

GREATER MANCHESTER WASTE & RECYCLING COMMITTEE

DATE: Thursday, 12th September, 2019
TIME: 2.00 pm
VENUE: Council Chamber Ante Room, Town Hall
Extension, Lloyd Street, Manchester M2 5DB

DIRECTIONS <https://www.manchester.gov.uk/location>

- 1. APOLOGIES**
- 2. CHAIR'S ANNOUNCEMENTS AND URGENT BUSINESS (IF ANY)**
- 3. DECLARATIONS OF INTEREST** 1 - 4

To receive declarations of interest any Member in relation to any item for discussion at the meeting. A blank form for declaring interests has been circulated with the agenda; please ensure that this is returned to the Governance & Scrutiny Officer at the start of the meeting.
- 4. MINUTES** 5 - 14

To consider the approval of the minutes of the meeting of the Waste and Recycling Committee, held on 18 July 2019, as a correct record.
- 5. WASTE & RECYCLING COMMITTEE WORK PROGRAMME 2019/2020** 15 - 16

To note a report of David Taylor, Executive Director of Waste and Resources that sets out those proposed items for consideration at future meeting of the Committee.
- 6. REGISTER OF GMCA KEY DECISIONS** 17 - 20

To note a report of the GMCA Monitoring Officer that identifies GMCA key decisions in relation to waste and recycling matters.
- 7. WASTE MANAGEMENT CONTRACT UPDATE** 21 - 26

To receive a report from the Head of Contract Management, Waste and Resources, which provides an update to Members on the Waste Management Contract.

8. COMMUNICATION AND BEHAVIOURAL CHANGE UPDATE 27 - 50

To receive a report from Michelle Whitfield, Head of Communications and Behavioural Change, which provides an update to Members on the Recycle for Greater Manchester Communications & Behavioural Change delivery plan and the joint communications plan with Suez.

9. CONSULTATION RESPONSE AND NEXT STEPS 51 - 60

To receive a report from Sarah Mellor, Head of Sustainable Consumption and Production which provides Members with responses to the Government's four consultations and sets out the proposed next steps.

10. FORECAST BUDGET OUTTURN 2019/20 AND FUTURE LEVY ALLOCATION METHODOLOGY AGREEMENT (LAMA) ARRANGEMENTS 61 - 64

To receive a report of Richard Paver, GMCA Treasurer which sets out the forecast revenue outturn for 2019/20 for the Waste and Resources Service.

11. DATE AND TIMES OF FUTURE MEETINGS

To note the following meeting dates for the Committee:-

Thursday 14 November 2019, 2.00 pm
Thursday 16 January 2020, 2.00 pm
Thursday 12 March 2020, 2.00 pm

12. EXCLUSION OF THE PRESS AND PUBLIC

To consider the adoption of the following resolution:-

"That, under section 100 (A)(4) of the Local Government Act 1972 the press and public should be excluded from the meeting for the following items on business on the grounds that this involved the likely disclosure of exempt information, as set out in paragraphs 3 and 5 of Part 1, Schedule 12A of the Local Government Act 1972 and that the public interest in maintaining the exemption outweighed the public interest in disclosing the information".

PART B

- 13. BUDGET AND MEDIUM TERM FINANCIAL PLAN (MTFP) UPDATE TO 2023/24 AND FUTURE LEVY ALLOCATION METHODOLOGY AGREEMENT (LAMA) ARRANGEMENTS** 65 - 72

To receive a report of Richard Paver, GMCA Treasurer, which sets out the forecast revenue and outturn for 2019/20 for the Waste and Resources Service alongside the MTFP to 2023/24.

- 14. UPDATE ON WASTE MANAGEMENT CONTRACT** 73 - 80

To receive a report from Justin Lomax, Head of Contract Services which provides an update on performance and commercial issues relating to the new Waste and Resources and Household Waste Recycling Centre Management Services Contracts that commenced on 1st June 2019 and close down of the run off contract with Viridor.

For copies of papers and further information on this meeting please refer to the website
www.greatermanchester-ca.gov.uk.

Alternatively, contact the following Governance & Scrutiny Officer:

✉ paul.harris@greatermanchester-ca.gov.uk

☎ 0161 718 7765

This agenda was issued 4 September 2019 on behalf of Julie Connor, Secretary to the Greater Manchester Combined Authority, Churchgate House, 56 Oxford Street, Manchester M1 6EU

Membership of the Waste & Recycling Committee 2019/2020

| Member | District |
|-------------------------------|-----------------|
| Councillor Rabnawaz Akbar | Manchester; |
| Councillor Shaukat Ali | Manchester; |
| Councillor Tom Besford | Rochdale; |
| Councillor Roy Driver | Stockport; |
| Councillor Susan Emmott | Rochdale; |
| Councillor Helen Foster-Grime | Stockport; |
| Councillor Robin Garrido | Salford; |
| Councillor Allison Gwynne | Tameside; |
| Councillor Paul Lally | Trafford; |
| Councillor David Lancaster | Salford; |
| Councillor Judith Lloyd | Trafford; |
| Councillor Alan Quinn | Bury; |
| Councillor Yasmin Toor | Oldham; |
| Councillor Ateeque Ur-Rehman | Oldham; |
| Councillor Adele Warren | Bolton; |

GM WASTE & RECYCLING COMMITTEE – 12 SEPTEMBER 2019

Declaration of Councillors' Interests in Items Appearing on the Agenda

NAME: _____

DATE: _____

| Minute Item No. / Agenda Item No. | Nature of Interest | Type of Interest |
|-----------------------------------|--------------------|---------------------------------------------------|
| | | Personal / Prejudicial / Disclosable Pecuniary |
| | | Personal / Prejudicial / Disclosable Pecuniary |
| | | Personal / Prejudicial / Disclosable Pecuniary |
| | | Personal / Prejudicial / Disclosable Pecuniary |
| | | Personal / Prejudicial / Disclosable Pecuniary |
| | | Personal / Prejudicial / Disclosable Pecuniary |

Please see overleaf for a quick guide to declaring interests at GMCA meetings.

QUICK GUIDE TO DECLARING INTERESTS AT GMCA MEETINGS

This is a summary of the rules around declaring interests at meetings. It does not replace the Member's Code of Conduct, the full description can be found in the GMCA's constitution Part 7A.

Your personal interests must be registered on the GMCA's Annual Register within 28 days of your appointment onto a GMCA committee and any changes to these interests must notified within 28 days. Personal interests that should be on the register include:

- Bodies to which you have been appointed by the GMCA
- Your membership of bodies exercising functions of a public nature, including charities, societies, political parties or trade unions.

You are also legally bound to disclose the following information called DISCLOSABLE PERSONAL INTERESTS which includes:

- You, and your partner's business interests (eg employment, trade, profession, contracts, or any company with which you are associated)
- You and your partner's wider financial interests (eg trust funds, investments, and assets including land and property).
- Any sponsorship you receive.

FAILURE TO DISCLOSE THIS INFORMATION IS A CRIMINAL OFFENCE

STEP ONE: ESTABLISH WHETHER YOU HAVE AN INTEREST IN THE BUSINESS OF THE AGENDA

If the answer to that question is 'No' – then that is the end of the matter. If the answer is 'Yes' or Very Likely' then you must go on to consider if that personal interest can be construed as being a prejudicial interest.

STEP TWO: DETERMINING IF YOUR INTEREST PREJUDICIAL?

A personal interest becomes a prejudicial interest:

- where the well being, or financial position of you, your partner, members of your family, or people with whom you have a close association (people who are more than just an acquaintance) are likely to be affected by the business of the meeting more than it would affect most people in the area.
- the interest is one which a member of the public with knowledge of the relevant facts would reasonably regard as so significant that it is likely to prejudice your judgement of the public interest.

FOR A NON PREJUDICIAL INTEREST

YOU MUST

- Notify the governance officer for the meeting as soon as you realise you

FOR PREJUDICIAL INTERESTS

YOU MUST

- Notify the governance officer for the meeting as soon as you realise you

have an interest

- Inform the meeting that you have a personal interest and the nature of the interest
- Fill in the declarations of interest form

TO NOTE:

- You may remain in the room and speak and vote on the matter
- If your interest relates to a body to which the GMCA has appointed you to you only have to inform the meeting of that interest if you speak on the matter.

have a prejudicial interest (before or during the meeting)

- Inform the meeting that you have a prejudicial interest and the nature of the interest
- Fill in the declarations of interest form
- Leave the meeting while that item of business is discussed
- Make sure the interest is recorded on your annual register of interests form if it relates to you or your partner's business or financial affairs. If it is not on the Register update it within 28 days of the interest becoming apparent.

YOU MUST NOT:

- participate in any discussion of the business at the meeting, or if you become aware of your disclosable pecuniary interest during the meeting participate further in any discussion of the business,
- participate in any vote or further vote taken on the matter at the meeting

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**MINUTES OF THE ANNUAL AND ORDINARY MEETINGS OF THE GREATER MANCHESTER
WASTE AND RECYCLING COMMITTEE, HELD THURSDAY, 18TH JULY, 2019 AT FRIENDS'
MEETING HOUSE, 6 MOUNT STREET, MANCHESTER M2 5NS**

PRESENT:

| | |
|------------------------------------------|------------|
| Councillor Adele Warren | Bolton |
| Councillor Alan Quinn | Bury |
| Councillor Rabnawaz Akbar | Manchester |
| Councillor Shaukat Ali | |
| Councillor Yasmin Toor | Oldham |
| Councillor Ateeque Ul-Rehman | |
| Councillor Tom Besford | Rochdale |
| Councillor Susan Emmott | |
| Councillor David Lancaster | Salford |
| Councillor Robin Garrido | |
| Councillor Roy Driver | Stockport |
| Councillor Helen Foster-Grime | |
| Councillor Allison Gwynne (in the Chair) | Tameside |

OFFICERS IN ATTENDANCE:

| | |
|--------------------|----------------------------------------------|
| David Taylor | GMCA – Executive Director, Waste & Resources |
| Michelle Lynch | GMCA – Environment Team |
| Lindsey Keech | GMCA – Waste & Resources |
| Justin Lomax | GMCA – Waste & Resources |
| Michelle Whitfield | GMCA – Waste & Resources |
| Paul Harris | GMCA – Governance & Scrutiny |

ALSO PRESENT

James Dowell – Suez Recycling and Recovery UK Ltd
Phil Proctor – Suez Recycling and Recovery UK Ltd

| | | | | |
|---------------|-------------------|-----------------|------------------|-----------------|
| <u>BOLTON</u> | <u>MANCHESTER</u> | <u>ROCHDALE</u> | <u>STOCKPORT</u> | <u>TRAFFORD</u> |
| <u>BURY</u> | <u>OLDHAM</u> | <u>SALFORD</u> | <u>TAMESIDE</u> | <u>WIGAN</u> |

Please note that this meeting will be livestreamed via www.greatermanchester-ca.gov.uk, please speak to a Governance & Scrutiny Officer before the meeting should you not wish to consent to being included in this recording.

