

GREATER MANCHESTER WASTE & RECYCLING COMMITTEE

DATE: Wednesday, 11th October, 2023

TIME: 10.00 am

VENUE: GMCA Boardroom, Tootal Buildings, Broadhurst House, 56 Oxford Street, Manchester, M1 6EU

AGENDA

1. APOLOGIES

2. CHAIRS ANNOUNCEMENTS AND URGENT BUSINESS

3. DECLARATIONS OF INTEREST

1 - 4

To receive declarations of interest in 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 48 hours in advance of the meeting.

BOLTON	MANCHESTER	ROCHDALE	STOCKPORT	TRAFFORD
BURY	OLDHAM	SALFORD	TAMESIDE	WIGAN

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

- 4. MINUTES OF THE GM WASTE & RECYCLING COMMITTEE** 5 - 20
To consider the approval of the minute of the meetings held on 13 July 2023 attached.
- 5. CONTRACTS UPDATE** 21 - 30
Report of Justin Lomax, Head of Contract Services, Waste and Resources Team attached.
- 6. 2023/24 BUDGET UPDATE AND BUDGET AND LEVY SETTING PROCESS FOR 2024/25** 31 - 36
Report of Steve Wilson GMCA Treasurer attached.
- 7. CAPITAL PROGRAMME AND ASSET MANAGEMENT UPDATE** 37 - 44
Report of Michael Kelly, Head of Engineering and Asset Management. GMCA Waste and Resources Team attached.
- 8. COMMUNICATIONS & ENGAGEMENT BEHAVIOUR CHANGE PLAN 2024/25** 45 - 62
Report of Michelle Whitfield, Head of Communications & Behavioural Change, GMCA Waste and Resources Team attached.
- 9. HOUSEHOLD WASTE RECYCLING CENTRE ACCESS POLICY AND VAN PERMIT SYSTEM** 63 - 70
Report of Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team attached.

10. SUSTAINABLE CONSUMPTION AND PRODUCTION UPDATE 71 - 92
Report of Sarah Mellor, Head of Sustainable Consumption and Production, GMCA Environment Team attached.

11. WASTE PREVENTION PROGRAMME FOR ENGLAND 93 - 102
Report of Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team attached.

12. DATE AND TIMES OF FUTURE MEETINGS
To consider future meeting dates for the Committee:
Thursday 18th January 10am-12noon
Thursday 14th March 10am-12noon

13. EXCLUSION OF THE PRESS AND PUBLIC
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 the relevant paragraphs 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

14. CONTRACTS UPDATE 3 103 - 110
Report of Justin Lomax, Head of Contract Services and Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team attached.

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: Kerry Bond, Senior Governance & Scrutiny Officer
✉ kerry.bond@greatermanchester-ca.gov.uk

This agenda was issued on Tuesday, 3 October 2023
on behalf of Julie Connor, Secretary to the Greater Manchester Combined Authority,
Churchgate House, 56 Oxford Street, Manchester M1 6EU

Greater Manchester Waste & Recycling Committee – 11 October 2023

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

Please Note: should you have a personal interest that is prejudicial in an item on the agenda, you should leave the meeting for the duration of the discussion and the voting thereon.

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:

1. Bodies to which you have been appointed by the GMCA
2. 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:

1. You, and your partner's business interests (eg employment, trade, profession, contracts, or any company with which you are associated).
2. You and your partner's wider financial interests (eg trust funds, investments, and assets including land and property).
3. 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

1. If the answer to that question is 'No' then that is the end of the matter.
2. 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 is prejudicial

A personal interest becomes a prejudicial interest:

1. where the wellbeing, 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.
2. 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:

1. Notify the governance officer for the meeting as soon as you realise you have an interest.
2. Inform the meeting that you have a personal interest and the nature of the interest.
3. Fill in the declarations of interest form.

To note:

1. You may remain in the room and speak and vote on the matter
2. 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.

For prejudicial interests, you must:

1. Notify the governance officer for the meeting as soon as you realise you have a prejudicial interest (before or during the meeting).
2. Inform the meeting that you have a prejudicial interest and the nature of the interest.
3. Fill in the declarations of interest form.
4. Leave the meeting while that item of business is discussed.
5. 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 MEETING OF THE GMCA WASTE AND RECYCLING COMMITTEE HELD ON THURSDAY 13TH JULY 2023 AT GREATER MANCHESTER COMBINED AUTHORITY

PRESENT:

Bolton Council	Councillor David Chadwick
Bury Council	Councillor Alan Quinn (in the Chair)
Manchester CC	Councillor Lee-Ann Igbon
Manchester CC	Councillor Shaukat Ali
Oldham Council	Councillor Josh Charters
Oldham Council	Councillor Pam Byrne
Rochdale Council	Councillor Susan Emmott
Rochdale Council	Councillor Peter Rush
Salford CC	Councillor David Lancaster
Stockport Council	Councillor Dena Ryness
Stockport Council	Councillor Mark Roberts
Tameside Council	Councillor Denise Ward
Trafford Council	Councillor Stephen Adshead
Trafford Council	Councillor Tom Ross

OFFICERS IN ATTENDANCE:

GMCA Waste & Resources	David Taylor
GMCA Waste & Resources	Justin Lomax
GMCA Waste & Resources	Michael Kelly
GMCA Finance	Lindsey Keech
GMCA Waste & Resources	Michelle Whitfield
GMCA Waste & Resources	Paul Morgan
GMCA Environment	Sarah Mellor
GMCA Governance & Scrutiny	Kerry Bond
GMCA Governance & Scrutiny	Connell Hopkins-Tonge

GMCA Chief Executive

Eamonn Boylan

DISTRICT OFFICERS IN ATTENDANCE:

Bury Council

Daniela Dixon

Rochdale Council

Jo Oliver

Rochdale Council

Anthony Johns

Stockport Council

Mark Glynn

Trafford Council

Helen Ashcroft

WRC 23/01 APOLOGIES

Apologies for absence were received and noted from Councillors Arnold Saunders (Salford) and Richard Silvester (Bolton).

Apologies were also received and noted from Steve Wilson (GMCA).

WRC 23/02 APPOINTMENT OF CHAIR

Nominations for the appointment of a Chair of the Committee for the 2023/2024 Municipal Year were sought. Members noted that any appointment of Chair will require endorsement by the GMCA.

The nomination of Councillor Alan Quinn was moved and seconded. No other nominations were received.

RESOLVED/-

That Councillor Alan Quinn be appointed Chair of the GMCA Waste and Recycling Committee for 2023/2024 and that this appointment be recommended for endorsement by GMCA.

COUNCILLOR ALAN QUINN IN THE CHAIR

**WRC 23/03 MEMBERSHIP OF THE GM WASTE & RECYCLING
COMMITTEE FOR 2023/4**

RESOLVED/-

To note the membership of the GM Waste & Recycling Committee for the 2023/24 Municipal Year.

**WRC 23/04 APPOINTMENT TO THE GM GREEN CITY REGION
PARTNERSHIP**

The Chair sought nominations to the Greater Manchester Green City Region Partnership.

The nomination of Councillor Stephen Adshead was moved and seconded. No other nominations were received.

RESOLVED/-

To appoint Councillor Stephen Adshead to the Green City Region Board for the 2023/24 Municipal Year.

**WRC 23/05 MEMBERS' CODE OF CONDUCT AND ANNUAL
DECLARATION OF INTEREST FORM**

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

RESOLVED/-

That the requirements of the Members' Code of Conduct and Annual Declarations of Interest, be noted.

WRC 23/06 TERMS OF REFERENCE

The Terms of Reference for the GMCA Waste and Recycling Committee were submitted.

RESOLVED/-

To note the GMCA Waste and Recycling Committee Terms of Reference.

WRC 23/07 COMMITTEE WORK PROGRAMME 2023-24

David Taylor, Executive Director of Waste, GMCA, introduced a report that set out the Committee Work Programme for 2023/2024. Members were informed that it is a live document and will be updated at each meeting.

RESOLVED/-

To note the Waste & Recycling Committee Work Programme.

WRC 23/08 PROGRAMME OF MEETINGS 2023/24

RESOLVED/-

That the following programme of meetings for the Committee for 2023/24, be noted:

- Wednesday, 11 October 2023, 10am-12noon
- Wednesday 17 January 2024, 10am-12noon
- Wednesday 13 March 2024, 10am-12noon

WRC 23/09 CHAIRS ANNOUNCEMENTS AND URGENT BUSINESS

There were no announcements or items of urgent business reported.

WRC 23/10 DECLARATIONS OF INTEREST

RESOLVED/-

That it be noted that Councillor Quinn declared an interest in section 5 (Every Street Access Road) of item 16 – Capital Programme and Asset Management Update.

WRC 23/11 MINUTES OF THE MEETING HELD ON 15TH MARCH 2023

The minutes of the previous meeting of the committee, held on 15th March 2023 were submitted.

RESOLVED/-

To approve the minutes of the meeting held on 15th March 2023.

WRC 23/12 CONTRACTS UPDATE

Justin Lomax, Head of Contract Services, GMCA Waste and Resources Team introduced a report which provided an overview of the performance of the Waste and Resources Management Services (WRMS) and the Household Waste Recycling Centre Management Services (HWRCMS) contracts that commenced on 1 June 2019.

The report presented cumulative annual data, for the period up to the end of March 2023 (Quarter 4) of the financial year 2022/23 (Contract year 4), for the two Contracts held by Suez. An overview of the cumulative data, total waste arisings,

and contamination levels, landfill diversion, HWRC recycling rate, overall recycling rate, HWRC visit levels and tonnage rates were also provided.

The report outlined four events that had occurred over the last year that are reportable under the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR).

Officers advised that a report detailing comparisons with national tonnage levels would be brought to a future meeting.

A Member was informed that the GMCA are working on ways how to understand the public's behaviour on recycling centre visits, and that a communication campaign detailing the varied recycling options would take place later in the year to encourage members of the public to take their waste to different sites and that interactive tours of the sites would be made available to enable the public to plan their visits.

Members were advised that the access policies have led to significant reductions in commercial vehicles using the recycling sites.

Staff based at the Salford Road recycling centre were complemented by Members for their exceptional service towards visitors to the site.

RESOLVED /-

1. That the report be noted.
2. That a report detailing GM tonnage levels compared with national levels be brought to a future meeting.
3. That officers convey members compliments to staff at Salford Road Recycling Centre for their service to the public.

WRC 23/13 COMMUNICATIONS AND BEHAVIOURAL CHANGE PLAN UPDATE

Michelle Whitfield, Head of Communications and Behavioural Change, GMCA Waste and Resources Team introduced a report and presentation updating Members on the Communications Plan including the In the Loop campaign, the R4GM Community fund, the educational tours and the paper and card campaign.

Members were updated on the R4GM Community Fund for 2023/24 which included:

- Applications for funding ran from 3 April to 26 May 2023
- 71 applications received are being scored by administrators of the scheme from the GMCA, SUEZ and Lancashire Wildlife Trust
- Final decisions will be made at the end of July, successful applicants will be notified in August
- Communication of the fund, which included workshops, press releases, leaflet distribution and social media advertising

Figures detailing visits to the education centres and online sessions were discussed, members were informed that the education team are working with districts to increase engagement with schools and community groups.

Members were informed of the 'In the loop' campaign, promoting a circular economy and demonstrating the link between recycling and the environment. The 'In the loop' campaign video [How to be part of the Circular Economy](#) was shown to Members, as well as further detail on the In the Loop Campaign that launched on 15 May 2023, a further campaign is scheduled for October to coincide with National Recycling Week.

The 2022 Paper and Card Campaign identified takeaway packaging to be one of the main contaminants of kerbside recycling. Targeted work to tackle the issue is being identified, including the possibility of advertising on take away packaging.

Officers notified Members that the closest renew shop to Rochdale borough is Arkwright Street, Oldham. SUEZ are currently reviewing this with the view to opening further shops across Greater Manchester.

Officers confirmed that the In the Loop Campaign was a relatively low-cost campaign with bus and digital advertising and that a report detailing advertising costs along with a breakdown of the type of visitors by primary/high school to the sites will be brought to a future meeting.

Members requested that representation on funding groups and panels be looked at to ensure diversity across Greater Manchester and to assist in identifying those communities that could benefit from additional support and engagement to access facilities available.

Councillor Lee-Anne Igbon offered her support to ensure diversity is reflected in all work across Greater Manchester.

Members suggested that additional virtual tours be made available of facilities to help encourage the public to use the services available across GM.

Officers agreed to liaise with Lancashire Wildlife Trust to ensure engagement takes place with Cheshire Wildlife Trust and other trusts that border or overlap with GM districts.

Members highlighted the benefits of and asked for further engagement with schools across GM on the provision of biodegradable and sustainable sanitary products.

Officers confirmed that funding and repair cafes do take place and that there is an increase in funding requests.

Members asked what the understanding of how the In the Loop Campaign video was received across districts and if there is any evidence of how it resonates with young people across GM districts, officers agreed to analyse the data.

RESOLVED /-

1. The progress made on the Communications Plan including the In the Loop Campaign, the R4GM Community fund, the educational tours and the paper and card campaign be noted.
2. To agree that the successful applicants of the R4GM Community Fund be shared with members once confirmed.
3. To agree that a report detailing In the Loop advertising costs and a breakdown of visitors to sites be brought to a future meeting.
4. To agree that officers liaise with districts to discuss the roll out of biodegradable and sustainable sanitary products across GM schools.
5. To agree that officers analyse the In the Loop Campaign data across districts and share with Members.

WRC 23/14 SUSTAINABLE CONSUMPTION AND PRODUCTION UPDATE

Sarah Mellor, Head of Sustainable Consumption and Production, GMCA introduced a report which provided new members with an understanding of the Greater Manchester Sustainable Consumption and Production Action (SCP) Plan and outlined the framework for Greater Manchester's key activities in this area of work over the coming years.

