



PRESS RELEASE

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IMPROVING RECYCLING ON THE GO

North East Lincolnshire's high streets, seafront and senior schools have become a haven for recycling thanks to the Council's waste strategy.

Twelve pioneering recycling facilities, called node[®] recycling centres, have replaced traditional litterbins and are positioned in central locations to boost recycling when people are away from the home. Each unit is able to hold more than 3,000 litres of waste, with adults and children alike encouraged to separate recyclables such as glass or paper from rubbish that would normally be sent to landfill.

Chris Dunn, Waste Operations Manager at North East Lincolnshire Council, comments: "National research suggests that 92 per cent of people recycle to some extent and nearly 70 per cent would do more if there were recycling facilities. By introducing the node[®] system alongside Cleethorpes seafront, in the heart of Grimsby town centre and in the community's schools, we are helping to extend the positive culture of recycling into public places and enhance participation. In fact, the team has been so pleased with the results that we are looking to install more node[®] systems in other convenient locations."

The introduction of the node[®] systems, which have been designed and supplied by Taylor, the UK's leader in waste and recycling containment solutions, is a visible symbol of the North East Lincolnshire Council's Waste Strategy. With a focus on increasing recycling and reducing landfill, the programme comes at a time when sustainable waste management is central to the Government's environmental vision and local authorities face the challenge of meeting the 2010 Landfill Directive target of 11.2 million tonnes.

Dr David Gillett, Director of Taylor's Intelligence Unit, added: "It is particularly pleasing to see North East Lincolnshire Council's commitment to the environment and its constituent residents succeeding at recycling. The DEFRA Waste Strategy for England 2007 set the objective of

Experts in recycling & waste containment solutions



boosting recycling in public places and in the Autumn of 2007, DEFRA launched a consultation entitled 'Recycling on the Go!' to capture ideas on how to achieve it in practice. Here is an example of this objective being delivered, creating a street scene that the local community can be proud of. Taylor is working closely with a number of councils and importantly their residents to encourage a more positive view of recycling and node^o® systems are just one solution that is easy to implement, proven to boost recycling participation and practical for collectors as they use existing refuse collection vehicle infrastructure.”

node^o® systems have a modular, wheeled design enabling them to be used in multiples of one to four containers. They are capable of fitting into confined corners, against walls or as a central feature in a public area and can be designed to incorporate a canopy, lighting or signage. For increased security, node^o®'s galvanised steel body also offers protection from fire and vandalism and a security post fixed to a concrete base prevents any unauthorised movement.

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For further information, images or interviews with waste management specialists at Taylor, please contact Sophie Whittle/Chris Lawrance on 0117 907 3400 or email sophie@jbp.co.uk/chris@jbp.co.uk.