ANNUAL MEETING

WRC 19/01 APOLOGIES

RESOLVED/-

Apologies for absence were received and noted from Councillors Paul Lally (Trafford) and Judith Lloyd (Trafford).

WRC 19/02 APPOINTMENT OF CHAIR

The Clerk sought a nomination for a member of the Committee to Chair the meeting.

A nomination of Councillor Allison Gwynne was moved and seconded. There were no other nominations made.

RESOLVED/-

That Councillor Allison Gwynne be appointed Chair for the meeting.

COUNCILLOR ALLISON GWYNNE IN THE CHAIR

WRC 19/03 MEMBERSHIP OF THE GM WASTE & RECYCLING COMMITTEE 2019/2020

RESOLVED/-

- 1) That the Membership of the Committee for 2019/2020, as set below and comprising of 11 Labour, 3 Conservative & 1 Liberal Democrat members, be noted.

| District | Member |
|-----------------|-------------------------|
| Bolton | Adele Warren (Con) |
| Bury | Alan Quinn (Lab) |
| Manchester | Rabnawaz Akbar (Lab) |
| | Shaukat Ali (Lab) |
| Oldham | Ateeque Ur-Rehman (Lab) |
| | Yasmin Toor (Lab) |
| Rochdale | Tom Besford (Lab) |

| | |
|-----------|-------------------------------------------------------------------|
| Salford | Susan Emmott (Lab) David Lancaster (Lab) Robin Garrido(Con) |
| Stockport | Roy Driver (Lab) Helen Foster-Grime (Lib Dem) |
| Tameside | Allison Gwynne (Lab) |
| Trafford | Judith Lloyd (Lab) Paul Lally (Con) |

- 2) To place on record thanks to those retiring Members, Councillors Sean Anstee, Tony Cummings, Stuart Haslam, Stephen Hewitt and Mohammed Iqbal, for their contribution to this Committee and the previous Waste Disposal Authority.

WRC 19/04 MEMBERS' CODE OF CONDUCT AND ANNUAL DECLARATION OF INTEREST FORM

Members were reminded of their obligations under the GMCA Members' Code of Conduct and to complete an annual declaration of interest form. Members noted that their completed form be published on the GMCA website.

RESOLVED/-

That Members noted their obligations under the GMCA Members Code of Conduct and to complete an annual declaration of interest form and that the completed form be published on the GMCA website be also noted.

WRC 19/05 TERMS OF REFERENCE AND NOMINATION FOR THE CHAIR OF THE COMMITTEE FOR THE 2019/2020 MUNICIPAL YEAR – ITEM 5

Members considered the Terms of Reference for the Committee.

The Clerk also sought nominations for the position of Chair of the GM Waste and Recycling Committee for the 2019/2020 municipal year. He explained that any nomination of Chair will be considered by the GM Combined Authority at its meeting on 26 July 2019. A nomination of Councillor Allison Gwynne was moved and seconded. No other nominations were received.

RESOLVED/-

- 1) That the Terms of Reference for the Waste and Recycling Committee be noted; and
- 2) That the nomination of Councillor Allison Gwynne as the Chair of the GM Waste and Recycling Committee for the 2019/2020 municipal year be noted and that it be also noted

that the nomination of Councillor Allison Gwynne will be considered by the GM Combined Authority at its meeting on 26 July 2019.

WRC 19/06 PROGRAMME OF MEETINGS 2019/20

Members considered the proposed programme of meetings for the GM Waste & Recycling Committee for 2019/2020.

RESOLVED/-

That the following programme of meetings for the Committee for 2019/2020, be agreed:-

Thursday 18 July 2019
Thursday 12 September 2019
Thursday 14 November 2019
Thursday 16 January 2020
Thursday 12 March 2020

WRC 19/07 APPOINTMENT TO THE GM LOW CARBON HUB BOARD

A nomination was sought for a member of the GM Waste and Recycling Committee to be appointed on to the GM Low Carbon Hub Board.

RESOLVED/-

That the appointment of Councillor Alan Quinn (Bury) on to the GM Low Carbon Hub Board for 2019/2020, be agreed.

ORDINARY MEETING

WRC 19/08 URGENT BUSINESS (IF ANY)

There are no Items of urgent business reported.

WRC 19/09 DECLARATIONS OF INTEREST

There were no declarations of interest made by any Member of the Committee in respect of any item on the agenda.

WRC 19/10 MINUTES OF THE MEETING HELD ON 14 MARCH 2019

The Minutes of the previous meeting of the Waste and Recycling Committee, held on 14 March 2019, were submitted.

RESOLVED/-

That the Minutes of the previous meeting, held on 14 March 2019, be approved as a correct record.

WRC 19/11 WASTE & RECYCLING COMMITTEE WORK PROGRAMME 2019/20

David Taylor, Executive Director of Waste and Resources, introduced a report which set out the proposed items for consideration at future meetings of the Committee.

RESOLVED/-

That the contents of the Waste and Recycling Committee work programme be noted.

WRC 19/12 REGISTER OF GMCA KEY DECISIONS

The GMCA Monitoring Officer provided a report which summarised those key decisions on the GMCA Key Decision Register, in relation to waste and recycling matters.

RESOLVED/-

That the contents of the Register of Key Decisions, as set out in the report, be noted.

The Head of Contract Management, Waste & Resources introduced a report which provided Members with an overview of the performance of the interim contract and gave an update on the key issues currently affecting the waste management services. An update was also provided on mobilisation activities for the new Lot 1 and Lot 2 contracts operated by Suez that commenced on 1st June 2019. Details of health and safety matters were also noted.

With regard to performance reporting for this period, Members noted that verified data up to the end of March 2019 (Quarter 4 of the last financial year) was presented, which provided an annual reporting position for the 2018 / 2019 financial year. A commentary and comparison data, on the same contract period of the previous year, 2017 / 2018 is set out below:-

| Annual Position | 2018 / 2019 | 2017 / 2018 |
|---------------------------------------------|--------------------|--------------------|
| Total arisings | 1,089,654.57 | 1,121,921.93 |
| Recycling | 494,443.72 | 492,552.72 |
| Recycling Rate | 45.38% | 43.90% |
| Landfill disposal | 102,881.11 | 161,778.45 |
| Diversion Rate | 90.56% | 85.58% |
| HWRC performance | | |
| Recycling Rate (Household Waste) | 41.61% | 39.44% |
| Diversion (Household Waste) | 73.65% | 69.27% |
| Diversion (Total Arising, including rubble) | 78.21% | 65.11% |
| RDF to Runcorn | | |
| Runcorn CHP | 451,960.00 | 444,130.44 |
| Steam Exported | 542,548.30 | 513,681.00 |
| Electricity Exported (MWh) | 217,915.00 | 199,279.00 |
| Raikes Lane TRF | | |
| Electricity Exported (MWh) | - | 40,263.00 |
| Longley Lane MRF | | |
| Rejection of Kerbside Recycling Collections | 864.31 | 816.41 |
| MRF Contamination Rate (Commingled) | 18.81% | 17.67% |

A Member highlighted that with reference to the contamination levels of kerbside recyclates, supermarkets were in a position to provide clearer information in relation to the recycling of packaging from goods sold in their stores. He highlighted the impact such contamination has on budgets for councils.

RESOLVED/-

That the performance of the interim services contract, as set out in the report, be noted.

WRC 19/14**RESOURCE AND WASTE STRATEGY UPDATE**

Michelle Lynch, Sustainable Consumption and Production, GMCA, introduced a report which presented Members with an overview of the Resource and Waste Strategy for England - Our Waste, Our Resources, along with four recently published consultations and key components of the strategy.

Members noted that further clarity was needed on the direction of this strategy and for this reason, it was proposed to delay the development of a GMCA Waste Strategy until further details are known.

A Member commented that the proposal to introduce further separation of waste materials on kerbside collections will require households needing up to eight bins. It was suggested that this would have a detrimental impact on space for residents and collection costs for local councils.

A Member suggested that an indicative timescale for the introduction of a Deposit Return Scheme.

Members noted that a second consultation on the Strategy was to be undertaken before the end of 2019 and that responses to this will be directed to Defra.

RESOLVED/-

- 1) That the update on the England's Resource and Waste Strategy (Our Waste, Our Resources), as set out in the report, be noted.
- 2) That the recommendation to delay the development of the GMCA Waste Strategy until there is more clarity on the direction of England's Resource and Waste Strategy, be supported.

WRC 19/15**COMMUNICATIONS AND BEHAVIOUR CHANGE UPDATE**

The Head of Communications and Behavioural Change, GMCA Waste and Resources Team, introduced a report which provided an update to Members on progress against the Recycle for Greater Manchester Communications & Behavioural Change Delivery Plan 2019/20, as set out at Appendix A to the report. Details were also provided on Erasmus Plus, the Charity Free Tip permit online system and the operating contracts with Suez communications plan. A presentation was also provided.

Members noted that the main focus of the 2019-20 delivery plan is reducing contamination in household recycling bins (using available data such as rejected loads, sampling, Wrap's tracker report and visual bin checks to target resources across Greater Manchester) and to

also increase recycling at the household waste recycling centres (HWRCs). The communications plan contains 5 aims:

- Reduce contamination and improve the quality of recycling;
- Encourage waste prevention;
- Raise awareness of recycling across Greater Manchester using on and offline channels;
- Develop and promote the education service; and
- Implement measures at the HWRCs to increase recycling to over 60% by 2022.

With regard to Waste Prevention, Members noted that information on recycling was being promoted at local music festivals taking place in different Greater Manchester locations through the summer. The festivals had been selected to target a specific segment of the community and to tailor the communications message to this specific segment. Members suggested a number of other events taking place in their districts.

In response to a comment from a Member, officers confirmed Salford Life had been used as a medium for print advertising. Officers also undertook to explore the potential to use alternative social media streams to share recycling messaging.

RESOLVED/-

That the Recycle for Greater Manchester Communications & Behavioural Change update, as set out in the report and accompanying presentation, be noted.