Members noted that the SCP Plan forms part of the suite of documents sitting underneath the GM 5-year Environment Plan that sets out the high-level priorities of the Sustainable Consumption Theme focussing on valuing resources and reducing waste, covering four key priority areas:

- Moving to Circular Economy
- Managing Waste Sustainably
- Reducing Food Waste
- Moving to Sustainable Lifestyles

The challenge work to move Greater Manchester to a circular economy focusses on three key areas:

- Textiles and the creation of a circular economy for low grade materials
- Plastics – reduction of single use plastics and technology & sustainable end markets
- Procurement which is currently out to tender for the next piece of work to analyse the carbon footprint of the GMCA.

Work currently underway to understand the England's Waste Strategy will result in the draft of a Greater Manchester Waste Strategy, update reports will be brought to the committee at the end of 2023.

Members were advised that the GMCA don't have the authority to instruct pension fund providers on investment into green schemes but hope that the investment portfolio will influence and highlight this to scheme providers.

Members welcomed the report but expressed concern over the lack of government funding to support the work in districts.

Officers confirmed that, plans to reduce carbon emissions in waste management are underway and that there is a need to reduce residual waste by half by 2038, that feasibility studies are taking place looking at roof mounted solar PV at recycling facilities but that a shift to hydrogen solutions for the vehicle fleet is not currently at an affordable stage due to the lifecycle of the vehicles.

Officers conveyed the message that they are attempting to maximise local levers to engage communities by working with district Waste and Climate Change Officers.

Members suggested that a communication exercise explaining energy consumption of electrical devices that are being left on standby and ultimately leading to a waste of energy be investigated.

RESOLVED /-

1. To note the progress of the delivery of the SCP Plan and the key areas of activities over the coming years.
2. To note the start of the process to produce the next 5-year Environment Plan and that a report be brought to the next meeting of the committee.
3. To agree that a Greater Manchester Waste Strategy update report be brought to a future meeting.
4. To note that the Green Summit takes place on Monday 2 October 2023.

**GMCA 23/15 GMCA WASTE AND RESOURCES BUDGET OUTTURN
2022/23**

Lindsey Keech, GMCA Finance, introduced a report of the GMCA Treasurer, which sets out the revenue and capital outturn for 2022/23 for the Waste and Resources Service.

RESOLVED/-

1. To note the report.

**GMCA 23/16 CAPITAL PROGRAMME AND ASSET MANAGEMENT
UPDATE**

Michael Kelly, Head of Engineering and Asset Management, GMCA Waste and Resources Team provided an update and presentation on the proposed asset upgrades at Every St, Bury, the rail-connected waste processing sites and on the redevelopment of the Reliance Street Household Waste Recycling Centre.

The update included detailed information on the background and site restrictions, mapping detail of Reliance Street, the current position of the site, the demolition process currently being undertaken, and the delivery of the new construction.

Members expressed support for the development, particularly the engagement with the Local Authorities to ensure residents were updated and supported from the start of the site works.

Fire risk reduction measures were highlighted due to the increase in regular incidents across the sites, 23 in April alone, where in most instances being caused by lithium batteries in small electrical items such as electronic vapes. Due to the rebuild costs of £8-10m if a transport loading station is destroyed by fire, Suez has proposed installation of thermal imaging cameras in reception areas and processing sites to ensure early detection of hot spots and fires at a cost of £202,522 with the costs split equally between the GMCA and Suez. An update report on further fire risk review work across the portfolio will be brought to a future meeting.

Officers requested the approval of installation of new container weighing equipment and software, similar to the one at the Reliance Street, at the other three GM sites to ensure more accurate weights for the rail manifest and accuracy of the Runcorn weighbridge.

Members were asked to approve a £40k contribution to Bury Council towards work required to the access road at the Every Street site which needs significant repairs due to pot holes and surface damage, and would also benefit from traffic calming measures.

Members and Officers discussed their concerns about single use vapes and the lack of battery disposal once the vape is finished. Officers conveyed the continual risk that these fires cause and whilst retailers are obliged to take the vapes back, this does not often occur. Officers explained that a campaign is being developed alongside the communication team at the GMCA to raise awareness of battery recycling. Members advised the committee that Oldham Council had recently passed a motion by their Youth Council to ban disposable vapes.

Members requested that officers write to Defra on behalf of the committee with a recommendation to introduce a deposit return scheme for single use vapes.

Officers advised that a thermal camera review is taking place across sites to ensure they are up to required standards and advised that not all facilities have thermal detection systems, but all have suppression systems.

RESOLVED/-

1. To note the latest cost estimate for the Reliance St HWRC redevelopment.
2. To approve the expenditure on thermal cameras as part of fire risk reduction measures.
3. To approve the expenditure on rail box weighting equipment.
4. To approve the expenditure on resurfacing works to the access road at the Every St, Bury site.
5. To agree that officers write to DEFRA to recommend an introduction of a deposit return scheme for vapes.

GMCA 23/17 NATIONAL RESOURCES AND WASTE STRATEGY

Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team updated members on recent developments on the implementation of the English Resources and Waste Strategy (RaWS) in relation to the deposit return scheme, extended producer responsibility for packaging and the consistency of collection of recycling.

Updates on the key RaWS updates included:

- The Deposit Return Scheme
- Extended Producer Responsibility for Packaging
- Consistency of Collections
- Separate Weekly Food Waste Collections to all Households

Members were also updated on the latest position of the call for evidence to support the near elimination of Biodegradable Waste to Landfill and the DIY Waste Disposal Charges. GMCA officers have continued to work with DEFRA on the consultation and that an amended Controlled Waste Regulations will be published later this year.

Members enquired whether there will be scope to maintain the current offer of free household DIY waste disposal within the DEFRA regulations. Officers confirmed that this will be looked into when the regulations are published.

Members expressed concern over the lack of consistency in regard to the English Waste Strategy.

RESOLVED/

1. To note the report.

GMCA 23/18 REVIEW OF THE HOUSEHOLD WASTE RECYCLING CENTRE ACCESS POLICY AND VAN PERMIT SYSTEM

Paul Morgan Head of Commercial Services, GMCA Waste and Resources Team detailed the findings of the review of the Household Waste Recycling Centre Access Policy and Van Permit System.

Members received updates including:

- Review of the HWRC access policy
 - Additional HWRC Access Restrictions Introduced
 - Impact of the HWRC Policy
 - Findings of the review
 - Vehicle types and visit threshold levels
 - Rubble limits
- Review of the HWRC Van Permit System
- Environmental Impacts of the Access Policy and Van Permit Scheme

- Communicating the proposed changes

Officers confirmed that residents are written to prior to be removed from the permit scheme account if they have only previously visited within one year, and that removal of dormant accounts is actioned due to General Data Protection Rules (GDPR).

Officers confirmed that there is no cross-site reference of automatic number plate recognition (ANPR) details.

Offices agreed to investigate the implementation of a validation system for the renew shops.

RESOLVED/-

1. To note the findings of the reviews and the positive contributions the Household Waste Recycling Centre Access Policy and Van Permit System have made to the operation of the service.
2. To approve the revisions to the HWRC Access Policy and Van Permit Scheme terms and conditions as set out in Appendix 3 of the report.

GMCA 22/19 EXCLUSION OF THE PRESS AND PUBLIC

RESOLVED /-

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 because this involved the likely disclosure of exempt information, as set out in the relevant paragraph 3 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.

GMCA 23/20 CONTRACTS UPDATE

Justin Lomax, Head of Contract Services, Waste and Resources Team introduced a report updates the Committee on performance and commercial issues relating to the Waste and Resources (WRCMS) and Household Waste Recycling Centre Management Services (HWRCMS) Contracts that commenced on 1 June 2019.

RESOLVED/-

1. To note the work programme in section 4 of the report, detailing the options appraisal for future service provision from April 2026.

Waste and Recycling Committee

Date: 11 October 2023
 Subject: Contracts Update
 Report of: Justin Lomax, Head of Contract Services, GMCA Waste and Resources Team

Purpose Of Report

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

Recommendations:

Members of the Committee are recommended to:

1. Note and comment on the matters set out in the report.

Contact Officers

Justin Lomax
 Head of Contract Services
 Waste and Resources Team
Justin.lomax@greatermanchester-ca.gov.uk

Equalities Impact, Carbon and Sustainability Assessment:

There are no equalities impacts arising from the matters set out in this report. A fundamental principle of the WRMS and HWRCMS contracts is the sustainable management of waste in order to reduce carbon emissions from landfill disposal. The carbon impacts of the contracts are monitored and provided annually by the contractor.

Risk Management

Performance of the contracts and associated risks are captured in the GMCA corporate risk register.

Legal Considerations

Activities set out in this report are in accordance with the terms of the WRMS and HWRCMS contracts.

Financial Consequences – Revenue

Activities set out in this report are in accordance with the Waste revenue budget.

Financial Consequences – Capital

Activities set out in this report are in accordance with the Waste capital budget.

Number of attachments to the report: None

Comments/recommendations from Overview & Scrutiny Committee

N/A

Background Papers

19/1/2019 - Waste Procurement, Corporate Issues and Reform Committee

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution

Yes

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 relevant Scrutiny Committee on the grounds of urgency? N/A

GM Transport Committee

N/A

Overview and Scrutiny Committee

N/A

1. Introduction

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.

2. Contract Performance

This report uses cumulative annual data, for the period up to the end of Quarter 1 (April 2023 to June 2023) of the financial year 2023/24 (Contract year 5), for the two Contracts held by Suez. This is the latest verified data available at the time of writing of the report.

2.1 Cumulative Data

Data is also provided for comparison with the current year to date, with the same period of the previous year, 2022/23:

OVERALL Combined Performance (WCA + HWRC)	2023 / 2024	2022 / 2023
Cumulative data (Year to date)		
Total arisings (t)	281,106	276,255
Recycling Rate*	49.10%	48.54%
Diversion Rate	100%	99.18%
HWRC Combined Performance		
Recycling Rate (Household Waste)*	58.16%	53.12%
Diversion (Household Waste)	98.83%	98.30%
WCA Recycling Collections		
Rejected Kerbside Recycling Collections (t)	196	360
MRF Contamination Rate (Commingled)	13.54%	13.75%

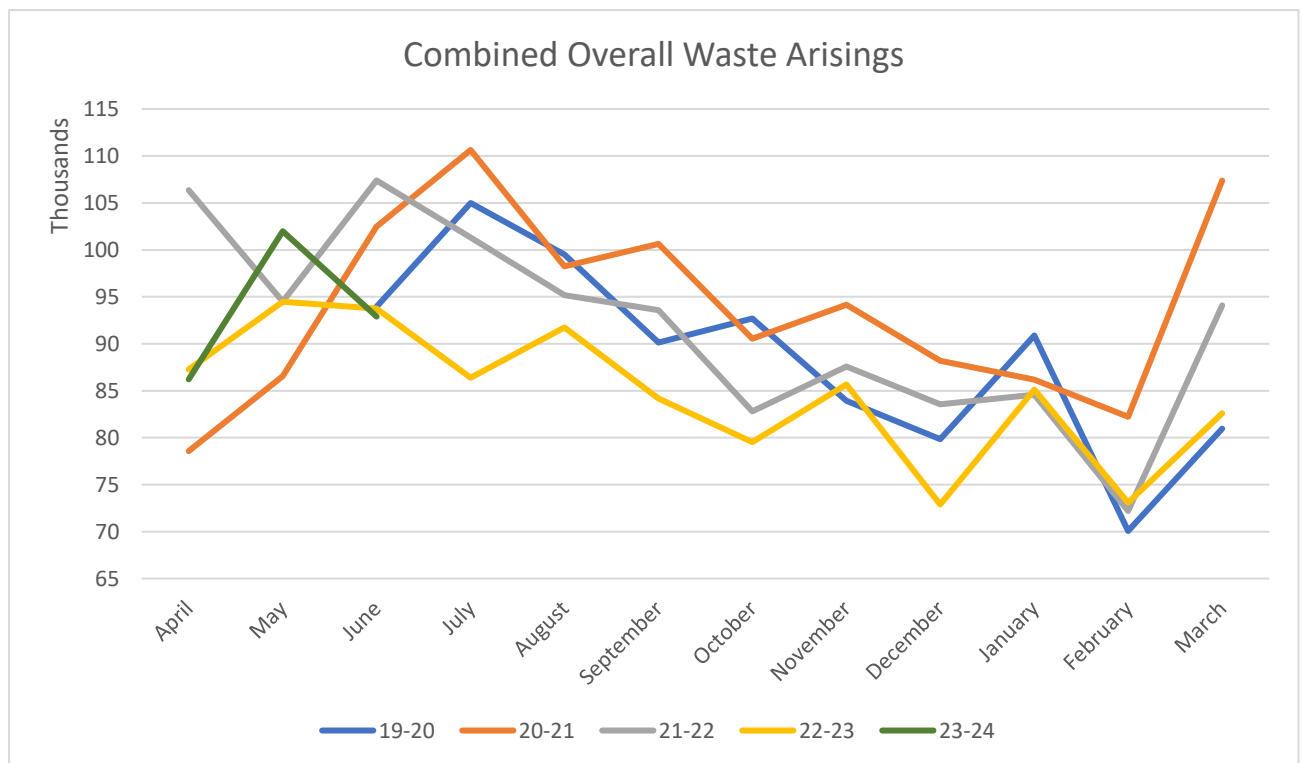
*This Recycling Rate relates only to tonnage handled through the Suez contracts. It is not the same as the nationally reported Waste Data Flow recycling rate that will include other WCA waste streams that do not flow through the 2 Suez contracts.

2.2 Total Waste Arisings

Total waste arisings for this period were just over 280k tonnes(t), which was approaching 2% higher than for Quarter 1 of the previous year (2022/23).

The combined Contract Recycling rate was just over 49%, which is c.0.6% higher than it was for this period of last year. Despite the increase in overall arisings, there was a significant increase in HWRC Recycling across the combined network, of over 5%, reaching over 58% for the quarter.

The graph below gives a comparison of the waste arisings for the previous 4 years of the Contracts (noting that the blue line for 19/20 begins in June 19 reflecting the start date of the Contracts and the orange line for 20/21 reflecting Covid lockdown impacts) with the year-to-date trend for 23/24 (green line). The trend line for Quarter 1 shows there has been a different pattern of arisings for 23/24 so far, with overall comparison figures being slightly higher than last year (c.2%).



