

28th July 2010

NEWS RELEASE



Greater Manchester Waste Disposal Authority

GMWDA's WEBSITE HAS THE RECYCLING SOLUTION

Ever wonder what happens to your newspaper once it leaves your home? It is reprocessed and could be back in your house again - in the form of a cereal box! Why not take a look at Greater Manchester Waste Disposal Authority's (GMWDA) exciting new website launched this week, to find out how you can be part of the revolutionary environmental solution to divert more than 75% of Greater Manchester's waste from landfill.

What's more, are you aware that the plastic bottles you recycle can be made into children's toys, garden chairs and car bumpers and even back into plastic bottles again! 100% of the glass that you recycle is made into new products in the UK and the garden waste you thought you had seen the last of, could be used to build a golf course in the North West. The click of a button will enable you to find out more information and get on board with GMWDA's aim of zero waste.

The website, which can be found at www.gmwda.gov.uk has been re-designed to provide residents of Greater Manchester with clear and dynamic information on what happens to your household waste and recycling. The new layout demonstrates easier navigation and an improved structure will encourage better communications; by providing up-to-date news on projects, events and campaigns.

The site's new features include fantastic new images and information on the new state-of-the-art recycling facilities that are being constructed throughout Greater Manchester. The improved services and world-class technologies are showcased on the website and you can find out the benefits of visiting your local Household Waste Recycling Centre (HWRC), as well as being kept informed of the great work happening in your area.

The website offers visitors an opportunity to see exactly who GMWDA are and what we do. Ever wondered what to do with an old bike left in your garage? Our community and reuse pages will provide useful advice on various projects happening in the community sector that will not only benefit you, but also your local community.

The accessibility of the website has improved and there are now special features in place to increase the number of people who can access the content- making it more user-friendly.

Commenting on the website, Councillor Neil Swannick, Chair of GMWDA said: "As well as giving the website a more modern design, we have made it more user friendly - which meant completely overhauling the structure. We

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have brand new state-of-the-art recycling facilities in Greater Manchester and we want the website to demonstrate the positive work that is happening. It is important to engage with residents and essential that vital messages of waste prevention and recycling are communicated.”

Visit the new website and find out how you can contribute to reducing, reusing and recycling Greater Manchester’s waste and let us know what you think about your local Household Waste Recycling Centre (HWRC).



Notes to Editors

GMWDA is the largest of six English waste disposal authorities that were created under the local Government Act 1985. GMWDA provides waste disposal services for 973,000 households in Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside and Trafford. It handles around 5% of National Municipal waste.

GMWDA signed the 25 year Recycling and Waste Management Contract with Viridor Laing (Greater Manchester) (VLGM) Limited on the 8th April 2009. The Contract is a £631 million construction programme, creating a network of state-of-the-art recycling facilities over the next 5 years and retaining 5,000 construction jobs in the North West. 26 facilities out of 44 facilities have now been completed. The Contract is worth £3.8 billion to VLGM over its term. It is

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the most complex waste management contract of its kind in Western Europe and involves major capital investment. This Contract is a sustainable solution to maximising resources from municipal waste, providing much needed recycling facilities and a welcome boost for the economy.

The website has been redesigned by Quite-Storm Solutions Limited.

For further information please contact Rebecca Monk, Communications Support Officer on 0161 770 1722 or 0161 770 1717, or email rebecca.monk@gmwda.gov.uk