WRC 19/16 HOUSEHOLD WASTE AND RECYCLING CENTRE ACCESS RESTRICTION POLICY

The Executive Director, Waste and Resources introduced a report which provided Members with an overview of the current measures that are used to deter trade waste abuse at the Household Waste Recycling Centres (HWRCs) and provided details of schemes in operation elsewhere.

RESOLVED/-

That the update on the Household Waste & Recycling Centre (HWRC) Access Restriction Policy, be noted.

WRC 19/17 GMCA WASTE AND RESOURCES BUDGET OUTTURN 2018/19

Members considered a report of the GMCA Treasurer, the revenue and capital outturn for 2018/19 for the Waste and Resources Service.

RESOLVED/-

That the update on the GMCA Waste and Resources Budget Outturn 2018/19, as set out in the report, be noted.

WRC 19/18 EXCLUSION OF PRESS AND PUBLIC

RESOLVED/-

That, under section 100 (A)(4) of the Local Government Act 1972, member of the press and public should be excluded from the meeting for the following items of business on the grounds that this involves the likely disclosure of exempt information, as set out in paragraphs 3, Part 1, Schedule 12A of the Local Government Act 1972 and that the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

PART B

WRC 19/19 HOUSEHOLD WASTE AND RECYCLING CENTRE ACCESS RESTRICTION POLICY

The Executive Director Waste and Resources, introduced a report which sets out proposals for the introduction of a policy for enhanced access control measures to prevent trade waste abuse at the Household Waste Recycling Centres (HWRCs) and a timetable for implementation.

Representatives from Suez Recycling and Recovery UK Ltd were present for the consideration of this item.

RESOLVED/-

That the update on the Household Waste & Recycling Centre (HWRC) Access Restriction Policy, be noted and that proposed approach set out at sections 2.0 and 3.0 to the report, be endorsed.

WRC 19/20 INTERIM SERVICES CONTRACT UPDATE

The Head of Contract Services, Waste & Resources introduced a report which provided an update to the Committee on the performance of the interim waste management contract and commercial issues for the new Lot 1 and Lot 2 contracts, which commenced on 1st June 2019.

RESOLVED/-

- 1) That the performance details and key risks of the interim services contract be noted.
- 2) That the proposed approach for the development of the Reliance St HWRC extension, as set out in the report, be supported.

GM WASTE & RECYCLING COMMITTEE

Date: 12 September 2019

Subject: Waste & Recycling Committee Work Programme 2019/2020

Report of: David Taylor, Executive Director, Waste and Resources

1. PURPOSE OF REPORT

- 1.1 To present Members with the Waste & Recycling Committee work programme, which provides a forward look of items that will focus the work of the Committee during 2019/2020 municipal year.

2. RECOMMENDATIONS

- 2.1 Members are asked to note Committee Work Programme 2019/2020.

CONTACT OFFICERS

Paul Harris, Senior Governance Officer
paul.harris@greatermanchester-ca.gov.uk
Telephone: 0161 778 7009.

Risk Management – none
Legal Considerations – none
Financial Consequences – none
Financial Consequences – Capital – none

Background Papers:
Report to GM Waste & Recycling Committee 18 July 2019

Number of attachments included in the report: 1
Appendix 1 - GM Waste and Recycling Committee Work Programme 2019/2020

GM Waste and Recycling Committee Work Programme 2019/2020

| July 2019 | September 2019 | November 2019 | January 2020 | March 2020 |
|--------------------------------------------|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|----------------------------------------------|
| Interim Services Contract Update | Contract Update | Contract Update | Services Contract Update | Contract Update |
| HWRC Access Policy | Communications and Behavioural Change Update | Budget and Levy Setting Process including forecast outturn for 2018/19, process and indicative levy for 2019/20, capital programme | Budget and Levy Final Position | Communications and Behavioural Change Update |
| Communications & Behavioural Change Update | GM Waste and Resources Budget | Communication and Behavioural Change Delivery Plan for 2020/2021 | Strategy Update and Policy Report | Asset Management Plan Update |
| Strategy and Policy Update | | Plastic Free GM | | Strategy and Policy Update |
| Budget Outturn | | | | |

GM WASTE & RECYCLING COMMITTEE

Date: 12 September 2019
Subject: GMCA Register of Key Decisions
Report of: Liz Treacy, Monitoring Officer, GMCA

1. PURPOSE OF REPORT

1.1 To inform Members of the Committee details of key decisions to be considered by the GM Combined Authority in respect of waste and recycling facilities and activities, as published on 27 August 2019.

2. RECOMMENDATIONS

2.1 Members are asked to note the waste and recycling elements of the GMCA's Register of Key Decisions for August -September 2019, as appended to the report.

CONTACT OFFICER

Paul Harris, Senior Governance Officer
paul.harris@greatermanchester-ca.gov.uk
Telephone: 0161 778 7009.

Risk Management – none

Legal Considerations – none

Financial Consequences – none

Financial Consequences – Capital – none

Number of attachments included in the report: 1

Extract from the GMCA's Register of Key Decisions for 1 August - December 2019.

BACKGROUND PAPERS:

Report to GM Waste and Recycling Committee 18 July 2019.

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| TRACKING/PROCESS | |
| Does this report relate to a major strategic decision, as set out in the GMCA Constitution (paragraph 14.2) or in the process (paragraph 13.1 AGMA Constitution) agreed by the AGMA Executive Board: | No |
| EXEMPTION FROM CALL IN | |
| Are there any aspects in this report which means it should be considered to be exempt from call in by GMCA Overview and Scrutiny on the grounds of urgency? | N/A |

BOLTON

MANCHESTER

ROCHDALE

STOCKPORT

TRAFFORD

BURY

OLDHAM

SALFORD

TAMESIDE

WIGAN

What is a Register of Key Decisions?

The Register is a published list of the key decisions which are due to be taken by the:

- Greater Manchester Combined Authority (GMCA)
- Greater Manchester Elected Mayor
- Joint GMCA & AGMA Executive Board
- Transport for Greater Manchester Committee;
- GMCA Resources Committee;
- GMCA's Waste Committee;
- Key decisions delegated to officers

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These decisions must be published on the Register at least **28 clear days before the decision is to be taken**, whether in public or private. The Register is updated at least once a month.

This Register of Key Decisions has been prepared in accordance with [Combined Authorities \(Overview and Scrutiny Committees, Access to Information and Audit Committees\) Order 2017](#) ('the Order').

The Register is published on the GMCA's website www.greatermanchester-ca.gov.uk and hard copies are available at the offices of:

Greater Manchester Combined Authority
& Greater Manchester Mayor
Churchgate House
Oxford Street
Manchester M1 6EU

What is a Key Decision?

A key decision defined by 'the Order' is a decision which, in the view of the Greater Manchester Combined Authority's Overview and Scrutiny Committee, would result in any of the decision makers listed:

- (i) incurring expenditure over £500,000, or making significant savings of £500,000 or more relating to the budget for the service area to which the decision relates; or
- (ii) be significant in terms of its effects on persons living or working in an area of more two or more wards or electoral divisions of Greater Manchester.

The GMCA's has three thematic Scrutiny Committees:

- Corporate Issues and Reform
- Economy, Business Growth and Skills
- Housing, Planning and Environment

These Committees' role is to contribute to the development of GMCA's strategies and policies, to scrutinise decisions of the decision-makers listed above and to consider any matter affecting those who live, work, study or run businesses in Greater Manchester.

How to find out more on these proposed decisions

The report (other than those which contain confidential or exempt information) relating to these decisions will be published on the GMCA's website five working days before the decision is to be made see www.greatermanchester-ca.gov.uk.

For general information about the decision-making process please contact:

GMCA Secretary & Assistant Director -
Governance and Scrutiny
Julie Connor
julie.connor@greatermanchester-ca.gov.uk

REGISTER OF KEY DECISIONS: AUGUST - DECEMBER 2019

| Decision title | Decision Maker | Planned Decision Dates | What is the decision? | Documents to be considered | Officer Contact |
|---------------------------------------------------------------------------------------|----------------------|----------------------------|------------------------------------------------------------------------------------------------------------|-----------------------------|---------------------------------------------------------------------------------------------------------------------------|
| Greater Manchester Waste Levy | GMCA | September 2019 | To agree revision the Waste Levy on a one off basis. | Report with recommendation | Amanda Fox Amanda.fox@greatermanchester-ca.gov.uk |
| Greater Manchester Household Waste Recycling Centres (HWRC) Access Restriction Policy | GMCA | September to December 2019 | Approval of the implementation of an access restriction policy to control trade waste inputs at the HWRCs. | Report with recommendations | David Taylor david.taylor@greatermanchester-ca.gov.uk |
| Update of the Levy Allocation Methodology Agreement (LAMA) | GMCA | September to December 2019 | Approval of the updated LAMA that reflects the cost base of the new waste management contracts | Report with recommendations | Richard Paver richard.paver@greatermanchester-ca.gov.uk |
| Reliance St Household Waste & Recycling Centres extension | GMCA/Waste Committee | September to December 2019 | Approval of the formal contract change to extend the Reliance St HWRC. | Report with recommendations | David Taylor david.taylor@greatermanchester-ca.gov.uk |
| Greater Manchester Resource and Waste Strategy – Outline Proposals | GMCA | September - December 2019 | To agree outline proposals and to commence public consultation. | Report with recommendations | David Taylor david.taylor@greatermanchester-ca.gov.uk |

Waste and Recycling Committee

Date: 12 September 2019
Subject: Contracts Update – Part A
Report of: Justin Lomax, Head of Contract Services, Waste and Resources Team

PURPOSE OF REPORT

To update the Committee on performance of the new Waste and Resources and Household Waste Recycling Centre Management Services Contracts that commenced on 1st June 2019.

RECOMMENDATIONS:

To note and comment on the performance of the contract.