2.3 Landfill Diversion

During Quarter 1 we have had a good performance at both Runcorn CHP plant and Bolton TRF which, as a consequence of the improvement works and optimised treatment processes at the TRF and MTR facilities, has facilitated 100% diversion of all

residual (non-recycled) materials from landfill. This means for the first 3 months of 2023/24; zero tonnes of Contract waste have been sent to landfill for disposal.

Planned maintenance outages at both the Runcorn and Bolton energy from waste (EfW) facilities are programmed during Quarters 2 and 3, but contingency measures are in place to hopefully maintain an ongoing high level of diversion of residual material, away from landfill.

2.4 Contamination Levels

Contamination levels of kerbside collected recyclate, from unacceptable materials extracted by the MRF process, remained at c.13.5% for Quarter 1. When compared to last year, this shows there has been a slight decrease in incorrect material needing to be extracted from this stream.

2.5 Overall Combined Rates

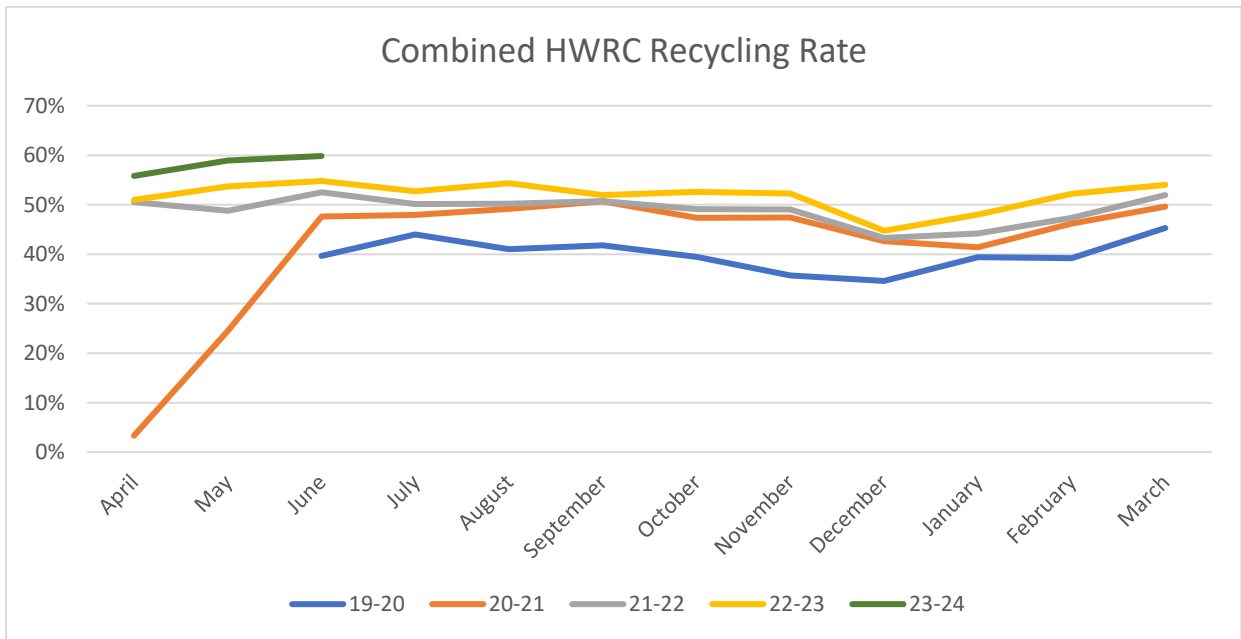
In summary, the overall performance for Quarter 1 of Contract year 5, across both Contracts combined (incorporating both WCA and HWRC tonnages), achieved a recycling rate of c.49%, with a landfill diversion rate of c.100%.

2.6 HWRC Recycling Rate

For HWRCs across both Contracts (= 20 sites in total - WRMS has 9 sites, plus 11 in HWRCMS contract) the combined recycling rate for Quarter 1 of 23/24 was over 58%.

The graph below gives a comparison of the combined recycling rates against the previous 4 Contract years to date. The trend for 23/24 (green line) shows, whilst the Quarter 1 arisings increased by 3% (c.2kt), the recycling rate across the HWRCs still increased by over 5%, when compared to the same period last year.

The graph below demonstrates that there has been a continued year on year increase in the recycling rates across the Contracts.



During Quarter 1 of 23/24 measures to maintain and increase recycling on the 20 HWRCs included the prevention of trade and cross-boundary waste via the ongoing Access Policy controls (meet and greet; ANPR system; van permit scheme). This has clearly had an impact on the numbers of site visits and the consequent delivered tonnage (see section 2.7). Also, continued work from the four Recycling Officers (employed by Suez in the Quarter 4 of 22/23), will specifically target the areas that will help promote and encourage recycling at the HWRC sites. The impact of these measures is being tracked and reported to monitor the outcomes.

For this fifth Contract year, 2023/24, further measures are to be implemented, including sampling of residual waste to analyse the composition and identify what recyclable materials are still being inaccurately disposed of. This information will allow the targeting of the particular streams being lost into the residual waste, both operationally on site and in communications to residents.

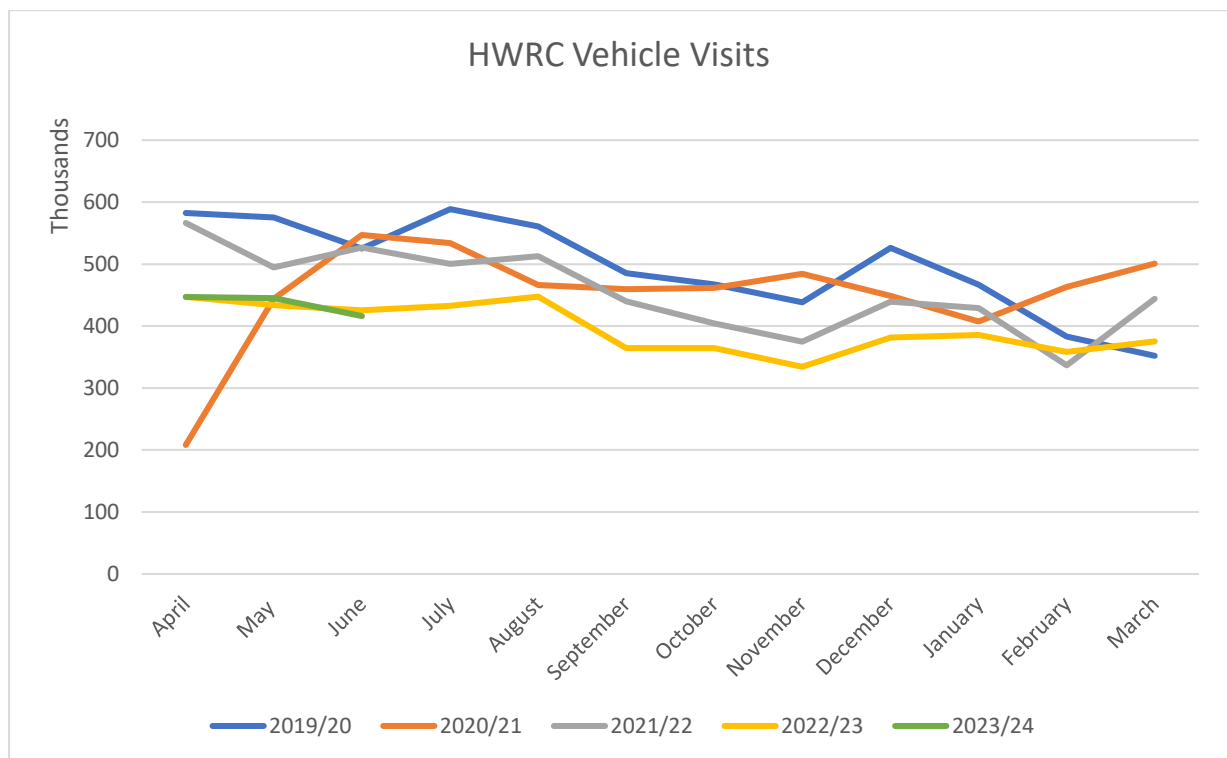
For the loads collected for recycling by Waste Collection Authorities (WCA), the rejected tonnage at the reception points across the Contract fell significantly compared to last year, with c.46% less tonnage rejected overall (almost 164t lower than last year). Whilst this position continues to improve, 196t of recycling collections were rejected due to contamination being above acceptable levels, requiring ongoing measures to reduce contamination and encourage accurate recycling by residents.

2.7 HWRC Visit Levels

The graph below shows monthly HWRC visit levels over Quarter 1 of Contract Year 5 (April 23 to Jun 23), (green line on graph), compared with the previous four years.

The trend of lower levels of visitor numbers has continued, with a similar throughput of traffic as seen in Quarter 1 of last year.

There were over 1.3 million(M) visits in the Quarter, which was c.2k more vehicles attending HWRCs than this period of the previous year. Despite the increase, this remains lower than the first three years of the Contracts, including 2020/21 - when the Covid restrictions temporarily closed HWRC sites during Quarter 1.



3. Health And Safety

Health and Safety statistics are provided in the Contractor Monthly Services Reports for each Contract and are scrutinised at the monthly Suez Contract Management meeting.

3.1 Reporting Categories

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. Near Miss, Incident and Notifiable Incident data is collected

centrally and analysed to feed into local, regional and national lessons learned across the Contractor organisation and communicated to all staff.

3.2 RIDDORS

For the first quarter of Contract year 5 (April 2023 to June 2023), end of year position, unfortunately there has been an event reportable under the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) 2013.

Location: Adswold HWRC - operative opening the front gate fell on a pothole causing grazes to his right hand, left forearm and injury to ribs. Pothole depth was c.40mm. A temporary repair has been carried out and a full resurface has been programmed.

It should also be noted that we are aware of another incident (occurred in July so not included in Quarter 1 reporting) that has also qualified as reportable under RIDDOR:

Location: Longley Lane MRF. An operative sustained a cut and soft tissue damage to their finger during regular daily cleaning of MRF machinery. Suez has added an extra panel to block off this area to prevent reoccurrence.

3.3 Year on Year Comparison

The table below shows a comparison of the number of RIDDOR incidents that have occurred by Contract year:

Year End	19-20	20-21	21-22	22-23	23-24 (Qtr 1)
RIDDORs	5	3	3	4	1

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Waste and Recycling Committee

Date: 11 October 2023
Subject: 2023/24 Budget Update Q1 and Budget and Levy Setting Process for 2024/25
Report of: Steve Wilson, Treasurer

PURPOSE OF REPORT:

To update Waste and Recycling Committee Members on the forecast 2023/24 budget position as at quarter 1 and the timeline for setting the budget and levy for 2024/25.

RECOMMENDATIONS:

Members of the Committee are recommended to:

1. Note and comment on the report.

CONTACT OFFICERS:

Lindsey Keech

Head of Capital and Treasury Management

Lindsey.keech@greatermanchester-ca.gov.uk

BOLTON
BURY

MANCHESTER
OLDHAM

ROCHDALE
SALFORD

STOCKPORT
TAMESIDE

TRAFFORD
WIGAN

Equalities Impact, Carbon and Sustainability Assessment:

There are no equalities impacts arising from this report. A fundamental principle of the WRMS and HWRCMS contracts is the sustainable management of waste in order to reduce carbon emissions from landfill disposal. The carbon impacts of the contracts are monitored and provided annually by the contractor.

Risk Management

Under Section 25 of the Local Government Act 2003, the Authority's Chief Financial Officer (the Treasurer) is required to report on the robustness of the estimates made for the purposes of the budget and levy calculations and the adequacy of the proposed reserves. This information enables a longer term view of the overall financial position to be taken.

In accordance with these requirements a review has been undertaken of the risks that the GMCA may face from Waste & Resources activities which would require the allocation of resources over and above those already included in the MTFP budgets. That review broadly supports the proposed Revenue and Balances Strategy.

Legal Considerations

Please refer to Risk Management section above.

Financial Consequences – Revenue

Considered in the body of the report.

Financial Consequences – Capital

Considered in the body of the report.

Number of attachments to the report:

None.

Comments/recommendations from Overview & Scrutiny Committee

No comments.

Background Papers

None.

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution?

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 relevant Scrutiny Committee on the grounds of urgency?

No

GM Transport Committee

N/A

Overview and Scrutiny Committee

January 2024 - Final proposals to Waste & Recycling Committee and Scrutiny Committee

1. Introduction/Background

The budget and levy for the Waste & Resources service for the 2023/24 financial year was set on 10 February 2023 for a net total of £169m after £1m use of reserves and was in line with the Medium-Term Financial Plan.

The 2023/24 budget included costs/ income associated with risks which include income from recyclates and share of third-party income at TPSCo.

2. Forecast Revenue Outturn for 2023/24 as at Quarter 1

Waste and Resources Forecast Outturn 2023/24	Approved Budget	Forecast Outturn Quarter 1	Forecast Variance
	£m	£m	£m
Operational Costs	108.555	107.714	(0.841)
Operational Financing	53.731	52.553	(1.178)
Office Costs	7.212	7.212	-
Non-Operational Financing	0.525	0.599	0.074
Total Budget	170.023	168.078	(1.945)
Levy Adjustment	-	0.366	0.366
Return to constituent authorities	-	27.000	27.000
Transfer (from)/to reserves	(1.000)	(28.000)	(27.000)
Levy	169.023	167.444	(1.579)

The operational costs element of the budget is forecast to underspend by £0.8m due to tonnages for the first two months being lower than budget and income from pulpables and commingled recyclates being higher than budget during the first Quarter of the year. The position will be updated based on actual income as the year progresses. Tonnages and recycle prices will be monitored monthly through the remainder of the year.

An underspend on capital financing of £1.2m is forecast relating to lower than budgeted Minimum Revenue Provision and slightly lower interest costs. The levy adjustment payment of £0.4m is a reflection of lower than budgeted tonnages delivered by local authorities and is a cost to the GMCA.

