



## **Every Can Counts and Can Makers help Weymouth and Portland boost on-street recycling**

*New can crushers installed to help residents and visitors make their cans count*

Can Makers, the body representing the UK manufacturers of beverage cans, and Every Can Counts have partnered with Weymouth and Portland Borough Council to promote on-street recycling to local residents and visitors.

Twenty can crushers have been installed across the borough in high footfall locations in and around the town centre, tourist sites and in areas that do not currently benefit from on-street recycling facilities. The can crushers are designed to make recycling easy, accessible and convenient, and complement recycling 'twin bins' for plastic bottles, cans and paper that have also recently been installed in the area.

With the population of Weymouth set to almost double as a result of visiting tourists, day trippers and spectators this summer, the council is using the programme to help rise to the occasion and effectively meet the increased recycling needs.

The can crushers will be supported by a promotions campaign to raise awareness amongst the local community and visitors. Multi-lingual banners and posters have been designed by pupils from local schools to thank visitors from across the globe for recycling, and will be featured on collection vehicles and can banks in the area throughout the summer. In addition, advertising on the town's open top buses will reinforce the message and challenge residents and visitors to 'make their can count'.

After the summer, ten can crushers will remain in the area to help ensure Weymouth's recycling efforts are maintained in the longer term. The other ten will be redeployed to support different projects promoting out of home recycling.

Weymouth and Portland Borough Council is currently working towards a recycling rate of 60% in line with Dorset's Waste Strategy. The installation of the can crushers complements this and supports the council's goal of increasing overall awareness of recycling as a way of life in Dorset.

Geoff Courtney, chairman of the Can Makers commented: "We are keen to encourage more on-street recycling and funding can crushers across the borough is a great example of what we want



to encourage. With over 50,000 visitors expected this summer, we were honoured to work with Weymouth and Portland Borough Council to help them lead the way."

Councillor Ian Roebuck, Brief Holder for Environment and Sustainability at Weymouth & Portland Borough Council, said: "The initiative is a great way to help more people recycle drinks cans. The fantastic can crushers located across Weymouth mean residents and visitors can recycle their cans whilst they are out and about easily and conveniently. I am sure that these can crushers will mean we will get more people involved in recycling."

In addition to Weymouth and Portland Borough Council, Can Makers co-funds Every Can Counts which has collection points at over 1,900 sites including beaches, workplaces, shopping centres, music festivals and outdoor events.

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#### **UK Can Makers**

Members of The Can Makers work together specifically to promote the benefits of the drinks can and aid communications between the industry and its customers: the brewers and soft drinks manufacturers and the retailers, as well as the packaging industry, the media and consumers.

The Can Makers Information Service acts as the reference point for data and advice on the beverage can and the can manufacturing industry. Amongst its services is the issue of a regular newsletter and the publication of special reports on research activities. Consumer opinion and industry research forms an important part of the Can Makers programme.

The Can Makers was the first organisation in Europe formed to promote drinks cans. It is now part of a European network set up under the auspices of Beverage Can Makers Europe (BCME), which includes similar organisations in France, Germany and Spain.

#### **Every Can Counts**

The programme is funded by a partnership comprising UK and European drinks can manufacturers, the aluminium and steel packaging and recycling industries, and energy drinks brand Red Bull.