CONTACT OFFICER:

Justin Lomax
Head of Contract Services
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Comments and/or recommendation from the relevant Overview & Scrutiny Committee

Risk Management – see paragraph 5.1
Legal Considerations – considered in the body of the report
Financial Consequences – Revenue – see paragraph 6.1
Financial Consequences – Capital – see paragraph 6.1

BACKGROUND PAPERS:

Report to the Waste & Resources Committee, 18 July 2019.

| | |
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| TRACKING/PROCESS | |
| Does this report relate to a major strategic decision, as set out in the GMCA Constitution (paragraph 14.2) or in the process (paragraph 13.1 AGMA Constitution) agreed by the AGMA Executive Board: | No |
| EXEMPTION FROM CALL IN | |
| Are there any aspects in this report which means it should be considered to be exempt from call in by Overview and Scrutiny on the grounds of urgency? | N/A |

1. INTRODUCTION

- 1.1 This report provides the Waste and Recycling Committee with an overview of performance of the Waste and Resources Management Services (WRMS) and the Household Waste Recycling Centre Management Services (HWRCMS) Contracts, with updates on key issues currently affecting the waste management services during this period.
- 1.2 Performance reporting provided uses verified data to the end of June 2019 (month 1 of the new Contracts).
- 1.3 An update of contract issues and developments is also provided, with description of how these have affected contract performance.

2. CONTRACT PERFORMANCE

- 2.1 Performance of the new Contracts is monitored on a monthly basis, in arrears, via the Suez Contract Management Meeting, and the Contractor's Monthly Services Report.
- 2.2 The report uses data for the first Contract month, June 2019.
- 2.3 Key performance categories for the Contracts are set out in the table below:

| Month 1 – Combined Contracts Position | Jun-19 |
|------------------------------------------------------|---------------|
| Total arisings | 92,328 |
| Recycling | 44,245 |
| Recycling Rate | 47.9% |
| Landfill disposal | 4,814 |
| Diversion Rate | 94.8% |
| HWRC performance | |
| Recycling Rate (Household Waste) | 39.5% |
| Diversion (Household Waste) | 92.8% |
| Diversion (Total Arising, including rubble) | 94% |
| Runcorn CHP | |
| RDF to Runcorn | 25,983 |
| Longley Lane MRF | |
| Rejection of Kerbside Recycling Collections (tonnes) | 43 |
| MRF Contamination Rate (Commingled) | 17% |

- 2.4 For the first month of the Contracts, June 2019, the total waste arisings were over 92k tonnes. This continues the trend of overall reduction in the total amount of material

collected by WCAs or delivered to Household Waste Recycling Centres (HWRCs). The overall recycling rate level is at almost 48%.

- 2.5 Diversion of waste from landfill has reached a high level in the first month, with less than 5k tonnes sent to landfill. Diversion levels continue to be assisted by good levels of Refuse Derived Fuel (RDF) production for Runcorn Thermal Power Station (TPS).
- 2.6 HWRCs (9 sites in WRMS and 11 in HWRCMS) have a combined performance of almost 40% recycling rate and over 90% diversion across all sites.
- 2.7 In summary, the first Contract month position shows overall diversion rates reaching nearly 95% and recycling approaching 50%. This has been achieved with continued production of RDF; less waste sent to landfill; and lower overall arisings.
- 2.8 Contamination levels of kerbside collected recyclates, from unacceptable materials extracted by the MRF process, are just over 17%, which is lower than last year's running average (which was approaching 19%). The tonnage of materials rejected at the point of reception, from collected WCA loads was 43 tonnes, significantly lower than the previous year's monthly average of c.70 tonnes. Efforts continue to communicate the importance of accurate recycling by residents, with ongoing liaison group meetings with WCAs and targeted campaigns.

3. HEALTH AND SAFETY

- 3.1 Health and Safety statistics are provided monthly in the Contractor Monthly Services Report and are considered at the monthly Suez Contract Management meeting.
 - 3.1.1 Health and Safety data is reported in key categories, separating incidents involving the Contractor staff and operations, from those involving members of the public (MoP), plus a Near Miss category which is separated to show a separate column for issues listed as Observations. Near misses are defined as 'unplanned events that have the potential to cause, but do not actually result in, injury to a person or damage to the environment or equipment'. In contrast, an Observation is defined as 'an unsafe act or condition, when nothing has actually occurred, that could have resulted in injury but represents an act or omission that is in its nature unsafe'. Equally, the Observations category is also used to report a safe act or safe condition that could cause improved conditions or encourage Best Practice.
- 3.2 For the month of June 2019, there were 2 accidents reported, with no RIDDORS. There were 21 Near Miss events reported.

4. FACILITY MODIFICATIONS UPDATE

- 4.1 The works being undertaken by GMCA at the Cobden St and Bredbury Parkway facilities are progressing. Cobden St was due for completion of commissioning in August 2019. Eggersman were delayed in starting commissioning with waste due to software issues. These have now

been resolved and commissioning completion is anticipated for 9th September. The tipping hall at Cobden St was handed back on 26th August and is now being used for receipt of residual wastes.

4.2 The Raikes Lane Thermal Recovery Facility (TRF) shut down on 26th August for Suez to undertake maintenance works and upgrade works consistent with their tender proposals to improve reliability and throughput at the plant. From this date onwards the Raikes Lane site will not be accepting trade waste, charity waste or high-sided HWRC users. This is to improve traffic management, safety and the waste mix processed at the plant. These changes have been communicated with site users and via media advertising with alternate facilities identified.

4.3 Works at Bredbury remain on programme with the civil engineering elements being completed on time and the tipping hall being handed back on 26th August. The mechanical and electrical installation works are now underway and due for completion in November 2019.

Works under the Lot 1 contract will take place at Reliance St and Chichester St. The programme dates are as follows:

- Reliance Street - Demolition of existing Dano building and construction of Mechanical Treatment and Reception (MTR) facility, works commence 4th September 2019 and complete 18th January 2021; and
- Chichester Street - Construction of biowaste transfer loading station (TLS), works commence 7th October 2019 and complete 10th September 2020.

Progress against programme dates and key milestones will be reported to future meetings of the Committee. Further details on works are provided in the accompanying part B report.

5. RISK MANAGEMENT

5.1 Risks arising from the Services Contracts are reflected in the GMCA Corporate Risk Register.

6. FINANCE

6.1 Revenue and capital budget details associated with the contracts are set out in the budget reports elsewhere on the agenda.

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Waste and Recycling Committee Meeting

Date: 12 September 2019

Subject: Waste and Resources Communications and Behavioural Change Action Plan progress update

Report of: Michelle Whitfield, Head of Communications and Behavioural Change, Waste and Resources Team

PURPOSE OF REPORT

To update members on the Recycle for Greater Manchester Communications & Behavioural Change delivery plan and the joint communications plan with Suez

RECOMMENDATIONS:

That the committee notes the progress against the plan.

CONTACT OFFICERS:

Michelle Whitfield
Head of Communications and Behavioural Change
Waste and Resources Team
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Risk Management – see paragraph 6.1
Legal Considerations – not applicable
Financial Consequences – Revenue – see paragraph 3.1
Financial Consequences – Capital – not applicable
Number of attachments included in the report: 5

BACKGROUND PAPERS:

| TRACKING/PROCESS | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Does this report relate to a major strategic decision, as set out in the GMCA Constitution (paragraph 14.2) or in the process (paragraph 13.1 AGMA Constitution) agreed by the AGMA Executive Board: | No |
| EXEMPTION FROM CALL IN | |
| Are there any aspects in this report which means it should be considered to be exempt from call in by the AGMA Scrutiny Pool on the grounds of urgency? | N/A |

1 INTRODUCTION

- 1.1 This report provides an update of progress against the Recycle for Greater Manchester Communications & Behavioural Change Delivery Plan 2019/20. Please see Appendix A.
- 1.2 An update on the communications plan relating to the waste management operating contracts with SUEZ is also provided.

2. COMMUNICATIONS & BEHAVIOURAL CHANGE DELIVERY PLAN

2.1 The main focus of the 2019-20 delivery plan is on reducing contamination in household recycling bins using available data such as rejected loads, sampling, Wrap's tracker report and visual bin checks to target resources across Greater Manchester and also on increasing recycling at the household waste recycling centres. The communications plan is split over 5 aims:

- Reduce contamination and improve the quality of recycling;
- Encourage waste prevention;
- Raise awareness of recycling across Greater Manchester using on and offline channels;
- Develop and promote the education service; and
- Increase recycling at the HWRCs to 42.4% (average across 20 sites by 2019/20).

2.2 Reduce Contamination

2.2.1 Contamination campaigns are running in Bury, Rochdale, and Stockport. The Trafford Council campaign has been put on hold due to round optimisation work that the council are undertaking which involves changing collection days which needs to be communicated across the borough. All campaigns will focus on the mixed recycling bin and on acceptance of plastic bottles and will address confusion over pots, tubs and trays and why we do not collect these materials currently for recycling.

2.2.2 Leaflets and bin stickers, will start to be delivered at the start of September to all households with a kerbside collection. Social media toolkits are being provided to councils to support and amplify the message. The hashtag #GotToBeaBottle is being used for a more targeted marketing campaign and to enable better reporting across the social media channels. Adverts have been created for the local newspapers, council magazines such as Life in Salford, other local magazines and newsletters across all 9 districts, including the Asian Leader and Jewish Telegraph.

2.2.3 A dedicate page on the Recycle for Greater Manchester website is being created for each campaign, an example can be seen using this link.

<https://recycleforgreatermanchester.com/community-post/stockport-recycling-plastic-gottobeabottle/>

- 2.2.4 A new member of the communications team is starting on Tuesday 27th August, they will be leading on rolling out the E-learning to all council staff, housing associations and community groups. The E-learning is a learning module created to be accessed from the Learning Management System (LMS) and designed to train officers on what items should be placed in each of the 4 bins and the issues of contamination.
- 2.2.5 E-learning has been delivered to some of the Trafford Council, Amey bin crew and to the Amey call centre staff. Feedback is being used to update how we roll out the E-learning package to councils and housing associations. In addition to the E-learning, all 9 councils have been provided with a pocket recycling guide that can be given to residents in response to any questions.
- 2.2.6 A recycling contamination campaign is being planned with Tameside Council, initial meetings are being held at the beginning of September.
- 2.2.7 An R4GM communications officer is working with Salford Councils' place squad to provide support on a contamination campaign in the East of the borough. Initial meetings have been held to discuss ways of motivating and incentivising hard to reach parts of the borough. A summary of the contamination campaigns is shown in a dashboard in Appendix B.
- 2.3 Encourage Waste Prevention
- 2.3.1 Waste prevention messages continue to be shared on social media channels, specifically around reuse initiatives and minimising food waste.
- 2.3.2 The latest blog on the Recycle for Greater Manchester website has been written by a guest blogger who works with up and coming bands to support them to supply plastic free merchandise. The blogger runs a shop on Oxford Road and everything stocked is plastic free and posted in plastic free packaging and support is also provided to small businesses with the same mindset.
- 2.4 Raise awareness of recycling across Greater Manchester using on and offline channels
- 2.4.1 Using the procured contract for print advertising, advertising space has been booked in the local papers listed below, the new advert will be the plastic contamination campaign:
- Manchester Evening News (Thurs/Friday);
 - Manchester Evening News (Monday);
 - Manchester Evening News (Sunday);
 - Metro AM;
 - The Manchester Weekly News (Salford edition only);
 - Tameside Reporter*;
 - Stockport Express*;
 - Rochdale Observer Saturday;

- Heywood Advertiser;
- Middleton Guardian;
- The Bury Times;
- Oldham Times;
- The Trafford Messenger*; and
- The Bolton News.