At the GMCA meeting of 10 February 2023 approval was given to make a one-off payment of £27m funded from reserves which has now been paid.

3. Forecast Capital Outturn for 2023/24 as at Quarter 1

	Budget 2023/24 £m	Current 2023/24 Forecast £m	(Increase)/ Decrease £m
Operational Sites	6.780	6.780	-
Total Capital - Waste & Resources	6.780	6.780	-

The current forecast expenditure is in line with budget. There is potential for the majority of expenditure at Reliance Street, Newton Heath Household Waste Recycling Centre (HWRC) to slip into 2024/25. The project has many technical, planning and procurement requirements which may delay construction on site.

4. Medium-Term Financial Plan (MTFP) to 2024/25

4.1 MTFP Projections

The MTFP projections from February 2023 have assumed that:

1. Districts will be able to deliver on their expected waste declarations;
2. No change from England's Resources and Waste Strategy;
3. Landfill tax will continue to rise annually by RPI; and
4. CPI inflation will be at 5% in September 2023, 2.1% in September 2024 and 2% per annum following.

4.2 Estimated Budget and Levy

The estimated budget and levy for 2024/25 onwards was:

	Budget £m	Use of Reserves £m	Levy £m
2024/25	181.4	(4.0)	177.4
2025/26	187.5	(2.0)	185.5

4.3 Inflation

The biggest influence on the Waste & Resources levy for 2024/25 is inflation. Work is under way to seek ways to minimise and smooth the impacts on Districts. A full review of tonnages will conclude in October 2023 which may also have an impact on the above numbers.

5. Budget Consultation and Timeline

5.1 Proposals

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

5.2 Formal Process

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

December 2023	Consultation with District Waste Chief Officers, Leaders and Treasurers
January 2024	Final proposals to Waste & Recycling Committee and Scrutiny Committee
February 2024	Final proposals to GMCA and approval of budget and levy

Waste and Recycling Committee

Date: 11 October 2023
Subject: Capital Programme and Asset Management Update
Report of: Michael Kelly, Head of Engineering and Asset Management,
GMCA Waste and Resources Team

Purpose of Report

To provide Members of the Committee with updates on current asset projects presented at the last committee.

Recommendations:

Members of the Committee are recommended to:

1. Note the report and updates provided.

Contact Officers

Michael Kelly
Head of Engineering and Asset Management
Waste and Resources Team
michael.kelly@greatermanchester-ca.gov.uk

Equalities Impact, Carbon and Sustainability Assessment:

There are no equalities impacts arising from the matters set out in this report. A fundamental principle of the WRMS and HWRCMS contracts is the sustainable management of waste to reduce carbon emissions from landfill disposal. The carbon impacts of the contracts are monitored and provided annually by the contractor.

Risk Management

Performance of the contracts and associated risks are captured in the GMCA corporate risk register.

Legal Considerations

Activities set out in this report are in accordance with the terms of the WRMS and HWRCMS contracts.

Financial Consequences – Revenue

Activities set out in this report are in accordance with the Waste revenue budget.

Financial Consequences – Capital

Activities set out in this report are in accordance with the Waste capital budget.

Number of attachments to the report:

N/A

Comments/recommendations from Overview & Scrutiny Committee

N/A

Background Papers

N/A

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution

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 relevant Scrutiny Committee on the grounds of urgency? N/A

GM Transport Committee

N/A

Overview and Scrutiny Committee

N/A

1. Introduction

This report provides members with progress updates on capital projects and key Category A life cycle projects that are currently being undertaken or set to commence within the next reporting cycle.

2. Reliance St HWRC Redevelopment

2.1 Background

The requirement for redevelopment of the Reliance St HWRC facility was first identified in 2019 and the Committee has received several updates on demolition and preparatory works.

2.2 Current Position

The current site commencement forecast of Spring 2024 remains on target, the following summaries provide updates against recent and current activities:

Planning Approval and Conditions – Planning approval was obtained for the proposed development in February 2023. We are reviewing and actioning initial pre-commencement conditions;

Demolition Enabling Works – All demolition and enabling works are now complete. This focused on removing the Anaerobic Digestion (AD) tanks and associated plant and equipment and also included local service disconnections (gas and electrical supply). All works were undertaken with no impact to service at Reliance Street;

Geotechnical Investigations - (GI) The findings from the ground investigation have now been finalised. The report found some expected poor underlying ground conditions, mainly due to sandy and made ground conditions. We are currently reviewing the report findings and finalising our proposed geotechnical design for the ground structures with our appointed consultant and some local specialist contractors; and

Procurement – Our focus for the coming month is to finalise our design in readiness for tendering to meet our intended timescales, discussions are ongoing with GMCA procurement colleagues to meet those requirements.

3. Fire Risk Reduction Measures

3.1 Background

Fires pose a significant risk to waste management facilities across the whole industry to both private and public sector organisations. For GMCA, losing a facility such as a Transfer Loading Station (TLS) to fire would cost approximately £8 -10M to rebuild over a period of at least 18 months. This would entail prolonged diversion of WCA deliveries to alternate sites giving rise to significant business interruption costs. While these costs would be likely to be covered by insurance, the impact on operations and WCA collections cannot be underestimated and needs to be avoided.

At our most recent committee, members agreed that GMCA should in partnership with Suez install thermal cameras at the main facilities with the highest potential risk.

3.2 Current Position

At the time writing this update, GMCA has received a draft contractual notice of change for the camera installations. This is being reviewed with some initial queries raised to ensure the camera specifications are adequate for our buildings. Subject to further discussions we hope to have a change notice agreed and for cameras to be installed by the end of this year.

Separate to the proposed thermal camera installations, GMCA has also engaged with a specialist fire consultant to undertake a review of the current portfolio of sites. The review will also look at our original fire prevention specification at facilities delivered as part of the PFI contract between 2008 and 2010 to determine if fire detection and suppression systems installed are still adequate in 2023. This review is intended to commence in October, findings from this review will be presented at future committee meetings.

4. Rail Container Weighing Equipment

4.1 Background

Currently when a container is filled by the compactors at Longley Lane, Cobden Street and Bredbury MTR facilities, an approximate weight is generated when the container is lifted by the forklift trucks and loaded onto the rail wagons. The approximate weight of each container is used for the rail manifest for each train movement and each container

is then subsequently weighed over the weighbridge on arrival at the Runcorn energy from waste facility. The exception to this is the Reliance Street site which had container weighing equipment and software built into the design of the new facility delivered in 2021.

Installation of a similar like-for-like setup at the other three sites would give more accurate weights for the rail manifest while acting as an additional check against the accuracy of the weighbridge at Runcorn.

4.2 Current Position

A joint review is now ongoing between Suez site-based managers and GMCA at each site to identify a package of works. This will vary from site-to-site and will involve, software updates and civil engineering works to accommodate the proposed new weigh scales. Engagement with local suppliers and contractors will be undertaken soon and we are hoping to have all works defined with a contractual change notice by the end of November.

5. Every Street - Access Road

5.1 Background

The access road to Every St HWRC and TLS is in extremely poor condition with significant potholes and surface damage. The road is partly adopted highway, partly unadopted and partly owned by GMCA. The principal users of the site are Bury MBC refuse collection vehicles, members of the public visiting the HWRC and Suez vehicles servicing the site.

Bury MBC approached GMCA for a contribution towards resurfacing and traffic calming measures given the shared use of the road and this was agreed at the July meeting of the Committee.

5.2 Current Position

Resurfacing to the main road by Bury MBC is now complete. GMCA will now seek to address a smaller section of the road at our HWRC entrance as part of our Category A asset Lifecycle works in the coming months or at the latest next spring, dependant on other workloads, the road condition and weather.

6. Other – Category A Asset Projects

Other projects to note include:

- **Adswood HWRC** – Road surface repairs and new white lining required which would require a site closure. Works are currently being reviewed for pricing with local contractors;
- **Sandfold Lane HWRC** – The lower concrete yard has seen significant deterioration to the concrete slab due to the aggressive nature of vehicle movements across the yard. A large central section of the yard needs replacing along with a smaller section adjacent to the main push wall. This work will be disruptive due to its location and may require a site closure. While this work is undertaken, we also intend to renew the sites pedestrian walkways to provide new red and green thermoplastic coverings;
- **Salford Road Bio TLS** – During September and October work will commence to remove the redundant TEG and Odour Control plant from the former in-vessel composter. This work will have no operational impact and is intended to take 6-7 weeks;
- **Nash Road Bio TLS** – A similar piece of work is also required at Nash Road to remove the now redundant Odour Control System from site. This work will commence upon completion of the Salford Road works and is expected to take 3-4 weeks. No operational disruption is expected; and
- **Arkwright Street TLS Building** – The former Mechanical Biological Treatment (MBT) will be stripped out to clear the building footprint for potential repurposing. This piece of work will follow on from Nash Road, a target date and duration are yet to be defined.
- **MRF Options Appraisal** – work is underway to consider what processing equipment will be necessary to comply with the Consistency framework requirement to collect pots, tubs and trays (PTTs) and soft plastics/flexibles in the future. This work is considering the potential to retrofit new equipment to Longley Lane, a new build facility on a clear site or installation in an existing building. The work will conclude by the end of the year and a full update will be presented to the January meeting of the Committee.

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Waste and Recycling Committee Meeting

Date: 11 October 2023

Subject: Communications & Engagement Behaviour Change Plan 2024/25

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

Purpose of Report

To seek feedback on the Recycle for Greater Manchester Communications & Engagement Behaviour Change plan 2024/25.

Recommendations:

Members of the Committee are recommended to:

1. Note the progress made on developing the Communications Plan and provide feedback.

CONTACT OFFICERS:

Michelle Whitfield

Head of Communications and Behavioural Change

Michelle.whitfield@greatermanchester-ca.gov.uk

Equalities Impact, Carbon and Sustainability Assessment:

GMCA along with its partners are working together to have a genuine commitment and practical approach to reducing inequality through communication and engagement. We are working to agree a common set of standards for communications, defining minimum requirements and expectations on accessible information, enabling a consistent approach to translation, easy-read, sign-language, publication and social media. As a minimum, this means evidencing 'due regard' to the needs of all communities of Greater Manchester (as per the Public Sector Equality Duty).

The team are assessing what documents could be translated into other languages taking into account the diverse communities of Greater Manchester. An ESOL (English for Speakers of other languages) training package has also been created with Bolton College. The resources which are available on the website introduces words commonly associated with recycling at home.

The Recycle for Greater Manchester and GMCA websites have both been updated to meet accessibility requirements.

The accessibility regulations build on existing obligations to people who have a disability under the Equality Act 2010 (or the Disability Discrimination Act 1995 in Northern Ireland). These say that all UK service providers must consider 'reasonable adjustments' for disabled people.

At least 1 in 5 people in the UK have a long term illness, impairment or disability. Many more have a temporary disability.

Accessibility means more than putting things online. It means making content and design clear and simple enough so that most people can use it without needing to adapt it, while supporting those who do need to adapt things.

Risk Management:

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 2022/23 given the additional processing costs associated with removing contamination update.

Legal Considerations:

The requirements for SUEZ to support GMCA communications and engagement activities that relate to waste and resources are set out in the Waste and Resources Management Services (WRMS) contract and the Household Waste Recycling Management Services (HWRCMS) contract.

Financial Consequences – Revenue:

The financial consequences of not delivering the communications and behavioural change plan is an increase in waste disposal costs as a result of high contamination rates in the recycling bin.

Financial Consequences – Capital:

There are no implications on the capital budget that arise from the activities set out in this report.

Number of attachments to the report: None

Comments/recommendations from Overview & Scrutiny Committee

N/A

Background Papers - None

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution

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 relevant Scrutiny Committee on the grounds of urgency?

N/A

GM Transport Committee

N/A

Overview and Scrutiny Committee

N/A

1. Introduction/Background

This report provides an overview of the draft Recycle for Greater Manchester (R4GM) Communications and Engagement Behaviour Change Plan 2024-25 and seeks feedback from members before the plan is finalised in January 2024. The plan is part of the GMCA's Communications and Engagement Strategy which builds on the planning, delivery and learnings of the GMCA's communications and engagement service.

It maintains the key focus of the service's previous strategy – building awareness, involvement, and trust.

1.1 Development of the R4GM Communications Plan

The R4GM Communications & Engagement Behaviour Change plan 2024-25 (attached in Appendix A) is being developed by the R4GM team by reviewing the current campaigns and communications, analysing the impact, and adjusting or changing the tactics accordingly. The council officers from the nine local authorities are also consulted to ensure the plan aligns with their operational objectives as well as the objectives outlined in the GMCA's Waste and Resources team business plan 2024/25. The plan must also support the delivery of the Waste contracts providing communications support on the Renew Hub, shops, household waste recycling centres and access policy including the van and twin axel permit.

1.2 National Landscape

The Resources and Waste Strategy for England has been subject to several delays with the new policy not expected to be fully introduced until at least 2025, however the communications plan will be updated once more details become available.

The plan also needs to respond to new and emerging waste streams such as e-cigarettes and vapes and respond to operational issues such as battery fires. In response to an increase in the number of battery fires seen in bin wagons and at the waste treatment plants, a battery safety campaign has been launched with the Greater Manchester Fire and Rescue Service (GMFRS). This campaign advises residents not to put batteries in any of their bins at home. We are also supporting the national Recycle Your Electricals campaign which provides advice on where to recycle electricals and batteries. We will continue to develop and deliver the battery safety campaign into next year.

2. Campaigns

2.1 In the Loop

In the Loop is a new campaign which aims to increase recycling by explaining the link between recycling and the Circular Economy in which we demonstrate the value of waste and how everyday household items are recycled into new products. Recycling is one the most tangible ways that residents can make a positive impact on the environment. The campaign launched on 15 May for an initial 6 weeks of advertising. The next phase of the campaign will coincide with national Recycle Week in October. New videos are being developed to show the journey of everyday household items including aluminum cans and plastic bottles to demonstrate how they are recycled and how this reduces the impact on our natural resources. The campaign will be reviewed and adapted as needed to ensure it stays relevant to the audience and will continue to run into next year.

