

Agenda Item 5



Greater Manchester Waste Disposal Authority

Recycling and Waste Management Operations Committee

16th October 2012

Report of the Communication Manager (Viridor Laing (Greater Manchester) Limited)

Sale of Compost at sites with Weighbridges

1. Purpose

- 1.1 To provide the Committee with an update on the development and plans being made for the sale of Greater Manchester produced compost to residents across the conurbation.

2. Recommendations

- 2.1 The Committee is recommended to approve the proposed actions, as set out in section 4 of the report.

3. Background

- 3.1 At the Recycling, Waste Management and Operations Committee meeting on the 12th January 2012 Members requested the investigation of the provision of Greater Manchester produced compost for sale to residents of Greater Manchester. Progress has been made on that request, and it is planned that the launch of that be programmed now to tie into the Spring 2013 planting season, so as to maximise publicity and act as catalyst to encourage recycling.

4. Proposals

- 4.1 Viridor Waste (Greater Manchester) Limited (VWGM) has been working to secure a contractor to allow us to deliver a blended and bagged compost product. This product will be produced in part from Greater Manchester's processed food and garden waste and is planned to be sold to members of the public through our facilities. The concept is tried and tested and Members may be aware that at the Association for Organic Recycling (AfOR) Awards the Authority and Viridor Laing (Greater Manchester) Limited's (VLGM's) entry for Love Food Hate Waste was narrowly pipped to the Partnership Award by a West Sussex/ Viridor scheme (Revive) that was similar to our planned scheme, and which was already supplying the product to members of the public.
- 4.2 The Communications Team are working with VWGM to develop a full and inclusive launch of this product across Greater Manchester for Spring 2013 (the start of the growing season) which includes:
- a) a contractual agreement between VWGM and a service provider is in the process of being finalised;
 - b) the potential service provider has a wealth of experience in relation to packaging size as well as the legal requirements for product labelling. The Greater Manchester product will be sized similarly to compost bags available at traditional garden centres so that they are easily handled. The packaging will contain all the necessary legal information as well as product information and our agreed brand;

- c) in addition to the bagged compost there will be a provision of loose / bulk loaded compost, provided on a prearranged basis through Viridor's logistics department, to support wider community schemes where there is a community and promotional benefit to all parties;
- d) the compost branding will fit to the Viridor national 'Revive' brand and the 'Recycle for Greater Manchester' brand, this will provide a strong clear brand recognisable to the Greater Manchester residents with the wider benefits of the national 'Revive' brand;
- e) distribution of the bagged compost product will be from the service provider facility, collected by Viridor and delivered to the Greater Manchester sites with weighbridges. These include:
 - Bayley Street, Stalybridge, Tameside;
 - Bredbury Park Way, Bredbury, Stockport;
 - Chichester Street, Rochdale;
 - Cobden Street, Salford;
 - Every Street, Fernhill, Bury;
 - Longley Lane, Sharston, Manchester;
 - Raikes Lane, Bolton; and
 - Reliance Street, Newton Heath, Manchester.

Residents will be able to visit any of these facilities to collect and pay for a number of bags of the compost product. Payment will be via existing payment methods which are cash or card;

- f) a full, clear and traceable product description (blend percentages) will be developed and made available to Greater Manchester residents. As the compost product that is produced out of the Greater Manchester In-Vessel Composting (IVC) facilities is extremely high in nutrients blending is needed to ensure that it is suitable for household/domestic use. We therefore need to be clear about what our product is blended with and what percentage is closing the loop on the Greater Manchester recycling system;
- g) the communications team will develop user guidance and instructions on how the compost is best used;
- h) a full communications action plan that details the promotions for launch is in development as on outline this will include:
 - promotion to the local press;
 - promotion on the Recycle for Greater Manchester and District websites;
 - promotion internally across Authority, VLGGM and VWGM staff as well as District staff;
 - promotion across Recycle for Greater Manchester's social media channels;
 - utilisation of the 'I Love Recycling' supplement and the weekly issues; and
 - promotion at the Household Waste Recycling Centres (HWRCs) and weighbridge facilities via leaflets; and

i) in addition to the launch in early Spring 2013 a campaign plan to further promote the product during Compost Awareness Week 2013 (May 2013) with 'Big Heap' events across Greater Manchester will be developed.

4.3 An example of the 'Revive' compost bag is attached for information at Appendix A and shows details of some of the items covered in points (b) (d) (f) and (g). As discussed at point (d), the bags used will have Recycle for Greater Manchester branding.

5. Comments of the Solicitor

5.1 It is considered that the sale of compost would be incidental to the primary power of the Authority to dispose of waste in accordance with section 111 of the Local Government Act 1972. (CB)

6. Comments of the Deputy Treasurer

6.1 The scheme is expected to be cost neutral to the Authority whilst further raising awareness of recycling activities by delivering a tangible product to residents. (AJB)

7. Corporate Plan Reference Number

7.1 1.1c) Successful Contract Delivery and Development - developing the Contract further.

Jennifer Baker
Communications Manager, VLG M

The following is a list of the background papers on which this report is based in accordance with the requirements of Section 100D(1) of the Local Government Act 1972. It does not include documents which would disclose exempt or confidential information, as defined by that Act.

Files held by Jenifer Baker, VLG M Communications Manager GMWDA, Media Chambers, 5 Barn Street, Oldham, OL1 1LP (0161 770 1721)

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