*swapped for titles that are more localised in agreement with the districts

2.4.2 Additional advertising space has also been used in other publications that do not fall under the procured contract. This includes Life in Salford.

2.4.3 An advertising campaign called Recycle Beats ran from July to September and focussed on engaging with segments 1 and 6 who are hard to reach and do not engage with recycling. A summary of the campaign is shown in a dashboard in Appendix C. Outdoor advertising featuring messages about how recycling helps to save energy that can be used to power music based activities featured at tram stops, billboards and on local radio.

2.4.4 A similar outdoor advertising campaign is being run from September to November that will focus on sporting activities. Outdoor advertising space has been secured close to local sporting venues (gyms, football, rugby, athletics grounds etc). Again this will be supported by newspaper adverts, social media advertising and the R4GM website.

2.4.5 Following the last waste committee meeting, it was suggested that Snapchat could be used to engage with young people. Snapchat is a mobile app where users take photos and videos, and then decide on the timescale the receivers should see it for, up to a maximum of 10 seconds. Using the Snapchat story function, multiple pieces of content are strung together into a slideshow of events that reveal a larger story of an event or string of events. One of the difficulties of using Snapchat is that there is no two way user engagement, the content is deleted after 10secs so there is no way of monitoring engagement. The other consideration is the additional resources required to manage another channel and create engaging content. In order to use a social media channel successfully, we need to provide value to our followers by posting engaging content frequently to develop trust in the R4GM brand. Therefore, it is not recommended that we launch a R4GSnapchat app, however officers will monitor the usage of Snapchat and will follow developments. The team is continuing to focus on using influencers to increase our engagement and will provide an update in the next waste committee report. A summary of the digital activity on the website and social media channels is shown in Appendix D.

2.5 Education

2.5.1 The table below shows the visitor centre and outreach figures from April 2019 to August 2019.

| | Energy Recovery Centre | Hurstwood Court HWRC | Longley Lane, Sharston | Outreach | Solar Farm | Total |
|---------------|------------------------|----------------------|------------------------|----------|------------|-------|
| No visits | 5 | 17 | 52 | 4 | 1 | 79 |
| No people | 126 | 424 | 830 | 132 | 6 | 1518 |
| Primary Sch | 3 | 11 | 18 | 1 | 0 | 33 |
| Secondary sch | 0 | 2 | 3 | 0 | 0 | 5 |
| HE/FE | 0 | 1 | 7 | 0 | 0 | 8 |
| Community GP | 2 | 3 | 12 | 3 | 0 | 20 |
| Professional | 0 | 0 | 12 | 0 | 0 | 12 |
| Public | 0 | 0 | 1 | 0 | 0 | 1 |

Please note:

- Visits to Hurstwood Court are primarily to the Household Waste Recycling Centre as the Bolton Thermal Recovery Facility is operational but not yet generating electricity;
- Visits to the solar farm started in November 2018; and
- Outreach does not include any community group activities or events in campaign areas.

2.5.2 A summary dashboard is shown in Appendix E.

2.5.3 Several open days are booked in September at the solar farm in Bolton and at the MRF at Longley Lane in Sharston. The 2 days at the MRF are fully booked with 30 members of the public booked on each date.

2.5.4 A range of community resources have been developed to help community groups run litter picks and recycling days. Community groups can borrow litter picking kits and download posters from the R4GM website.

2.5.5 An e-newsletter regarding Recycle Week was sent to teachers before the end of the school term. We are encouraging schools to take part in recycling activities during Recycle Week in September and share their top recycling tips with us for a chance to win a coach trip to the education centre.

2.6 Increase Recycling at HWRC

2.6.1 A joint communications plan is being developed with Suez to encourage more focus on recycling at the HWRCs.

2.6.2 New HWRC signage and ANPR display boards are being installed at all HWRCs. The new boards will promote the actual recycling rate rather than the combined recycling, composting and landfill diversion rate, which was previously reported. A briefing note will be supplied to Suez HWRC staff to answer queries from the public and the R4GM website will be updated to explain that the recycling rate hasn't decreased.

3. BUDGET

- 3.1 The budget breakdown for delivering the Recycle for Greater Manchester Communications for 2019/20 is detailed below. The actual spend is up to the end of August 2019.

| Budget allocation | Budget £ 2019/20 | Actual spend to date £ 2019/20 |
|-----------------------------|------------------|--------------------------------|
| Salaries | 436,806 | 121,415 |
| Advertising | 216,723 | 70,869 |
| Campaigns | 250,000 | 49,518 |
| Digital | 58,000 | 32,081 |
| Support (graphics/branding) | 44,500 | 6,082 |
| Education | 59,000 | 9,811 |
| | | |
| Total | 1,065,029 | 289,776 |

4. MONITORING AND EVALUATION

- 4.1 A progress dashboard is provided in the appendix for the campaigns, education and social media.
- 4.2 Access to the Suez portal is being developed. The portal will allow us to better monitor number and type of complaints particularly from the HWRCs, tonnage data related to charities and contamination levels at the MRF.

5. JOINT SUEZ AND R4GM COMMUNICATIONS STRATEGY

- 5.1 Suez are recruiting two FTE posts; a Communications & Partnership Manager has been recruited and is due to start in October. A Communications & Partnership Coordinator is also being recruited, they will work closely with the R4GM Communications Team and the Suez Regional Manager and will report directly to the Suez Corporate Affairs Manager

From 2nd September, the Recycle for Greater Manchester Communications Team will be moving in to the GMCA Communications and Engagement team. The team will still be working closely with the Waste and Resources team to deliver the Communications Plan. Being part of the wider Communications Team will provide greater support and links to Green City region portfolio to amplify messages including developing messages regarding how an improvements recycling can contribute to the GMCA carbon neutrality target. Coordinating messages and campaigns across the other GMCA portfolios will also be easier, for example, Young People and Community, Voluntary and Co-operatives as well as being better placed to exploit connections with Transport for Greater Manchester, the Fire Service and NHS Partnership trusts.

6. RISK MANAGEMENT

- 6.1 Successful and effective delivery of the communications and behavioural change plan will result in increased capture of recyclable materials and assist in driving down contamination. Contamination and access to recycle markets remains a critical risk in 2019/20 given the tightening of the export market for paper and card and the additional processing costs associated with removing contamination update.

Appendix A

| Summarised Activity | Outputs/KPI | Timescale | Budget | RAG Status | Comments |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Aim: Reduce contamination and improve the quality of recycling | | | | | |
| <p>Deliver contamination campaigns to up to 5 different districts (all households except flats and Houses of Multiple Occupancy).</p> <p>Campaigns agreed with:</p> <ul style="list-style-type: none"> • Bury • Rochdale • Stockport • Trafford <p>Focussed on plastic contamination in mixed recycling bin</p> | <p>Reduction in level of contamination</p> <p>Reduction in % of contamination in sampling</p> <p>Reduction in the % of MRF output that is contaminated</p> <p>Increase public awareness and understanding measured via survey/focus group/Wrap tracker 2020</p> | <p>June 2019 to June 2020 (to align with contract start date)</p> | <p>£150,000</p> | <p>Comms officer due to start on 27th August.</p> | <p>All campaigns tailored to the target audience but will include the following key activities: Direct mail of householder leaflet, Bin stickers, Community events, Stakeholder collaboration, community and key partnership working. Information on website and integrated social media plan</p> <p>Campaign will be supported by out of home advertising,(see below for details) digital and education package</p> |
| <p>In home and out of home advertising linked to campaign areas, e.g. newsletters, social media toolkits supplied to key stakeholders such as housing associations, local council.</p> | <p>Opportunities to see: Via Tracker metrics:</p> <ul style="list-style-type: none"> • Seen • Read • Acted <p>Website visitors</p> | <p>June 2019 to June 2020</p> | <p>£90,000</p> | | <p>Campaign web pages are being developed for each contamination campaign, the page for Stockport is now live.</p> |

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| R4GM community pages will be updated with campaign information and advertising and social media will be used to drive traffic to these pages. | Social media analytics | | | | |
| Targeted campaigns - Test energy from waste message in pre-selected district/rounds | % levels of contamination Sampling data | June 2019 to March 2020 | £10,000 | On Hold | Feedback from survey suggested that energy from waste message isn't easily understood by the public. |
| | | Total Allocated | £250,000 | | |
| Aim: Encourage waste prevention | | | | | |
| Signpost residents and businesses to the Mayor's GM plastic free campaign. Provide advice to residents of how to reduce the use of single use plastics such as plastic straws, supermarket packaging. Promote reuse and sustainable alternatives. Promote local initiatives and businesses such as Fulfilled; a zero waste shop in Bury. Provide information on R4GM website and social media channels. | Reduction in general waste arising (tonnage) R4GM Website visitors | April 2019 to March 2020 | nil | | The latest blog focusses on plastic free band merchandise https://recycleforgreatermanchester.com/blogs/ |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|------------------------------------|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Develop waste prevention messages on R4GM website and social media channels.</p> <p>Continue to promote Love Your Clothes and Love Food Hate Waste messages via social media.</p> | <p>Reduction in general waste arising (tonnage) Website page visits</p> | <p>April 2019 to March 2020</p> | <p>nil</p> | | <p>Waste prevention messages developed by using influencers. This is being trialled and will be reviewed by monitoring impressions and engagement on twitter and Facebook.</p> |
| Aim: Raise awareness of recycling and engage residents using on and offline communications | | | | | |
| <p>In home printed key message placement in GM local newspapers 6 x key messages across Greater Manchester</p> | <p>Circulation/Readership Via Tracker metrics:</p> <ul style="list-style-type: none"> • Seen • Read • Kept • Acted <p>Run Online Survey</p> | <p>Apr 19 – Mar 20</p> | <p>£100,000 (including design)</p> | | <p>Newspapers agreed with districts and space booked. Further details in report.</p> |