2.2 Textiles

Later this year a new campaign is being launched that will focus on reducing the amount of damaged clothing being disposed of in the general waste bin. All clothing even ripped, threadbare or holey clothing has a value and can be recycled. So, the campaign will provide advice and guidance on what to do with damaged clothing. This campaign will continue to be developed into next year as solutions for recycling non-clothing textiles such as duvets and blankets are found. SUEZ are currently looking for end markets for these types of textiles that are historically very difficult to recycle.

2.3 Food Waste Contamination

Contamination in the food and garden waste bin is a common problem but one that has a direct impact on the resulting compost that is made from the food and garden waste collected from the nine local councils. The primary source of plastic contamination is from plastic packaging such as salad bags, potato bags, plastic punnets etc, that are not removed before recycling the food. The campaign will provide advice on the need to remove all packaging before recycling food waste.

3. Education and Visitor Centres

The education team continue to deliver engaging sessions at the three visitor centres at the Materials Recovery Facility, (MRF), the Renew Hub and the Solar Farm as well as outreach sessions in the community and virtual/online sessions to groups who are not able to travel to the visitor centres. The R4GM team work closely together to ensure campaign messages are linked up with the visitor sessions so that for example the education officers deliver the battery safety message as part of a tour around the MRF. They continue to review and report on visitor numbers and target promotion of the centres and the outreach sessions to areas where engagement is low.

The education team has recently visited Gilmoor Recycling Discovery Centre in Merseyside to share best practice to enable the team to bring new ideas to the way our service is delivered.

4. Next Steps

Following feedback from members of the Waste and Recycling Committee and from the Council officers, the R4GM team will start to develop individual communications plans for each campaign or activity within the overarching plan using insight, evaluation and feedback so that they are relevant to the audience.

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Communications & Engagement Behaviour Change Plan

**Recycle for Greater Manchester
1st April 2024 to 31st March 2025**

September 2023

Recycle for Greater Manchester Communications & Engagement Behaviour Change Plan 2024/25

Introduction

Greater Manchester Combined Authority (GMCA)'s Communications and Engagement Strategy sets out its organisational mission, which is to build people's trust and confidence in our organisation; empowering them to participate in and benefit from Greater Manchester's ambitions and priorities.

The audience focussed strategy has people at its heart, aligned with the Greater Manchester Strategy's mission of "good lives for all". Our actions are tailored and targeted according to backgrounds and life stages, informed by insight into experiences, opportunities and challenges of different people living and working here.

Trust and confidence are key to securing our future – helping us to maintain our legitimacy and secure further opportunities, investments, contributions, and collaborations. They provide our mandate for delivering our plans and build reputational capital to protect us through challenges.

Each of the GMCA's Communications and Engagement team's functional areas is **committed to excellent and professional service, in line with the GMCA's values** – collaborating, empowering, delivering. In addition to following our service's key principles, they work towards delivering agreed functional aims, as well as the objectives of their portfolio teams.

Each portfolio team works with programme leads to **develop year-round plans** which enable delivery of their Business Plan objectives and Greater Manchester Strategy commitments.

This plan outlines the Recycle for Greater Manchester communication and engagement behaviour change plan which supports the Waste and Resources team function, their Business Plan and the Waste contracts with SUEZ.

R4GM Communications & Engagement Behaviour Change Plan

The Recycle for Greater Manchester communications and engagement behaviour change plan aims to;

- Inspire and encourage the residents of Greater Manchester to manage their waste responsibly.

- Help residents to see the value of waste and the real benefits that can be achieved by wasting less and recycling right.

Communication Objectives

The Recycle for Greater Manchester annual communications plan is designed to meet the following objectives:

1. To align with the National Resources and Waste Strategy for England which provides the direction of travel. Once the policies have been consulted on and introduced by Defra, this will provide the basis for the Greater Manchester waste strategy.
2. To provide communications, engagement and media expertise to support the delivery of the Waste contracts. This involves working in partnership with the SUEZ Communications Manager on communicating about the household waste recycling centres, Renew Hub and shops, SUEZ social value plan and construction work at waste treatment facilities.
3. To support the Greater Manchester district councils (excluding Wigan) with joint communications to educate, promote and encourage residents to minimise their waste and recycle correctly. This leads to the development of specific campaigns to improve the quality and quantity of recycling collected by the district councils.
4. To support the GMCA Waste and Resources Team business plan
5. To develop communications in support of new emerging issues; for example, e-cigarette or vapes which are the largest growing waste stream in the UK.

Specific objectives and KPIs are set for each individual campaign based on available data. This is used in a Plan, Do, Review cycle to monitor and evaluate the communications and engagement plan, and adjust the communications tactics and channels accordingly.

How do we get there?

We will build trust by **being clear with people** about our activities, purpose and behaviours, and **creating genuine and meaningful opportunities for residents and partners to participate** in them, beyond a simply transactional relationship.

And we will build confidence by fulfilling our commitment to **form meaningful connections with individuals and organisations** across our city region, and regularly demonstrating how, by doing so, we are **delivering on the promises** of the Greater Manchester Strategy and the associated plans including the Greater Manchester waste and resources contracts in partnership with SUEZ.

Insight and evaluation are vital. Gaining information and ideas from residents and stakeholders based on their personal experience and expertise will help us create better priorities, policies and actions. And knowledge of our own performance,

reputation and environment will equip and inform a continuously improving response to people's ideas and expectations.

Our journey so far

- The recycling rate for Greater Manchester reached over 50% for the first time in 2021/22 (50.9% verified by DEFRA), making it one of the best performing urban city regions in the UK.
- The recycling rate at the 20 recycling centres has also been increasing year on year forecast to reach 57% for the 23/24 year"
- The three Renew shops opened in July 2021, with the online eBay shop open for a year selling some of the more expensive or larger items that are available to click and collect from the Hub at Trafford Park. A fourth shop is planned on the Reliance St HWRC site once redevelopment has been completed and SUEZ are currently exploring the option of temporary pop-up shops at suitable sites. The money raised from sales goes into two funds; £100,000 a year is donated to the Greater Manchester Mayors charity and £220,000 to the R4GM Community fund.
- The R4GM Community fund is in its third year. Over the three years, 67 groups have been funded to deliver a range of projects including food redistribution, bicycle repair and maintenance to redistributing baby clothes to those in need.
- Our education service is promoting the Renew hub tours and visitor pod as well as increasing the number of outreach sessions delivered, particularly in areas where we have low engagement.
- A new campaign called In the Loop was launched, which is designed to encourage more careful recycling by educating the public on the circular economy. Keeping goods in circulation for longer by reuse, repair and recycling helps to reduce the waste of natural resources. The second phase of the campaign will run during national recycle week (16-22 October), with advertising on the Metrolink service and a new suite of videos explaining the journey of typical household items as they're recycled and turned into new products.
- We have recently developed a new battery safety campaign with the Greater Manchester Fire & Rescue Service (GMFRS) which aims to educate the public on the dangers on putting batteries in any of the household waste and recycling bins. Batteries can combust and lead to fires once crushed by the compactor in bin wagons or during the mechanical sorting process.
- An ethnographic study was carried out earlier this year to help us understand resident behaviour at the recycling centres. This information is being used to develop a campaign to encourage better recycling and reuse at the recycling centres. The research highlighted that there are certain times in our lives

when we're more likely to visit the recycling centres, these are moving house, dealing with bereavement, and doing DIY at home. This provides us with opportunities to provide bespoke information to make it easier for people to do the right thing.

- The R4GM website has been refreshed with a new updated design to improve the user experience.
- The team also regularly communicate the household waste recycling centre access policy including the van and twin axle permit and any operational changes such as changes to materials collected at the sites, changes in opening times etc. They work with the SUEZ Communications Manager to ensure consistent messages are delivered to the SUEZ operatives as well as to the public via the R4GM website, leaflets, social media etc.

In the second half of this year, two more campaigns will be launched, the first around **textiles** which will educate residents on what to do with damaged clothing which often end up in the general waste bin. These items can be recycled and do have a value. The second focusses on **contamination in the food and garden waste bin**. The campaign aims to encourage residents to remove plastic packaging before recycling their food waste otherwise the resulting compost can contain unacceptable levels of plastic.

These campaigns will continue to be delivered into next year, reviewing and updating them as necessary. They will also be tailored and targeted to specific audience groups to allow us to tailor the content, language and visuals.

We are working in partnership with Keep Britain Tidy on exploring how to communicate waste prevention message to the public. The research will build on their first report 'Shifting the Public Focus from Recycling to Waste Prevention'. The findings will enable us to start to shift the public up the waste hierarchy beyond recycling and repair to show how our consumption habits must change if we are to meet global climate change targets. This research may lead us to develop additional communications regarding waste prevention in the next financial year.

Social Value

In addition to the development of the Renew hub and shops, SUEZ are delivering an extensive social value plan with 54 individual commitments all designed to achieve value from Greater Manchester's waste. These include offering at least 65 apprenticeships over the course of the contract, 92 traineeships, 88 work experience placements and support local schools with career days.

SUEZ pay their staff the Real Living Wage and are now members of the Greater Manchester Good Employment Charter. The team works jointly with the SUEZ Communications Manager to communicate the range of ways that SUEZ are generating value from waste and giving back to the local community. A joint

communications plan is being developed in support of the Renew Hub, Renew shops and these additional social value commitments.

GMCA Waste and Resources business plan

In addition to the campaigns summarised above, the GMCA waste and resources business plan includes the following objectives which requires bespoke communications and engagement support.

- Develop plans to decarbonise the service, assets and infrastructure. This provides an opportunity to raise awareness of the range of waste treatment sites and the way in which the sites are being retrofitted to reduce the carbon emissions.
- Redevelopment of the Reliance St household waste recycling centre which will close in Spring 2024 for 9-12 months. We will work with Manchester City Council and SUEZ on a joint communications and engagement plan to communicate the closure and to provide regular updates for the local community.
- Carry out waste compositional analysis to inform a GM waste strategy. The waste compositional analysis data will be used to inform and adapt the campaigns and communications.

Tactics

In support of the delivery of the communications and engagement plan, the following tactics will be implemented;

- Maintain a clear narrative throughout our communications and campaigns so that R4GM is seen as the trusted voice on recycling, reuse and repair, signposting residents to clear and honest information, without jargon.
- Engage with resident face to face at relevant events such as the Sustainability Show which was held in July in Manchester.
- Engage and educate residents at our three visitor centres which provide education and advice on recycling, reuse, repair and wider environmental issues to deliver specific learning outcomes.
- Keep the Recycle for Greater Manchester website updated with the latest recycling guidance and information on the 20 household waste recycling centres.
- Use images where possible to assist communities where English is not their first language.
- Use photographs depicting local residents carrying out recycling, reuse and repair in local places.

- Take a multi-channel approach making the most of on and offline channels to reach a wide audience.
- Identify and work across portfolio teams where appropriate; e.g. Fire Service, Digital, Homelessness etc.
- Produce campaign materials for the local councils and other partners to share on their own channels.
- Work with influencers to deliver the recycling messages, e.g. Cloud Gardener is a well-known small space gardener helping to raise awareness of our home composting offers.
- Update the GMCA waste and resources page regularly with case studies, annual reports, newsletters etc to demonstrate our progress on delivering high quality waste management services in GM.
- Use GMCA LinkedIn, Twitter/X and Facebook channels to champion our success in delivering the largest waste disposal contract in the country.
- Enter awards to raise awareness of our success in delivering successful campaigns and communications.
- Submit regular articles in the trade press to further raise awareness of the work of the GMCA among industry professionals.
- Network and horizon scan for opportunities to work in partnership with key leading national organisations such as Keep Britain Tidy, WRAP, Alupro, Recycle your electricals etc.

Behavioural Change principles

Behavioural change principles are used to develop the campaigns. Unconscious behaviour is tied to everyday routines and linked with specific spaces. The more we repeat a behaviour, the more automatic and habitual it becomes. People prefer to behave as we always have done and tend to go with the default option.

Large scale social change is driven by social interdependencies – it is crucial to observe that others are acting to change your own behaviour. A popular behaviour change model is the COM-B model, to do a behaviour an individual must have the **Capability** to do it, the **Motivation** to do it, and external factors must provide the individual with an **Opportunity** to do it.

When designing behavioural change campaigns, we identify our audience, identify the specific behaviour that we want them to take; e.g. recycle plastic bottles only in their mixed recycling bin. We then identify the possible motivations and barriers to carrying out the behaviours such as confusing product labelling, or they don't have the right bin. We then identify when and how we want them to carry out the behaviour. It is important to focus on one audience and one behaviour at a time.

Appropriate behaviour change interventions then can be applied and communicated.

Activity Plan 1st April 2024 to 31st March 2025

Communications Activity	Timescales	Objective
R4GM Community Fund – promote the fund in April-May to encourage applications.	April – May 2024 Sep – Oct 2024	2.
Renew Shops, Hub, social value commitments	Ongoing	2
Discounted compost bin offer through Get Composting.com website	Ongoing	3
Compost donation scheme – free compost for community groups and schools	Ongoing	3
Education service – provide learning outcomes via 3 visitor centres, outreach and online sessions	Ongoing	3
Reliance St, Manchester HWRC closure (Spring 2024, TBC)	January 2024 to January 2025	2, 4
Maintain and update R4GM website	Ongoing	2,3,4,5
In the Loop recycling campaign – continue to develop campaign for different audiences and for different materials	Ongoing	2,3
Battery safety joint campaign with GMFRS – continue to develop this in support of battery fire hotspots.	Ongoing	2,3,5
Recycle your electricals – continue to support this national campaign aimed to increase the recycling of batteries and electricals	Ongoing	2,3,5
Textiles campaign – focussed on keeping textiles out of the general waste bin	Ongoing from Nov 2023	2,3
Food waste contamination campaign – focussed on reducing plastic contamination	Ongoing from Jan 2024	2,3
HWRC recycling campaign – use ethnographic study results to develop and run a recycling campaign aimed at better segregation, recycling and reuse	Ongoing from Nov 2023	2,3
Support Keep Britain Tidy on waste prevention research project - incorporate results into R4GM Communications Plan	Sep 2023 to Jan 2024	2,3,4,5

Support national awareness weeks including Buy Nothing New month (Jan), GM Repair Week (March), Compost Awareness Week (March), Food Waste Awareness Week (March), Recycle Week (Oct)		2,3
Attend the GM Sustainability Show (date TBC)	TBC	2,3
Develop communications to raise awareness of the decarbonisation of the waste treatment sites.	TBC once programme of work has been finalised	4
Deliver seasonal communications e.g., at Christmas, Eid, Hannukah etc. ensuring messaging is relevant to the audience.	Ongoing	

Next Steps

Following feedback from the Greater Manchester district councils (excluding Wigan) and the Waste and Recycling committee, the plan will be developed with the R4GM team and timescales, and budget will be confirmed in January 2024.

