmental image. All bins were routinely emptied on a frequent basis and some were proving to be too large for their purpose. Keys to the bins were often mislaid.

It was clear that the Council required units with a capacity to match the amount of litter generated. East Cambridgeshire recognised the benefits of new, attractive and stylish litter bins that could be used to help promote the civic pride of the district council, by displaying its unique crest.

SOLUTION

A Glasdon representative visited East Cambridgeshire District Council to discuss their needs, and recommended the **Mini Plaza™** litter bin which features the unique Glasdon keyless locking system. The Authority selected and specified **Mini Plaza** litter bins with gold banding, which were personalised with the East Cambridgeshire District Council logo to promote their civic pride. Ideal for narrow pavements, the **Mini Plaza** litter bin has a small footprint, but with a full 63 litre capacity it proved ideal for the volume of litter generated and the emptying frequency. Over seventy five bins have been purchased and are located in outlying areas of the City and throughout many smaller settlements in the district.

RESULTING BENEFITS

- ✓ **No keys required.**
The unique keyless locking system provides a simple, more efficient emptying process for cleansing operatives.
- ✓ **Ideal litter bin capacity.**
The 63 litre capacity of Mini Plaza litter bin maximises the efficiency of the litter collection operation.
- ✓ **No heavy lifting.**
The capacity and design of the bin enable safer emptying by cleansing operatives.
- ✓ **Enhanced civic pride.**
Personalisation of the bins promotes East Cambridgeshire District Council's crest.
- ✓ **Complements the environment.**
The smart, deep green colour looks very attractive in the rural landscape.



WHAT THE CUSTOMER SAYS

The high quality Glasdon Mini Plaza Litter Bin has enabled us to improve the efficiency of our litter collection and to promote our civic pride throughout the district.

Gerald Tickner, Client Service Officer, East Cambridgeshire District Council.



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