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| <p>Out of home printed key messages: Segment 1 and 6 Targeted – bus shelters 2 x 2 week duration Targeted - Metrolink - platform posters 2 x 4 week duration</p> <ul style="list-style-type: none"> • Energy from waste • Energy recycling saving messages <p>Link to Festivals/sports during summer months.</p> | <p>Opportunities to see</p> <p>Via Tracker metrics:</p> <ul style="list-style-type: none"> • Seen • Read • Acted <p>Online survey</p> | <p>Apr 19 – Mar 20</p> | <p>£50,000</p> <p>£10,000 (Artwork only – (Dependent on gaining free ad space through TfGM) £</p> | | <p>Advertising space booked for Recycled Beats (June to August) and Sports campaigns (Sep to Nov) Out of home advertising will be supported by digital advertising</p> |
| <p>Digital advertising: microtargeting users through: Facebook pages (e.g. TheManc) Social influencers network Native content (e.g. BuzzFeed Huff Post) Social media advertising Google advertising Email marketing</p> | <p>Engagement Impressions Click through rate</p> | <p>Apr 19 – Mar 20</p> | <p>£24,000</p> | | <p>Trialling using tribe and influencers to promote recycling and waste prevention messages to audience not currently following R4GM</p> <p>Digital advertising to be procured</p> |
| <p>GDPR Continue to ensure R4GM / ZeroWasteGM comply to requirements</p> | | <p>Apr 19 – Mar 20</p> | <p>nil</p> | | <p>GDPR consideration implemented in new complaints procedure. Ongoing</p> |

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-----------------|---------|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Council Information Sources; call centres, website and collection calendars - signposting Recycle for Greater Manchester and ensuring consistency with messages. | Website visitors | Apr 19 – Mar 20 | nil | | Review of council websites carried out to update messages in line with change in contractor Updated style guided will be provided to all councils to ensure consistency. |
| Charity / SME websites signposting Recycle for Greater Manchester | Website visitors | Apr 19 – Mar 20 | nil | | Contact list being created |
| Community Radio News Stories, Interviews, topic of the week. | Opportunities to hear Website visitors | Apr 19 – Mar 20 | nil | | Community radio contacts established for 4 campaign areas. Maintain existing relationship with Bolton FM |
| Digital platform subscriptions, upkeep and monitoring, | | Apr 19 – Mar 20 | £24,000 | | Ongoing |
| Website development Zerowastegm and R4GM (outside of retainer) Update website once new contractor in place to reflect technology changes. | | Apr 19 – Mar 20 | £10,000 | | Campaign pages being updated with information on the contamination campaigns |

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| Develop new educational resources for the R4GM website | | Apr 19-Mar 20 | £10,000 | | Education resources being refreshed on R4GM. Changes scheduled for Sep 2019 |
| Media monitoring licence Media monitoring system (NLA) part of GMCA licence to Sep 2020 | | Apr 19 – Mar 20 | £4,500 | | Licence updated |
| Media content (films and photography) Develop new videos showing new technology once new contract in place | | June 19 – Mar 20 | £30,000 | | Audit of gaps Will develop suite of new videos and photos once the joint comms plan has been developed with Suez. |
| | | Total Allocated | £262,500 | | |
| Aim: Develop and Promote the Education Service | | | | | |

| | | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|--------------------------------------|---------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Continuation of site visit tours and activities at two education centres (Longley Lane and Hurstwood Court) for:</p> <ul style="list-style-type: none"> • formal education sector, • professionals • community groups • Councillors • members of the public through open days. | Monitor visitor numbers, evaluation surveys | Apr 2019 – ongoing to March 2020 | £10,000 for running costs | | New hard hats to be ordered High-viz vests to be ordered and branding refreshed. |
| <p>Monitor use of E-learning. Evaluate feedback and update as appropriate and in line with new contract changes. Make amendments to video content and review questions in line with input specification of new contract.</p> | No of people completed e-learning | April 2019 to June 2020 | £5,000 | | <p>Crew e-learning being delivered by each council, awaiting feedback.</p> <p>Staff version has been completed and will be rolled out to all council and GMCA staff on the internal LMS. The new Communications & Behavioural Change Officer will lead on this.</p> |
| <p>Develop activity to be delivered in some of the primary schools as a follow up to a site visit aiming to extend the learning to a wider school audience. Develop delivery approach and new resources. Test and evaluate</p> | Number of pupils engaged | April 2019 Delivery from Oct 2019 | | | <p>Animated video being developed that explains how recycling helps to minimise the impact of resource depletion and encourage the circular economy principal.</p> <p>The video will be used in the education centre in the classroom session.</p> |

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| Continue promotion of Solar Park visit opportunity on R4GM website and to professionals, colleges, universities and community groups. Include as general open day and Heritage open day opportunity (September 2019) | Monitor number of visits Evaluate feedback from surveys | April 2019 to March 2020 | £1,000 for leaflets, factsheets | | Factsheet printed to be handed out on tours. Heritage open day booked on 16 th Sep |
| Promote the Community Resources to community groups. Offer resource pack and litter pickers. Train the Community trainer - visits and resource pack event(s) Promote Community Resource area of website | Number of people engaged Number of community groups engaged Website page visits | April 2019 to Sep 2019 | | | Community resources developed including downloadable posters advising what can go in each bin and posters to advertise community events. Plan being developed to roll this out to community groups from Sep 2019. |
| Develop school activity for Recycle Week 2020. Recycle Week is 23 rd to 29th Sep | Number of pupils engaged | April – Sept 2019 | £2,000 | | Activity will encourage schools to share their top tips or actions they have taken to recycle more, or improve recycling within their school. These will be shared on social media. |
| Develop and procure consumer facing resources and displays at Bolton and Longley Lane education centres to bring in line | | June 2019 - March 2020 | £40,000 | | Visit to SUEZ run education centres planned for 2nd Sep to get ideas for updating Longley Lane and Bolton centres. |

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| with strategic key messages and contract changes. Includes wall displays, films, ICT (used as part of visit) and “take home” resources. | | | | | |
| Refresh onsite activities including site tour scripts and session contents/ presentations to bring in line with contract changes. | | June 2019 | nil | | Agreed with Suez not to change any messages initially. Improvement works to MRF to be completed in October – will review messages once this work has been completed |
| Recommence site visits to Bolton ERF. Re promote Bolton education centre as a visit opportunity. Host Green Teach session at HWC | No of visits to centre No of pupils engaged | Oct 2019 | £1,000 | | Resources being reviewed and updated |
| Research opportunities to engage with High Schools such as STEM / BitC (Business in the Community / CREST clusters partnership projects. Explore opportunities through the Youth Combined Authority. Develop strategy to deliver chosen scheme such as STEM. (How to support Contractor staff, GMCA staff in delivering a STEM activity) | | Oct 2019 to March 2020 | nil | | Developing contacts with GMCA STEM Programme Manager |

| | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------|---------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | | | |
| | | Total Allocated | £56,000 | | |
| Aim: Increase recycling at Household Waste Recycling Centres to meet the target of 60% | | | | | |
| Work with contractor to rebrand the HWRCs with new signage and noticeboards | Monitor recycling rate throughout the contract | June 2019 to March 2020 | £5,000 | | New signage is being installed at all 20 sites in September |
| Develop new resources and content toolkit for districts and other partners to promote correct use of HWRC Update R4GM website and App Schedule regular advertising and PR in line with peak periods e.g. bank holidays, Christmas | Monitor visits to the website and App PR coverage | June 2019 to March 2020 | £10,000 | | Joint comms plan being developed with Suez |
| Develop new resources to encourage correct use of HWRC Update educational tour script Add new information boards to Longley Lane and Hurstwood Court education centres | | June 2019 to March 2020 | | | Budget taken from develop and procure customer facing displays at Longley Lane and Hurstwood Court. To be developed with SUEZ in line with joint comms plan. |
| | | Total Allocated | £15,000 | | |
| General | | | | | |

| | | | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------|---------|--|-------------------------------------------------------|
| 2019 Wrap Tracker – Greater Manchester boosted survey undertaken in Jan/Feb 2019 by ICARO. | Tracker provides the metrics by which to measure changes in resident behaviour and knowledge. | Survey Jan/Feb 2019 Results by April 2019 | £16,723 | | Results presented to us on Wed 17 th July. |
| Generic publications print, information leaflets, giveaways, information stand materials such as banners | | April 19- March 20 | £30,000 | | Ongoing |
| Multi-Purpose Compost research and rebrand – dependent on outcome of procurement process and interim solution for food and garden waste. Develop community donation scheme in partnership with Lot 1 Contractor | | June 2019 to March 2020 | £20,000 | | To be discussed and developed with Suez |
| | | TOTAL allocated | £66,723 | | |

Contamination Campaigns

Stockport



Leaflet to be delivered to **118,000hh** – starting end August.

Page 46



Bin sticker to be applied to lid of brown bin

Social media toolkits to be sent to each council to support leaflet delivery, new social media toolkits every 6-8 weeks



Bury



Leaflet to be delivered to **76,500 hh** – starting end September

Sticker to be applied to the inside of the lid on all blue bins

Rochdale



Leaflet to be delivered to **98,000hh** – starting mid-September

Tag to be attached to green bin with blue lid

Trafford



Leaflet to be delivered to **97,000hh** – delivery TBC after round optimisation

Upcoming



#GotToBeABottle – used on all engagement as a measure

Adverts in local publications R4GM Campaign web pages live

Appendix C

GM Wide Campaigns

#RecycledBeats

Targets harder to reach audience including younger people. Running July -September 2019

Key messages

- Recycling saves energy
- 'Did you know' energy facts



- Take the #RecycledBeats challenge for a chance to win prizes

Print Ads July and August

Bury Times, Heywood Advertiser
 Manchester Evening News (Monday)
 Manchester Evening News (Sunday)
 Manchester Evening News (Thurs/Friday),
 Manchester Weekly News (Salford edition),
 Metro, Middleton Guardian, Oldham Reporter,
 The Bolton News, Trafford Messenger, Oldham Times,
 Rochdale Observer Saturday, Stockport Express,
 Tameside Reporter

Out-of-home advertising



Duration: 12th – 25th August
 Type: Ad shell and billboards in proximity to music venues with high footfall
 Number of adverts: 33



Metrolink

Adverts at tram stops across GM
 Duration: 22nd July – 25th August
 Number of adverts: 99

Radio Adverts

Hits Radio
 Duration: 26th August – 8th September
 64 30 second adverts – Reasons to Recycle

Music festival Sponsorship

- Bolton Food and Drink festival
- Cotton Clouds festival
- Oldham
- Flixton festival
- Glaston Bury
- Manchester Pride Festival
- Rochdale Feel Good festival



Social Media

Post across Twitter, Instagram, Facebook
 Toolkit sent to districts



Upcoming #FanPower

Targeting sporting events with advertising and social media.
 Starting mid September to end of November

Appendix D

Digital (April-July)

Website

359,683 Page views

1:08 Average time on page

Top page views

41,792 Wheres-my-nearest-recycling-centre

29,652 What-do-i-do-with

48
Top new pages views

2,049 business waste

1,505 What-happens-to-my-plastic

Upcoming in September

Recycle week - School competition developed for recycle week and tailored toolkit
New website section - How do I waste less?