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Waste and Recycling Committee

Date: 11 October 2023

Subject: Clarification of the Household Waste Recycling Centre Access Policy and Van Permit System

Report of: Paul Morgan – Head of Commercial Services, GMCA Waste and Resources Team

Purpose Of Report

This report provides a clarification of the changes made to the Household Waste Recycling Centre Access Policy and Van Permit System approved by this Committee in July 2023.

Recommendations:

Members of the Committee are requested to:

1. Note and endorse the clarification.

Contact Officers

Paul Morgan – Head of Commercial Services (Waste)

paul.morgan@greatermanchester-ca.gov.uk

Equalities Impact, Carbon and Sustainability Assessment:

Recommendation - Key points for decision-makers

It is recommended that the review Access Policy and changes to the rules for the HWRC van permit system are approved. The revisions will result in a reduction in the largest vehicles entering the HWRCs. The size of these vehicles conflicts with each site's design parameters and can also deliver significant quantities of waste compared to standard cars. As a result there will be less waste to manage and fewer vehicles on site.

Impacts Questionnaire

Impact Indicator	Result	Justification/Mitigation
Equality and Inclusion		No impact.
Health		No impact.
Resilience and Adaptation		No impact.
Housing		No impact.
Economy		No impact.
Mobility and Connectivity		No impact.
Carbon, Nature and Environment	G	
Consumption and Production	G	
Contribution to achieving the GM Carbon Neutral 2038 target		Based on the experience of the HWRC van permit system to date the proposal will result in a reduction of visits to the HWRC network and the amount of waste delivered.

G	Positive impacts overall, whether long or short term.	A	Mix of positive and negative impacts. Trade-offs to consider.	R	Mostly negative, with at least one positive aspect. Trade-offs to consider.	RR	Negative impacts overall.
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Carbon Assessment		
Overall Score		
Buildings	Result	Justification/Mitigation
New Build residential	N/A	
Residential building(s) renovation/maintenance	N/A	
New build non-residential (including public) buildings	N/A	
Transport		
Active travel and public transport	N/A	
Roads, Parking and Vehicle Access	N/A	
Access to amenities	N/A	
Vehicle procurement	N/A	
Land Use		
Land use	N/A	
No associated carbon impacts expected.	High standard in terms of practice and awareness on carbon.	Mostly best practice with a good level of awareness on carbon.
		Partially meets best practice/ awareness, significant room to improve.
		Not best practice and/ or insufficient awareness of carbon impacts.

Risk Management

The clarification impacts a relatively small proportion of site users and reduces the number of enquiries received.

Legal Considerations

There are no legal consequences to the changes.

Financial Consequences – Revenue

There are no revenue consequences to the changes.

Financial Consequences – Capital

There are no capital consequences to the changes.

Number of attachments to the report:

None

Comments/recommendations from Overview & Scrutiny Committee

Not applicable.

Background Papers

1. Review of the Household Waste Recycling Centre Access Policy and Van Permit System Waste and Recycling Committee Report, Part A13 July 2023 - [GMCA Part A Report Template \(greatermanchester-ca.gov.uk\)](#)

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution

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 relevant Scrutiny Committee on the grounds of urgency?

N/A

GM Transport Committee

N/A

Overview and Scrutiny Committee

N/A

1. Introduction/Background

At the Committee in July 2023 Members approved changes to GMCA's Household Waste Recycling Centre Policy and the associated van permit scheme. The changes were implemented in September and around 15%-20% of vehicles were identified as being impacted by the changes. However, it has become clear that some clarifications of the rules are necessary.

2. The Policy and its Revision

The overarching principles of the Policy are to seek to eliminate the delivery of commercial/trade waste to the household waste recycling centres (HWRCs). Such waste tends to arrive in certain types and sizes of vehicles and it is those the Policy seeks to capture.

The table below summarises the changes made and approved in July 2023.

Change	Rationale
Vehicles designed primarily to provide a service or to carry goods, not people (e.g. flatbed trucks, caged tippers, tail lift vehicles, car recovery and transportation vehicles)	These vehicles are commercial in nature and larger in size and can carry significant quantities of waste. Also, may be of a length whereby they cannot negotiate the HWRC road network due to tight bends.
Limiting vehicle length to a maximum of 5.3 metres Appendix 2 provides a list of vans and their lengths showing that the majority of short and medium wheel base vans will still be able to access sites.	HWRCs designs are based on the average user vehicle being 4.8 metres in length and a car-double axle trailer combination being around 11.5 metres (but (crucially) articulated). Research shows the majority of common standard van lengths are up to 5.3 metres and these can manoeuvre on site safely.
Limiting vehicles to a gross vehicle weight (GVW) of 3.5 tonnes	Vehicle with a GVW exceeding 3.5 tonnes can carry several tonnes of waste – quantities that exceed what one might

	consider reasonable for home improvement work.
A trailer (whether single or double axle) that was not purposely designed and built as a goods carrying trailer	We have seen a number of examples of trailers fashioned from e.g. cut-down caravans or the bare chassis of other vehicles. These are not designed for the carriage of goods/waste and we do not consider them safe for use on a HWRC.
Agricultural machinery and vehicles (including horse boxes)	Both in terms of size and carrying capacity these vehicles are unsuitable for the HWRC network.

3. Clarification

The clarification GMCA is seeking to make relates to the vehicle length restriction as applied to pick-ups. As the second entry in the table above summarises, the change was aimed predominantly at vans. However, caught up in this were pick up type vehicles. Many of these types of vehicle are below the 5.3 metres limit but within a number of makes there are models which are above or below the 5.3 metre limit dependent upon the model variant and body work.

This clarification is to explicitly exempt pick ups from the 5.3 metre limit but, continue to maintain control over potential trade waste and to ensure the safety of site users and for the protection of both the site users and GMCA's property, a number of sites have been identified for use by pick-ups. The sites that **all** pick-ups will be directed are:

- Bolton – Salford Rd;
- Bury – Cemetery Rd;
- Manchester – Longley Lane;
- Oldham – Arkwright St;
- Rochdale - Chichester St;
- Salford – Boysnope Wharf, Lumns Lane;
- Stockport – Bredbury;
- Tameside – Bayley St; and
- Trafford – Chester Rd.

To re-iterate the Policy restrictions they are summarised below:

1. If you have a car that is less than 5.3 metres in length you can visit any of the 20 HWRCs without a permit but subject to the visits allocation for that category of vehicle (52 per annum);
2. All vans over 5.3 metres are excluded from the HWRC network;
3. If you have a van that is up to 5.3 metres in length you can visit any of the 20 HWRCs but only with a permit and be subject to the visits allocation for that category of vehicle (18 per annum);
4. All pick up-type vehicles require a permit and can only use one of the HWRCs listed previously (including those under 5.3 metres);
5. All cars, campervans, minibuses greater than 5.3 metres in length do not require a permit but can only use one of the HWRCs listed previously;
6. Double axle trailers require a permit; and
7. All vehicles with a maximum authorised mass exceeding 3.5 tonnes are excluded from all sites.

4. Motorhomes/Campervans

Unadapted motorhomes/campervans (i.e. one that has not been altered through, for example, the removal of seats and/or the addition of panelling to make the vehicle more akin to a van) do not require a permit. However, due to their size (and particularly potential length) these are also being redirected to one of the sites listed previously.

5. Next Steps

Those pick-ups identified as potentially being affected by the length restriction have been contacted and informed of the clarification including the direction to one of the alternative sites. A vehicle attending the 'wrong' site for the first time has been allowed entry on a one-off basis but told that future visits can only be to one of the sites listed above.

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Waste and Recycling Committee

Date: 11 October 2023

Subject: Sustainable Consumption and Production Update

Report of: Sarah Mellor, Head of Sustainable Consumption and Production, GMCA Environment Team.

Purpose of Report

The purpose of the report is to update Members on the progress of a number of key projects within the Greater Manchester Sustainable Consumption and Production Action (SCP) Plan.

Recommendations:

Members of the Committee are requested to:





1. Note the progress of the key areas of activities currently being undertaken.

Contact Officers

Sarah Mellor, Head of Sustainable Consumption and Production, Environment Team:
sarah.mellor@greatermanchester-ca.gov.uk

Equalities Impact, Carbon and Sustainability Assessment:

Results of the [Sustainability Decision Support Tool](#) to be included here:

Impacts Questionnaire			
Impact Indicator	Result	Justification/Mitigation	
Equality and Inclusion	G	The Plan looks to raise awareness through community engagement and involvement	
Health			
Resilience and Adaptation			
Housing			
Economy	G	Moving to a circular economy can have a positive social, economic and environmental effect on the conurbation By creating a circular economy it should identify gaps and skills and stimulate economic growth in those areas Innovation is key to developing solutions and end markets for difficult materials Inward investment could potentially through innovation	
Mobility and Connectivity			
Carbon, Nature and Environment	G	The SCP Plan looks to reduce carbon emission through its 4 key priority areas	
Consumption and Production	G	The SCP Plan focuses on key priority areas, as set out in the report, to reduce the level of waste produced A number of projects are currently in place to look at minimising construction waste Managing waste sustainability as possible is a key priority within the plan Moving to a circular economy is a priority with the SCP Plan PlasticFreeGM continues to be a priority within the SCP work programme	
Contribution to achieving the GM Carbon Neutral 2038 target		The SCP Plan and work programme are a critical element to the delivery on GM achieving Carbon Neutral by 2038. As SCP covers a wide range of areas, ensuring that the work programme is sufficiently resourced would improve the contribution to delivery of the overall plan.	
Further Assessment(s):	N/A		
			
Positive impacts overall, whether long or short term.	Mix of positive and negative impacts. Trade-offs to consider.	Mostly negative, with at least one positive aspect. Trade-offs to consider.	Negative impacts overall.

Risk Management

All risks regarding the delivery of the 5YEP and SCP theme are set out in the GM Environment Team's Risk Register. There is nothing identified within the SCP section of the register which is currently identified as 'red' status.

Legal Considerations

There are no legal implications of the recommendations set out within the report.

Financial Consequences – Revenue

The SCP Work Plan sets out expenditure that is within the budget forecasts (2023/24) for certain areas of work. Actions for future years may require additional funds. If so, these would be subject to a separate detailed business case being approved.

Financial Consequences – Capital

There are no capital consequences within the report. Actions for future years may require additional funds. If so, these would be subject to a separate detailed business case being approved.

Number of attachments to the report: 2

- SCP Appendix 1A SUP Communications Toolkit
- SCP Appendix 2A SUP Work Programme

Background Papers

[The Greater Manchester 5 Year Environment Plan](#)

[SCP Plan](#)

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution?

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 relevant Scrutiny Committee on the grounds of urgency? N/A

GM Transport Committee

N/A

Overview and Scrutiny Committee

N/A

1. Introduction

The SCP Theme of the GM 5 Year Environment Plan focuses on valuing resources and reducing waste. It also supports our carbon neutral ambitions by identifying actions which will reduce our Scope 3 emissions. The SCP plan covers 4 key priority areas:

- Moving to a Circular Economy;
- Managing Waste Sustainably;
- Reducing Food Waste; and
- Moving to Sustainable Lifestyles.

The report below sets out some key activities that are contributing to the delivery of the SCP Plan.

2. Key Activities

2.1 Moving to a Circular Economy

1. Scope 3 Emissions, Spend and Investment Analysis and Toolkit

To fully understand the Combined Authority's carbon footprint, a piece of work has been commissioned to profile scope 3 emissions based on the Greenhouse Gas Protocol. Upon completion of the analysis, a further detailed profiling will be undertaken of the Authority's spend and investments, over the last four years, to enable each directorate to understand where carbon savings can be made. From this analysis, a toolkit and action plan will be developed. The project commenced on 18th September and, data permitting, is scheduled to be completed by the end of December.

Additionally, building on the success of the internal e-module on Climate Change awareness a further sustainability e-module will be developed. Once produced, the e-module will also be available to Districts.

2. Single Use Plastic Pact

The Greater Manchester Plastic Pact was one of the first and boldest Pacts to commit to reducing single-use plastics from the public estate by the end of 2024. The Pact was signed in 2019 by members of the Greater Manchester family including our 10 Local Authorities, Greater Manchester Fire and Rescue Service

and the NHS Foundation Trust. Whilst the COVID-19 pandemic caused significant changes in operations and increased the use of some single-use plastic items, we have still made a great deal of progress towards being single-use plastic free.

