

# Litter Management Educational and Campaigns Programme



North Tyneside Council



# Key Campaigns



- Autumn Campaign
- Big Spring Clean
- Wash, squash and recycle
- Love your street
- North Tyneside in Bloom
- Operation Hotspot
- Plastics



# Who we work with....

- Nurseries and Schools
- Young People e.g. Princes Trust
- Residents
- Communities e.g. beavers , brownies and scouts



# Nurseries and schools

We deliver education through;

- Assemblies
- Junk modelling sessions
- Whole school recycling projects
- WARPit
- Eco Schools programme





# Nurseries and schools



We worked with the House of Objects and Sir James Knott's Nursery to create a mosaic of the schools logo using milk bottle tops



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# Nurseries and schools



Y4 pupils  
from South  
Wellfield First  
School  
recycling  
cartons to  
make bird  
feeders



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# The Princes Trust

## Environmental Education visits by Princes Trust

- Develop young peoples team working
- Help develop confidence
- Help with communication skills
- Peer to peer approach



# Residents

We provide information on environmental issues such as recycling by;

- Hosting road shows
- Attending community events
- Delivering coffee mornings for sheltered accommodation tenants
- Including information in new tenant packs





# Residents



Wash, Squash and Recycle  
Road show at ASDA Benton



Promoting Waste Week 2018 in  
Quadrant Foyer



# Residents



# Communities

We have delivered talks on recycling for local community groups such as;

- Scouts, Beavers, Brownies and Rainbows
- Churches
- The Salvation Army
- A local women's group





# Communities



Working with a local community group to learn about the environment and to deliver a beach clean up



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# Community Protection Enforcement Team



# Community Protection Enforcement Team

- Little Rockets Nursery – “People who have helped us” day
- Visited High Schools
- Engaging with over 500 residents



# Communications and marketing

We use a number of communication channels to promote our campaigns and key messages:

- youtube -  
[https://www.youtube.com/watch?v=14AJDB\\_MY7A&feature=youtu.be](https://www.youtube.com/watch?v=14AJDB_MY7A&feature=youtu.be)
- Local press
- Social media
- Our North Tyneside Magazine





# Communications and Marketing

## Youngsters are recycling 'kings'



22 November 2016 - 10:50am

King Edward Primary School has scooped a £300 prize from North Tyneside Council for the children's excellent environmental efforts.

The prize, awarded once a term, is given to schools that keep to their promise of washing, squashing and recycling any recyclable materials.

And the North Shields school has done just that, identifying items that could be recycled while also promising to recycle more at home too.

The money will be used by the school's young Eco-team to help fill a special eco 'playpod' in the playground which will be stocked with materials such as boxes, old tyres and rope that all the children can use to at lunchtimes to create new and interesting things.

Congratulating the school on their prize, Elected Mayor Norma Redfearn said: 'I'm absolutely delighted that the final set of prize money for this year has been awarded to King Edward Primary School. They thoroughly deserve their win as all the children and staff work extremely hard to do their bit for recycling and green issues.'

'Environmental issues are a major priority for the council and I am very pleased that this competition has proved so popular with residents and schools. More than 100 local people have won a share of more than £7,000 in high street vouchers and over 3,000 residents have now pledged to wash, squash and recycle. This is great news not only for the environment but also for the council as it reduces how much we pay for landfill charges, money that could be much better spent elsewhere.'

North Tyneside Council has been running the 'Changing Our Thinking' campaign, which provides rewards and incentives to encourage residents to recycle, since early 2014.

Either by entering online or at a community roadshow, residents can make a pledge to wash, squash and recycle at home and be entered into a monthly prize draw for £100 of High Street shopping vouchers.

ENDS

Notes to editors:

The campaign is being delivered by the council in partnership with Groundwork North East, an environmental regeneration charity, and is funded by the Department of Communities and Local Government's Weekly Collection Support Scheme.

Press releases issued to promote work with schools



North Tyneside Council added 3 new photos.

14 June · 🌐

## School scoops double recycling prize

A school garden that's filled with beautiful flowers, wildlife and small animals will flourish after the children's efforts.

Denbigh Community Primary School has scooped a £300 prize from us for the children's environmental efforts on two different occasions.... [See more](#)



Successful social media coverage



North Tyneside Council



# Communications and Marketing



## Let's get Christmas **recycling** right

The average household generates more rubbish at Christmas than at any other time of the year, but there are steps you can take to recycle more and make it a happier Christmas for the environment.

**Christmas cards**  
Re-use Christmas cards as gift tags, or if that's not for you most cards are paper-based and can be recycled in your grey bin, along with their envelopes. Tear off any extras such as ribbons, glitter or bows as these cannot be recycled.

**Wrapping paper**  
Paper can only be recycled if it passes the 'scrunch test' – scrunch it in your hand and see if it stays scrunched when you let go. Foil or glittery paper cannot be recycled so put this in your rubbish bin, along with sticky tape, ribbons and bows.

**Cardboard**  
Flatten and fold cardboard to save space in your recycling bin. Remember to remove any plastic, polystyrene, polythene and excess sticky tape – put these in your rubbish bin.

**Batteries**  
Used batteries should be bagged and placed in your caddy on top of any glass. Free battery recycling bags can be picked up from one of the council's Customer First Centres, or you can simply use a bag of your own.

**Cut down on single-use items**  
This festive season try to limit the use of disposable plates, knives, plastic cups and straws as they cannot be recycled. Opt for reusable tableware instead.

**Egg boxes**  
These are ideal for storing tree baubles safely until they're needed again next year.

**Glass**  
Wash bottles and jars before placing them in your caddy. Caddies must be inside your bin for collection, not left on the kerbside. (Broken glass needs to go in your rubbish bin.)

**Plastic bottles**  
Shower gels and body lotions are perfect Secret Santa gifts. When they're empty, please wash and squash before recycling in your grey bin. Lids go in too.

**No bags please!**  
Please place all recyclable items into your grey bin loose, not in bags. Black bags and carrier bags can't be recycled and slow down the recycling process.

Recycling information included in Our North Tyneside magazine



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## How we collect your glass

0:04 / 0:53

How we collect your glass

North Tyneside Council

Subscribe 193

1,766 views

A video has been created and shared on U-tube, Facebook and Twitter to show residents how we collect glass



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# What's next....