Top Tweet earned 38.4K impressions

Yes [@itsanitarani](#) - the scrunch test! Not only applies for paper but foil too!

[#WarOnPlastic](#) [pic.twitter.com/llwtTQywiM](#)



5 replies 50 retweets 155 likes

Twitter

384 tweets

698 mentions

342.8k impressions

198 new followers

Instagram

31 posts

Top 3 most popular posts (most liked):
Solar farm

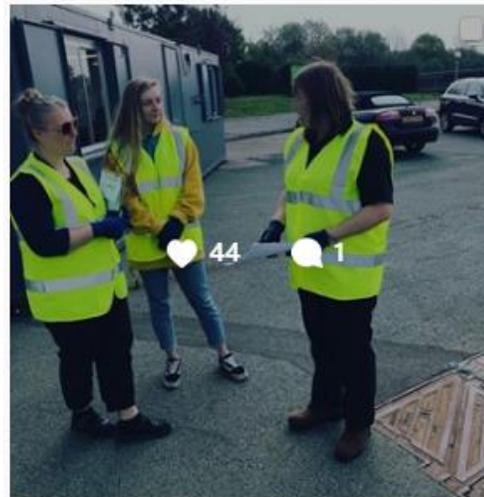
44 likes

Plastic free Easter

27 likes

Plastic free July

22 likes



Recycle for Greater Manchester
Published by Sammy Alloway [?] · 7 May ·

Could your community group adopt a phone box? Let's #Reuse the ones across Greater Manchester 😊 Maybe your group could make a mini-library, miniature art museum, cake shop or information centre. Only £1. Share your reuse idea with us 🙌

TELEGRAPH.CO.UK
BT offers iconic red phone boxes for community adoption for just £1

12,893 People reached 1,932 Engagements [Boost Post](#)

38 reactions 13 comments 61 shares

Facebook

125 posts

141,740 Impressions

6771 Engagement

270 new page likes

250 new followers

114 messaging connections

Education (April-July)

79 Visits 1518 people

Feedback after visiting our Education centres:

- “Enjoyable, educational, Inspiring” Business group
- “The children learnt new things to tell their parents about recycling” Kids Planet summer Kids club
- “Education Officer was very patient with the L.D (learning Difficulties) adults. Explained in detail but in a way they understood” Community group leader



Community resources

Available from September, including:
poster pack to promote recycling events, use of litter pickers and sorting bags.
Train the trainer session being developed.

Date:
Time:
Location:
Contact:

R4GM
Recycle for Greater Manchester
recycleforgreatermanchester.com

E-Learning

Rolling out to all council staff starting September 2019. Staff Engagement sessions will be held. Roll out to partners & stakeholders later in the year

Welcome to Recycle for Greater Manchester's E-Learning module for staff

Upcoming

Open days fully booked in September. More open days planned for members if the public.

Updating layout and developing new resources on Education pages of website

WASTE AND RECYCLING COMMITTEE

Date: 12 September 2019
Subject: Consultation Response and Next Steps
Report of: Sarah Mellor, Head of Sustainable Consumption and Production

PURPOSE OF REPORT

The purpose of the report is to provide the committee with responses to the Government's four consultations along with their proposed next steps.

RECOMMENDATIONS:

That the Committee considers and notes the report.

CONTACT OFFICERS:

Sarah Mellor
Head of Sustainable Consumption and Production, Environment Team
Waste and Resources Team
Sarah.Mellor@greatermanchester-ca.gov.uk

BACKGROUND PAPERS:

All responses to the four consultations can be found here:

Consistency in Household and Business Recycling Collections in England:

<https://www.gov.uk/government/consultations/waste-and-recycling-making-recycling-collections-consistent-in-england/outcome/consistency-in-recycling-collections-in-england-executive-summary-and-government-response>;

Reforming the Packaging Producer Responsibility System:

www.gov.uk/government/consultations/packaging-waste-changing-the-uk-producer-responsibility-system-for-packaging-waste

Introducing a Deposit Return Scheme (DRS) for England, Wales and Northern Ireland:

www.gov.uk/government/consultations/introducing-a-deposit-return-scheme-drs-for-drinks-containers-bottles-and-cans

Plastic Packaging Tax:

www.gov.uk/government/consultations/plastic-packaging-tax

| TRACKING/PROCESS | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Does this report relate to a major strategic decision, as set out in the GMCA Constitution (paragraph 14.2) or in the process (paragraph 13.1 AGMA Constitution) agreed by the AGMA Executive Board: | No |
| EXEMPTION FROM CALL IN | |
| Are there any aspects in this report which means it should be considered to be exempt from call in by the GMCA Overview and Scrutiny on the grounds of urgency? | N/A |

1. INTRODUCTION

1.1 On 18th December 2018 the Government published its long awaited 'Our Waste, Our Resources: A Strategy for England', which in the main sets out the Government's interpretation of the European Union's (EU) Circular Economy (CE) package (EUCEP).

1.2 Four consultations were released on 18th February 2019, covering:

- Plastic Packaging Tax;
- Extended Producer Responsibility (EPR);
- Deposit Return Scheme (DRS); and
- Consistent Collections.

1.3 The consultation deadlines were 12th May 2019 for the Plastic Packaging Tax and 13th May 2019 for the rest of the consultations. The responses were approved through a delegated decision undertaken by the Chair of the Committee and Executive Director, Waste and Resources.

1.4 At the last committee meeting, Members received details of the Authority's response to the consultations. Since that meeting, Defra have published a summary of all responses along with the next steps they intend to take.

1.5 This report provides a summary to those consultations.

2. DEPOSIT RETURN SCHEME (DRS)

2.1 1,180 responses were received to the DRS consultation, which covered six themes.

2.2 Basic Principles for a DRS

84% agreed with the eight principles detailed in the consultation document. In terms of the local authorities (LAs) two thirds agreed, 17% stated they did not know or didn't have enough information, 11% did not agree or disagree and 5% disagreed. Of those who disagreed, they questioned the need for DRS and the potential loss of revenue for LAs.

2.3 Scope of DRS, including materials & drinks the scheme will cover

Bottles and Cans: Between 84-94% agreed with PET & HDPE bottles, aluminum and steel cans and glass bottles being in scope of the DRS. 73% agreed to the inclusion of Tetra Pak[®], whilst 61% agreed to pouches and sachets. However, of the manufacturing industry responses only 18% felt Tetra Pak[®] should be included, as concerns were raised regarding the costs associated with manufacturing along with the costs of processes required to recycle the materials.

2.4 Drinks

The response to drinks were as follows:

| Drink | Yes (all) | Yes (some) | No |
|--------------------------------|-----------|------------|-----|
| Water | 57% | 26% | 3% |
| Soft drinks (excluding juices) | 58% | 26% | 2% |
| Juices (fruit and vegetable) | 57% | 25% | 3% |
| Alcoholic drinks | 62% | 27% | 4% |
| Milk containing drinks | 57% | 27% | 8% |
| Plant-based drinks | 48% | 25% | 11% |
| Milk | 43% | 22% | 23% |

2.5 Disposable Single Use Cups

Two thirds of respondents were in favour of all types of disposable cups being included in a DRS.

2.6 Type and Size of Drinks in Scope

There were two options to consider within the scope, 'all in' or 'on the go' (containers under 750mls).

In terms of an 'all in' scheme, the main focus of questions were surrounding whether containers of a certain size should be excluded. These questions received mixed responses, 51% stated that containers such as beer kegs and water cooler containers should be excluded, however 49% stated there should be no maximum size cut-off.

The 'on the go' questions focused on the definition that 750ml or under should be within the 'on the go' DRS and it should exclude multi-pack containers. 52% of respondents agreed with the definitions that containers should be less than 750mls, however 59% of respondents disagreed that multi-pack containers should be excluded.

With regards to which scheme was preferred, 69% of respondents preferred the introduction of an 'all in' scheme, however the Government noted that LAs had argued that the implementation of a DRS should be deferred until there was a better understanding of the long term impacts of Extended Producer Responsibility (EPR).

2.7 Next Steps

Based on the responses and subject to further analysis on the costs and benefits, Defra is looking to move forward on an 'all in' DRS. The scheme potentially will be for drink containers up to 3 litres volume, but this is still subject to additional evidence and further stakeholder engagement. The proposed scope and model of the DRS will be presented for a second consultation in 2020 with a view to implementing in 2023.

3 PLASTIC PACKAGING TAX

3.1 436 responses were received for the proposed new tax, which will take effect from April 2022.

3.2 Defining Plastic in Scope

Most of the respondents agreed with the Government's suggested definition on both packaging and plastics that should be in scope.

3.3 Setting the Tax Rate

Having received mixed responses, the Government will further consider which approach (fixed or varied) will best support the objectives of the tax.

3.4 Liability for Tax

The majority of responses supported charging the tax at the point of production. The Government acknowledged that there were also strong views in favour of including filled imports in the scope of the tax.

3.5 Ensuring Compliance

Respondents generally supported the proposals on ensuring compliance and the Government have indicated that they will continue to develop the proposal further.

3.6 Next Steps

The Government will continue to develop the new tax and will set out the next steps at Budget 2019. A further technical consultation will be published at a later date and they will publish, for consultation, draft legislation in 2020.

4. PACKAGING PRODUCER RESPONSIBILITY SYSTEM

4.1 703 responses received which, the majority, supported the principles and outcomes of the proposed system, which will be introduced in 2023.

4.2 Key Principles and Outcomes of a Packaging EPR system

80% expressed support for the nine principles and five outcomes proposed for the packaging EPR scheme. The Government have confirmed that they will continue to refine the underpinning principles and outcomes of the reformed system.