- Plastic Pact signed and commitments included in Local Authority Climate Action Plans;
- [PlasticFreeGM campaign](#) launched asking individuals and businesses to commit to reducing single-use plastics at home and work;
- [Water fountain pilot](#) introduced in Bury and Tameside to increase access to free water;
- [Greater Manchester Green Carrier Bag](#) launched reducing the number of plastic bags sold in Greater Manchester;
- Iconic Paper [Bee Straw](#) launched to help reduce single-use plastic waste in the Greater Manchester region;
- [Grab Your Cup](#) campaign launched helping to save 1.2 million disposable cups from going to waste by encouraging people to switch to reusable cups;
- Research commissioned to tackle reducing problematic single-use plastics through procurement, focused on catering consumables and disposables;
- Recommendations published to reduce single-use plastics on the public estate (catering) including items to be avoided, reduced, substituted, or replaced for more sustainable alternatives (including reusables);
- Social value framework reviewed and adopted by GMCA which promotes environmental sustainability;
- Greater Manchester single-use working group established to drive forward initiatives to reduce single-use plastics;
- [GMCA commits to becoming a Refill Destination](#), supporting the expansion of the number of Refill points across the city-region and reducing the over-consumption of single-use plastic items; and
- Communication Toolkit and new factsheets developed and circulated to Districts to raise awareness amongst the wider community of the new [single-use plastic ban](#) which will come into force in October 2023. (See Appendix A1).

Moving forward the Single-use Plastic Working Group (established in December 2022) will continue to deliver a programme of actions to the end of 2024 (See Appendix A2). Key priorities to the end of 2023 include:

- **Expansion of Refill across Greater Manchester** - A programme of communications (2023-2024) will be developed in partnership with City to Sea to encourage organisations to sign up as a Refill station/install a water fountain and increase awareness within the wider community;
- **Raising awareness of the Pact amongst staff** - A programme of internal communications is in development to raise awareness of our commitments within the Pact including the action's employees at home and at work. Several new pages have already been created on the GMGreenCity website for signposting to;
 - [Reduce your plastic waste - GM Green City](#)
 - [Reducing single-use plastic at work | GMGreenCity](#)
 - [Single use plastic ban - the law is changing | GMGreenCity](#)
 - [The Greater Manchester Plastic Pact | GMGreenCity](#)
- **Inclusion of single-use plastic reduction in sustainability e-module** - As referenced at 2.1a. Scope 3 Emissions, Spend and Investment Analysis and Toolkit; and
- **Continue to explore initiatives to reduce single-use plastics** – This will include initiatives to reduce plastic packaging, potential refill return cup scheme pilot and eco-refill shops in schools.

2.2 Managing Waste Sustainably: Interim Waste Strategy

In light of the lack of clarity regarding England's Waste Strategy, at the last Strategic Officer's Group meeting, it was agreed to set up a sub-group to discuss the potential of producing an Interim Waste Strategy. The meeting took place on 22nd September and a verbal update will be provided at the meeting.

2.3 Reducing Food Waste: Behaviour Insights

A piece of work has been commissioned on consumer sustainability which will provide valuable insights into the importance of global environmental issues, attitudes to food waste, plastic waste and packaging and general challenges residents are currently facing in being sustainable both inside and outside the home. The survey will be undertaken in November, with findings due to be available by late December/early January.

2.4 Moving to Sustainable Lifestyles

1. Behaviour Insights

Phase 1 of the behaviour insights work commissioned with TfGM has been completed which provides baseline data on general attitudes to climate change, environmental insights, and levels of understanding of key sustainable terms such as carbon neutral/net zero/circular economy. The survey provides insights into environmental actions that have been taken, along with the motivation of taking those actions. The findings from this work are currently going through final quality assurance and a report and presentation will form part of the next Committee meeting.

2. Green Summit

The Green Summit was held on Monday 2 October at the Lowry and showcased all themes within the 5-year Environment Plan. A full update of the event will be provided at the meeting.

3. Recommendation

The Committee is requested to note the progress of the key areas of activities currently being undertaken.

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Single-use plastics ban New legislation is coming in October 2023*

*Subject to Parliamentary approval

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The law on **single-use plastic** is changing

From October 2023, (subject to Parliamentary approval) new laws on single-use plastic come into force. From this date the following single-use items will be banned in England.

- **Plastic cutlery**
- **Plastic plates, trays, bowls***
- **Plastic balloon sticks**
- **Certain types of single-use expanded and extruded polystyrene cups and food containers***

The ban on items will include all types of single-use plastic including biodegradable, compostable and recycled, and items wholly or partly made from plastic, including the coating or lining.

A ban on single-use plastic straws*, cotton buds and stirrers is already in place in England.

*Exemptions apply



How you can help

This is our chance to help businesses think differently about disposable items and shift from single-use to **#Reuse**. There are very few good alternative options available for replacing single-use plastic with sustainable disposable options. We would always advise removing these items completely or moving to reusable alternatives where possible.

To help you in your communications with businesses, we've provided this detailed toolkit for you to share on your channels.

Please use and adapt the copy on your own social media channels, web content and email marketing.

More information on the ban is available at <https://gmgreencity.com/singleuseplasticban> and you can download the PlasticFreeGM factsheets at <http://www.plasticfreegm.com/> which have been updated to reflect the forthcoming changes to legislation.

Thank you for your support.



















Social media posts

1. General awareness post (1)







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<p>Organic post</p>	<p>Are you ready for the #SingleUsePlastic ban?</p> <p>From October 2023 a ban will be implemented on the supply of a range of single-use plastics like:</p> <ul style="list-style-type: none">  plates  bowls  cutlery <p>Find out what this means for your business: https://gmgreencity.com/singleuseplasticban</p> <p>#PlasticFreeGM</p>	<p>Are you ready for the #SingleUsePlastic ban?</p> <p>From October 2023 a ban will be implemented on the supply of a range of single-use plastics like:</p> <ul style="list-style-type: none">  plates  bowls  cutlery <p>Find out what this means for your business: https://gmgreencity.com/singleuseplasticban</p> <p>#PlasticFreeGM @GMGreenCity</p>	<p>Are you ready for the #SingleUsePlastic ban?</p> <p>From October 2023 a ban will be implemented on the supply of a range of single-use plastics like:</p> <ul style="list-style-type: none">  plates  bowls  cutlery <p>Find out what this means for your business on our website (link in bio)</p> <p>#PlasticFreeGM @GMGreenCity</p>	<p>Are you ready for the #SingleUsePlastic ban?</p> <p>From October 2023 a ban will be implemented on the supply of a range of single-use plastics like:</p> <ul style="list-style-type: none">  plates  bowls  cutlery <p>Already banned items include single-use plastic straws (exemptions apply), cotton buds and stirrers.</p> <p>Find out what this means for your business: https://gmgreencity.com/singleuseplasticban</p> <p>#PlasticFreeGM @GMGreenCity</p>

2. General awareness post (2)



















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<p>Organic post</p>	<p>The #SingleUsePlastic ban is coming soon 📢</p> <p>Make sure your business is ready.</p> <p>From October 2023, new laws on #SingleUsePlastic come into force in England.</p> <p>Find out how you can go from single-use ➡ #Reuse.</p> <p>https://gmgreencity.com/singleuseplasticban</p> <p>#PlasticFreeGM</p>	<p>The #SingleUsePlastic ban is coming soon 📢</p> <p>Make sure your business is ready.</p> <p>From October 2023, new laws on #SingleUsePlastic come into force in England.</p> <p>Find out how you can go from single-use ➡ #Reuse.</p> <p>https://gmgreencity.com/singleuseplasticban</p> <p>Links are available in organic Instagram posts - replace with (link in bio) OR Find out more on the @GMGreenCity website.</p> <p>#PlasticFreeGM @GMGreenCity</p>	<p>The #SingleUsePlastic ban is coming soon 📢</p> <p>Make sure your business is ready.</p> <p>From October 2023, new laws on #SingleUsePlastic come into force in England.</p> <p>If your business uses single-use plastic items such as cutlery, plates, trays and bowls, you will need to make a change. Find out how you can go from single-use ➡ #Reuse.</p> <p>https://gmgreencity.com/singleuseplasticban</p> <p>#PlasticFreeGM @GMGreenCity</p>

3. Specific item post (1) - Plastic plates, trays, bowls







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<p>Organic post</p>	<p>#SingleUsePlastic are being banned in England.</p> <p>From 1st October 2023 new laws on #SingleUsePlastic will come into force*. This includes:</p> <ul style="list-style-type: none">  plates  trays  bowls <p>Read more on the regulations and be part of the change: https://gmgreencity.com/singleuseplasticban</p> <p>*Exemptions apply</p> <p>#PlasticFreeGM</p>	<p>#SingleUsePlastic are being banned in England.</p> <p>From 1st October 2023 new laws on #SingleUsePlastic will come into force*. This includes:</p> <ul style="list-style-type: none">  plates  trays  bowls <p>England uses 721m single-use plates per year, but only 10% are recycled.</p> <p>Read more on the regulations and be part of the change: https://gmgreencity.com/singleuseplasticban</p> <p>*Exemptions apply</p> <p>#PlasticFreeGM @GMGreenCity</p>	<p>#SingleUsePlastic are being banned in England.</p> <p>From 1st October 2023 new laws on #SingleUsePlastic will come into force*. This includes:</p> <ul style="list-style-type: none">  plates  trays  bowls <p>England uses 721m single-use plates per year, but only 10% are recycled.</p> <p>Read more on the regulations and be part of the change: https://gmgreencity.com/singleuseplasticban</p> <p>*Exemptions apply</p> <p>#PlasticFreeGM @GMGreenCity</p>	<p>#SingleUsePlastic are being banned in England.</p> <p>From 1st October 2023 new laws on #SingleUsePlastic will come into force*. This includes:</p> <ul style="list-style-type: none">  plates  trays  bowls <p>England uses 721m single-use plates per year, but only 10% are recycled.</p> <p>Read more on the regulations and be part of the change: https://gmgreencity.com/singleuseplasticban</p> <p>*Exemptions apply</p> <p>#PlasticFreeGM @GMGreenCity</p>

4. Specific item post (2) - Plastic cutlery















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<p>Organic post</p>	<p> 2.7 billion items of single-use cutlery are used each year in England.</p> <p>It's time to go from single-use to #Reuse.</p> <p>Make sure you are ready for the #SingleUsePlastic ban when it comes into effect on the 1st Oct 2023.</p> <p>Read more on the regulations: https://gmgreencity.com/singleuseplasticban</p> <p>*Exemptions apply</p> <p>#PlasticFreeGM</p>	<p> 2.7 billion items of single-use cutlery are used each year in England. That's enough to go around the world over eight and a half times.</p> <p>It's time to go from single-use to #Reuse.</p> <p>Make sure you are ready for the #SingleUsePlastic ban when it comes into effect on the 1st Oct 2023.</p> <p>Read more on the regulations: https://gmgreencity.com/singleuseplasticban</p> <p>*Exemptions apply</p> <p>#PlasticFreeGM @GMGreenCity</p>	<p> 2.7 billion items of single-use cutlery are used each year in England.</p> <p>It's time to go from single-use to #Reuse.</p> <p>Make sure you are ready for the #SingleUsePlastic ban when it comes into effect on the 1st Oct 2023.</p> <p>Read more on the regulations: https://gmgreencity.com/singleuseplasticban</p> <p>*Exemptions apply</p> <p>#PlasticFreeGM @GMGreenCity</p>	<p> 2.7 billion items of single-use cutlery are used each year in England.</p> <p>If your business uses single-use plastic items like cutlery, plates, trays and bowls, you will need to make a change.</p> <p>It's time to go from single-use to #Reuse.</p> <p>Make sure you are ready for the #SingleUsePlastic ban when it comes into effect on the 1st Oct 2023.</p> <p>Read more on the regulations: https://gmgreencity.com/singleuseplasticban</p> <p>*Exemptions apply</p> <p>#PlasticFreeGM @GMGreenCity</p>

5. Specific item post (3) - Polystyrene cups and food containers



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<p>Organic post</p>	<p>Is your business ready for the #SingleUsePlastic ban?</p> <p>The ban comes into effect on the 1st October 2023 and includes some types of polystyrene:</p> <ul style="list-style-type: none">  cups  food containers <p>Find out if your business is ready for the change: https://gmgreencity.com/singleuseplasticban</p> <p>#PlasticFreeGM</p>	<p>Is your business ready for the #SingleUsePlastic ban?</p> <p>The ban comes into effect on the 1st October 2023 and includes some types of polystyrene:</p> <ul style="list-style-type: none">  cups  food containers <p>Find out if your business is ready for the change: https://gmgreencity.com/singleuseplasticban</p> <p>#PlasticFreeGM @GMGreenCity</p>	<p>Is your business ready for the #SingleUsePlastic ban?</p> <p>The ban comes into effect on the 1st October 2023 and includes some types of polystyrene:</p> <ul style="list-style-type: none">  cups  food containers <p>Find out if your business is ready for the change: https://gmgreencity.com/singleuseplasticban</p> <p>#PlasticFreeGM @GMGreenCity</p>	<p>Is your business ready for the #SingleUsePlastic ban?</p> <p>The ban comes into effect on the 1st October 2023 and includes some types of polystyrene:</p> <ul style="list-style-type: none">  cups  food containers <p>Single-use plastic items such as cutlery, plates, trays and bowls are also included in the ban (exemptions apply).</p> <p>Find out if your business is ready for the change: https://gmgreencity.com/singleuseplasticban</p> <p>#PlasticFreeGM @GMGreenCity</p>

GREATER MANCHESTER

DOING THINGS DIFFERENTLY FOR THE ENVIRONMENT

#PlasticFree^{GM}



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SUP Work Programme 2023/2024			
	Complete		
	In progress		
	Not started		
Commitment 1: Show leadership in supporting and implementing reductions in SUPs			
Objectives:	Timeline	Action required	Responsibility
Commit to reducing the environmental impact of avoidable* single-use plastics used on the public sector in Greater Manchester by 2024.	2019	Plastic Pact formally signed to reduce the range and quantities of avoidable SUP items used on the public estate. SUP commitment included in Climate Action Plans.	All
Deliver pilot initiatives and projects to promote and encourage alternative practices and behaviours to reduce the use of SUPs	2019	Identify pilot LAs and local business partners to support and show leadership in providing publicly accessible water fountains across GM. Launch GM Green Compostable carrier bag scheme in GM.	GMCA, Pilot LAs, United Utilities, City to Sea
Encourage positive action in reduction of SUPS to businesses and the wider community in GM by sharing and promoting best practice, raising awareness, and providing advice and guidance.	2019	Launch Plastic Free GM campaign to support behaviour change including raising awareness of the issue, educating residents and businesses about the problem and solutions, directing people to specific actions with clear benefits.	GMCA with FoE, Open Kitchen
Support the delivery of Government policy and legislation to reduce the environmental impact of SUPs.	2020 onwards	Keep abreast and respond to Government consultations relating to SUPs and provide briefing notes to partner authorities. Support implementation of Government DRS scheme to improve on-the-go collection and recycling infrastructure and provide advice and guidance to businesses and the wider community.	GMCA with LA involvement
Monitor and evaluate the effectiveness of initiatives and projects to encourage and deliver positive action and behaviour change in the reduction of SUPs.	2023	Develop monitoring and evaluation framework including re-running data analysis on catering spend in SUPs to monitor progress on prevention and reduction.	All
Report on progress.	2023 - 2024	Regular reporting to be established to WLT, Green City Partnership and Waste and Resources Committee.	GMCA led - ALL