4.3 Definition of Full Net Cost Recovery

Whilst only 56% agreed with the proposed definition of full net cost recovery, the government have stated that they are minded to progress with the definition but will undertake further work to determine the scale and associated costs of managing packaging waste that is generated 'on the go' and is littered.

4.4 Fees and Incentives

The responses contained strong support to incentivising better packaging design through EPR, there were mixed thoughts on the best mechanism to achieve this. To inform further development, the Government have commissioned a research project to consider both approaches in more detail.

4.5 Supporting improved collections and infrastructure

The majority of respondents agreed that payments to LAs for collecting and managing household packaging waste should be based on provision of collection services that meet any minimum requirement (by nation) and the collection of a common set of packaging materials.

In relation to disposable cups, the majority of respondents favoured maintaining voluntary measures in the short term.

4.6 Mandatory labelling of packaging and improved communications

Very strong support was received from respondents for using producer fees for communications campaigns on both national (90%) and local (88%) level.

Mandatory labelling also received very strong support (90%) for a mandatory obligation on producers to label their packaging as recyclable and not recyclable. Given the strong support, the Government are minded to take forward their proposal for a mandatory labelling scheme.

4.7 Next Steps

The next steps for the Government is to seek to take primary powers in the Environment Bill to enable the new EPR to be implemented. A further consultation on more detailed proposals are anticipated in 2020.

5. **CONSISTENCY IN RECYCLING COLLECTIONS**

5.1 1,713 responses (1,182 – Individuals, 531 – organisations) were received to the consistency in recycling collections consultation, which covered 20 proposals. This report does not cover the proposals (link to full report is contained in the background papers).

5.2 Dry Recyclables

Over 95% of all respondents agreed that LAs should collect a core set of materials for recycling. Given the support for greater consistency the Government will seek to amend legislation to require all English LAs from 2023 to collect the following; glass bottles & containers, paper & card, plastic bottles, plastic tubs, tubs & trays and steel & aluminum tins and cans.

5.3 Separate Food Waste Collection

68% of LAs (80% individuals/72% organisations) agreed that food waste should be collected at least once a week. In light of this, the Government are planning to legislate to ensure LAs provide a separate food waste service.

The Government's preferred option still remains for weekly collection and for it not to be mixed with garden waste; however, they have acknowledged that further consideration needs to be given to local circumstances. It was also acknowledged, that for LAs with IVC facilities, the potential to undermine public confidence by mixing back together separated food and garden waste.

5.4 Free Garden Collection Service

Whilst responses from individuals was 80% in favour of a free garden waste service, only 38% of organisations (20% LAs) agreed with the proposal. The Government will be further considering the costs and benefits of this proposal.

5.5 Separate Collection of Dry Materials

70% of individuals agreed to the proposal to separate collection of dry materials opposed to 48% of organisations. Only 23% of LAs supported this proposal due to lack of space for containers, increased costs on collection and health & safety issues. The Government, however, continues to support separate collection of dry materials as a default to achieve high quality recycling in particular separating glass and fibres.

5.6 Bin Colour Standardisation

This proposal received strong support from individuals however only 30% support from LAs. The Government will give further consideration to this proposal as they develop the next steps on consistency.

5.7 Statutory Guidance on Minimum Service Provisions

90% of individuals, 70% of organisations (54% LAs) supported having statutory guidance. Given the overall support the Government intend to prepare statutory guidance on

minimum service standards for waste and recycling and will give further consideration to the proposals for a minimum frequency of residual waste collection.

5.8 Non-binding Performance Indicators

Over 60% (including LAs) supported the development of non-binding performance indicators. The Government have stated that they will work with LAs to develop the indicators and will seek to trial them over the next few years.

5.9 Measures to increase recycling from Businesses and other Organisations that produce Municipal Waste.

Overall 95% of respondents supported this proposal with option 3 (dry recycling, food waste and glass) being the most popular. Over 90% of all respondents also agreed that the Government should legislate for food waste to be separated if they produce a sufficient amount. General support was provided for improving data collection on waste and recycling performance in non-household municipal waste sector.

5.10 The Government Response

The Government's response to the consultation is summarised below.

'Our next steps will be to work with local authorities, waste management businesses, as well as other organisations and businesses to develop more detailed regulations and guidance to implement consistency in recycling. We anticipate bringing forward more detailed proposals early next year and implementing the necessary changes to achieve greater consistency in household and business recycling as soon as possible thereafter. The target year for measures to come into effect from is 2023.

In line with the manifesto commitment to support frequent and comprehensive rubbish and recycling collections, the Government wants to ensure that householders are not inconvenienced by being unable to get rid of putrescent or smelly waste weekly or having insufficient capacity to recycle or to remove residual waste. We will be mandating weekly separate food waste collection, and will consider whether a minimum service standard of alternative weekly collection for residual waste (alongside the weekly food waste collection) might be appropriate, subject to an assessment of affordability and value for money. We will consult on including this in the proposed statutory guidance on minimum service standards for rubbish and recycling, and will assess the costs for this to be included in our consultation on minimum service standards guidance, which would take place later in 2019 or early 2020. We do not expect any local authority that currently collects residual waste on a fortnightly basis to have to reduce their capacity of collection or frequency further as a result of these measures. Many local authorities already deliver with a greater frequency, and would continue to be able to do so, reflecting the wishes of their local residents.

The Government recognises the pressures on local authorities and potential new costs arising from these proposals. They will therefore receive additional resource to meet any

new net costs arising from the policies when implemented. This includes both net up front transition costs and net ongoing operational costs.

The Government also recognises that contractual obligations may prevent some authorities from adopting changes from 2023. We will work with stakeholders and especially local authorities to ensure that where such conditions exist we are able to progress to full consistency as soon as is practicable taking account of contractual commitments.

6. NEXT STEPS

Whilst the general direction has been provided in all consultations, there is, still a great deal of unknowns on what will be the overall outcomes will be to enable them to deliver the aim of the Resource and Waste Strategy. Work will continue in the forthcoming months to assess the potential impact of DRS and Consistency scenarios to Greater Manchester's collection and disposal services, ahead of the next round of consultations in 2020.

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Waste and Recycling Committee Meeting

Date: 12 September 2019

Subject: Forecast Budget Outturn 2019/20 and future Levy Allocation Methodology Agreement (LAMA) arrangements

Report of: Richard Paver, Treasurer

PURPOSE OF REPORT

This report sets out the forecast revenue outturn for 2019/20 for the Waste and Resources Service.

The report also makes proposals to allocate the budget requirements for 2020/21 onwards to Districts via a revised Levy Allocation Methodology Agreement (LAMA) following the change in allocation of costs arising from the award of contracts to Suez. Such a change will require the unanimous support from all nine Districts and this report makes recommendations for a formal consultation process to ensure final agreements can be considered for adoption at the January 2020 meeting of the GMCA.

RECOMMENDATIONS:

Members of the Committee are recommended to:

To note and comment on the report.

CONTACT OFFICERS:

Lindsey Keech

Head of Finance (Waste & Resources)

lindsey.keech@greatermanchester-ca.gov.uk

Comments and/or recommendation from the relevant Overview & Scrutiny Committee

Risk Management – considered in the body of the report

Legal Considerations – considered in the body of the report

Financial Consequences – Revenue – considered in the body of the report

Financial Consequences – Capital – considered in the body of the report

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| TRACKING/PROCESS | |
| Does this report relate to a major strategic decision, as set out in the GMCA Constitution (paragraph 14.2) or in the process (paragraph 13.1 AGMA Constitution) agreed by the AGMA Executive Board: | Yes / No |
| EXEMPTION FROM CALL IN | |
| Are there any aspects in this report which means it should be considered to be exempt from call in by the AGMA Scrutiny Pool on the grounds of urgency? | N/A |

1. INTRODUCTION

1.1 The budget and levy for the Waste & Resources service for the 2019/20 financial year was set on 15 February 2019 for a total of £174.633m and was in line with the former Greater Manchester Waste Disposal Authority's (GMWDA) Medium Term Financial Plan. The budget was set with a balanced approach to risk and including the delivery of the GMCA's recycling aspirations (a minimum level of 50% recycling and composting) and the inclusion of elements of the GMCA's savings programme work from the, at that time, still to be finalised procurement process.

1.2 The 2019/20 budget included costs associated with a number of risks which included:

- a) Outstanding works on Mechanical and Biological Treatment (MBT) facilities;
- b) Facility performance and additional costs during the modification process; and
- c) 2 months of run off contract costs.

2. REVENUE OUTTURN 2019/20 AND MEDIUM TERM FINANCIAL PLAN TO 2023/24

2.1 The revenue outturn for 2019/20 is broadly in line with budget. The main areas of difference relate to delays in the MBT modification process offset by financing savings due to reprioritisation of resources available to deliver the capital programme. Included in the above is a further return of levy of £1.1m relating to 2018/19 has previously been agreed by the GMCA following actual tonnage confirmations. A full review of tonnages by Districts is scheduled for autumn which may lead to changes to this forecast outturn.

2.2 The former GMWDA set a Medium Term Financial Plan to 2021/22 which projected levy amounts of £177.686m in 2020/21 and £180.453m in 2021/22. Expectations are that future reports to this Committee will contain reductions to these numbers.

3. LEVY ALLOCATION METHODOLOGY AGREEMENT (LAMA)

3.1 The LAMA is the unanimously agreed method for allocating the Waste & Resources budget between the constituent Districts and replaced, for 2018/19, the Inter Authority Agreement (IAA).

3.2 The LAMA allocates the fixed and variable costs of the budget by waste stream, trade waste, HWRC and Authority own costs. Following the award of the contracts to Suez, this now needs to be revised to reflect the new payment mechanism arrangements.

3.3 Proposals are being worked up with Districts to ensure that the revised LAMA can be approved by each District and the GMCA prior to the setting of the levies.

4. BUDGET CONSULTATIONS AND TIMETABLE

4.1 As usual the Waste & Resources proposals are being with District Waste Chief Officers and Treasurers. Proposals incorporate, as far as possible, their suggestions and comments.

4.2 A formal process of budget scrutiny is also being put in place which involves:

| | |
|-----------------------|----------------------------------------------------------------------------|
| November 2019 | Initial proposals to Waste & Recycling Committee and Scrutiny Committee; |
| January 2020 | Final proposals to Waste & Recycling Committee and Scrutiny Committee; and |
| January/February 2020 | Final proposals to GMCA and approval of budget and levy. |

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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By virtue of paragraph(s) 3, 5 of Part 1 of Schedule 12A of the Local Government Act 1972.

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