Commitment 2: Share data, knowledge, insights and best practice			
Objectives:	Timeline	Action required	Responsibility
Explore opportunities for GMCA and partner authorities/organisations to take positive action and use its influence to reduce the impact of avoidable SUPs.	2019	Deliver a public sector plastics workshop to identify key challenges, current initiatives, priority actions, and targets that will form part of a Plastic Pact for GM.	GMCA led - All
Review purchasing practices across GM public sector in common areas of procurement.	2020	Undertake a feasibility and spend analysis study across GM public sector catering with a view to providing specific recommendations on removal, reduction and replacement of commonly used SUPs.	GMCA with Heads of Procurement and Catering Leads across ALL
Support delivery of the commitments under the Plastic Pact through knowledge sharing, data capture and individual actions.	2022 - 2024	SUP task and finish group to be established under the GM Environment Plan mission based approach.	GMCA led - All
Support positive action and behaviour change by learning from best practice.	2023 onwards	Explore best practice in reducing SUPs in the public sector and beyond.	All
Commitment 3: Procurement – review processes, embed sustainability criteria in social value, and provide carbon literacy training.			
Objectives:	Timeline	Action required	Responsibility
Embed sustainability criteria in social value.	2022	Review social value framework to include promotion of environmental sustainability criteria.	GMCA
Develop a common and consistent approach to identifying and targeting avoidable SUPs in the purchasing of catering and consumables across GM public sector.	2022	Initiate a review to analyse purchasing practice of avoidable SUPs in catering across GM public sector.	GMCA led - All
Support the removal and reduction of SUPs arising from public sector procurement of goods and services across GM.	2023	Look to provide carbon literacy training to all staff involved in procuring activities.	GMCA led - All
	By end 2023	Develop sustainable procurement toolkit for SUPs to assist procurement decision and buying behaviour including training to upskill employees in the use of the toolkit.	GMCA led - All

Commitment 4: Support new initiatives to reduce SUPs and increase recycling and reuse.			
Objectives:	Timeline	Action required	Responsibility
Launch first city-wide campaign to support positive behaviour change amongst residents and businesses in reducing consumption of SUPs.	2019 - 2024	Develop and launch PlasticFreeGM campaign to ask businesses and individuals to pledge to take action to reduce avoidable SUPs across Greater Manchester.	GMCA led - All
Support new initiatives to increase recycling and reuse across Greater Manchester.	2021 - 2024	Launch Recycle for Greater Manchester (R4GM) community fund to support Greater Manchester community and voluntary sector groups to deliver projects aimed at reducing household waste, increasing recycling and encouraging reuse. Launch GM Renew initiative to increase reuse across the city region.	GMCA led - All
Explore feasibility of rolling out GM water fountain scheme across publicly owned sites.	2023 - 2024	Explore opportunities to expand water fountain installation across GM for use by members of the public.	GMCA led - All
Explore opportunity to expand and develop Refill network across GM to support people to reduce, reuse and refill.	2023 - 2024	Explore opportunities to promote and endorse the Refill initiative across the city-region including new support package for public sector schemes.	All
Explore initiatives to reduce SUPs at events/markets to encourage reuse and avoidance of SUPs.	2023 - 2024	Review current licensing arrangements for GM based events to explore implementation of mandatory minimum standards. Explore feasibility of introducing a GM re-usable cup scheme and share best practice.	All
Explore initiatives to reduce consumption of plastic packaging across partner authorities.	2023 - 2024		All
Commitment 5: Raise awareness of commitments with staff, suppliers and wider community			
Objectives:	Timeline	Action required	Responsibility
Raise awareness of our commitments under the Plastic Pact amongst staff to influence and change behaviour and demonstrate action being taken across partner authorities (walk the talk).	Sept 2023 onwards	Communications and engagement resources/toolkit to be developed for partner authorities to support and raise awareness of the commitments made under the Plastic Pact.	GMCA led - All
Raise awareness amongst suppliers to influence and change behaviour.	2023-2024	Engage with suppliers and stakeholders to support supply of sustainable packaging and consumables.	GMCA, Growth Company, All
Raise awareness and provide support amongst the wider community (including businesses, caterers, licensed premises and event organisers) to influence and change behaviour on reducing SUPs day-to-day.	2019 onwards July 2023 - SUP stakeholder toolkit - new laws	Build on communications and engagement through current channels, utilising the Plastic Free GM campaign brand and GM Green City website.	GMCA led - All

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Waste and Recycling Committee

Date: 11 October 2023

Subject: The Government's Waste Prevention Programme for England: Maximising Resources, Minimising Waste

Report of: Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team

Purpose of Report

To update the Committee on the Government's Waste Prevention Programme published in July 2023 and its potential implications for GMCA.

Recommendations:

Members of the Committee are requested to:

1. Note the report and the government's strategic approach to waste prevention.

Contact Officers

Paul Morgan – Head of Commercial Services, Waste and Resources Team

paul.morgan@greatermanchester-ca.gov.uk

Equalities Impact, Carbon and Sustainability Assessment:

Recommendation - Key points for decision-makers			
<p>The Committee is requested to note the government's Waste Prevention Plan. The Plan is a positive strategy that will promote the waste hierarchy ensuring waste prevention and reuse is prioritised by all sectors over and above recycling and disposal. GMCA has already made innovative strides in this area through its Renew network and this is recognised by Defra.</p>			
Impacts Questionnaire			
Impact Indicator	Result	Justification/Mitigation	
Equality and Inclusion	G	Increasing reuse generates high quality goods so that all economic ranges have access to vital appliances, furniture etc.	
Health			
Resilience and Adaptation	G	Reuse adds resilience to the economic providing high quality, lower cost vital goods.	
Housing			
Economy	G	The reuse/vintage/thrift market in GM will be strengthened through this Plan.	
Mobility and Connectivity			
Carbon, Nature and Environment	G	Reuse is the second highest tier of the waste hierarchy. Reusing, repairing, refurbishing reduces carbon emissions reducing the exploitation of materials.	
Consumption and Production	G	See above and also the Plan promotes GMCA's work with local universities championing the reuse and recycling of waste materials.	
Contribution to achieving the GM Carbon Neutral 2038 target		GMCA has developed significant services that already implement parts of the government's Waste Prevention Plan through the Renew services and the Sustainable Consumption and Production Plan. Government's recognition of waste prevention and the proposals will help GMCA drive innovation with its partners to contribute to carbon neutrality and improved social and economic conditions.	
Fur G Positive impacts overall, whether long or short term.	A Mix of positive and negative impacts. Trade-offs to consider.	R Mostly negative, with at least one positive aspect. Trade-offs to consider.	RR Negative impacts overall.

Risk Management

At the current time there are no risks associated with this report.

Legal Considerations

At the current time there are no legal considerations associated with this report.

Financial Consequences – Revenue

At the current time there are no revenue consequences associated with this report.

Financial Consequences – Capital

At the current time there are no capital consequences associated with this report.

Number of attachments to the report:

None.

Comments/recommendations from Overview & Scrutiny Committee

N/A

Background Papers

- [The waste prevention programme for England: Maximising Resources, Minimising Waste - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution

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 relevant Scrutiny Committee on the grounds of urgency?

Report to be noted.

GM Transport Committee

N/A

Overview and Scrutiny Committee

N/A

1. Introduction/Background

At the end of July 2023 Defra published the government's *waste prevention programme for England: Maximising Resources, Minimising Waste* (the Plan) following a public consultation in 2021. The Plan is the government's response to statements in the Environmental Improvement Plan that "...resources on our islands – indeed on our planet – are finite and precious. Their extraction and manufacture can cause environmental harm.". Additionally, the English Resources and Waste Strategy sets out long-term commitments and ambitions to eliminate avoidable waste by 2050. The Plan sets out how the government intends to achieve strategic principle 2 of the Resources and Waste Strategy – to prevent waste from occurring in the first place and manage it better when it does.

The Plan sets out the government's priorities for action to manage resources and waste in accordance with the top layers of the waste hierarchy - prevention and reuse. It will take a policy approach encompassing three cross-cutting themes:

- Designing out waste: Including ecodesign and consumer information requirements, and Extended Producer Responsibility schemes;
- Systems and services: Including collection and take-back services, encouraging reuse, repair, leasing businesses and facilities; and
- Data and information: including materials databases, product passports (sets of data, unique to the specific product that can be accessed online and give detailed information on, for example, contained materials, components and history, to support improved outcomes such as higher quality recycling) and voluntary corporate reporting.

These cross-cutting themes will be applied to seven key sectors selected on the amount of waste arisings from each sector or known carbon emissions from production:

- Construction (61.4 million tonnes per annum (mtpa));
- Textiles (1.04 mtpa);
- Furniture (0.86 mtpa);
- Electronics (1.5 mtpa);
- Vehicles (1.8mtpa);
- Plastic and packaging (2.5 mtpa); and

- Food (9.5 mtpa).

The Plan confirms that any new policy proposed in this programme will be subject to public consultation considering individual and cumulative impacts on public expenditure, the cost to business including small and medium-sized enterprises, and consumer choice and affordability.

The government's intentions behind the Plan are stated as wanting to encourage business models which maximise the value of end products, for example through the sharing of products supported through digital systems or increasing where the company retains ownership and responsibility for maintenance but sells the product as a service. This will be supported by the adoption of ecodesign principles in marketed products, aiding consumers to make even more informed decisions using reliable information about the sustainability of their product choices, and collection of more products once consumers no longer have use for them. Reuse and repair facilities and services will increasingly be available for consumers, and information about the availability of secondary materials will be more readily available to manufacturers which want to use them.

2. The Cross Cutting Themes

2.1 Designing Out Waste

The government's aim is to drive change in product design so that products are durable, repairable, and recyclable, and can be remanufactured where appropriate, through policies such as ecodesign, consumer information, and Extended Producer Responsibility schemes.

Setting 'ecodesign' requirements means products must meet a mandatory minimum level of environmental performance. For example, regulations may require a certain level of energy efficiency, proportion of recycled content, minimum number of use cycles before performance deteriorates or that certain components can be easily removed and

replaced by consumers when they fail. Informed consumer choice helps drive the market.

To progress work in this theme the government will:

- continue to work with industry, academia and other key stakeholders to support the shift towards product, material and business model design for greater circularity and resource efficiency, minimising waste and reducing environmental and climate impacts;
- encourage industry to set their own standards, reducing the need for regulation;
- broaden the range of products ecodesign requirement apply to and using modular design to facilitate repairs, upgrades, disassembly and recovery of components and materials; and
- use powers in the Environment Act 2021 to implement mandatory ecodesign, Extended Producer Responsibility schemes and require environmental information for consumers, or product passports for use throughout value chains. For non-energy-related products such as textiles and furniture explore how these powers can be used.

2.2 Systems and Services

The government's aim is to ensure there is a well-functioning system of public, private, and voluntary sector and social enterprise organisations, and services operating at the local level that facilitate reuse, repair and remanufacture of products, addressing market weaknesses such as limited collections and reverse logistics.

Reuse and repair are not new practices. Whilst in some cases fast changing technology can render older products obsolete, most older products continue to be useful if resold, repaired, or remanufactured. But the relative costs of doing so and sending individual products back to the manufacturer can be difficult and costly, particularly for smaller businesses.

Business models in terms of hiring, sharing and leasing are changing promoting a burgeoning "sharing economy", consumer goods, food, and transport (such as bikes),

are distributed on demand using digital platforms, which extends the useful life of products.

Some local authorities currently facilitate reuse through Household Waste Recycling Centres (HWRCs) and bulky waste collections. The voluntary sector and social enterprise, reverse logistics, re-commerce businesses and emerging digital platforms provide further opportunities for sharing and resale. Charity shops and social enterprises, like the Reuse Network, provide jobs and affordable quality goods, whilst also reducing waste. However, WasteDataFlow reports that reuse accounted for only 8% of the total bulky waste collected.

To progress this theme the government will:

- ensure the waste hierarchy is more stringently applied when companies and other bodies deal with their waste and revising it to set clear expectations for how decisions on waste treatment routes should be made;
- develop best practice guidance on reuse for local authorities, including consideration of how reuse is reported and providing case studies of successful reuse hubs to help ensure that more Household Waste Recycling Centres and bulky waste collections are performing an effective role in waste prevention; and
- As a means of reducing the burden on local authorities and ensuring that it is as easy as possible for households to return unwanted old items for reuse or recycling, they will consult on proposals to remove fees for consumers to have bulky domestic furniture collected from their homes by 2025.

2.3 Data and Information

The government wants to make use of data and digitalisation to support greater use of secondary materials and used products, as well as to increase transparency in terms of progress by local authorities and businesses.

This theme underpins the others and seeks to be able to obtain, manage and disseminate high quality data from academia, the private sector and the public sector to be able to manage materials better and contribute to net zero objectives. In this area the government has initiated a number of industrial symbiosis and research programmes.

Future actions will include continued development of industrial symbiosis, continue to take action to establish a digital waste tracking system which will help better understand stocks and flows of waste returned to the economy as secondary materials, improve access to and the quality of materials data and explore powers to require data/information provision on products.

3. The Sectors

As summarised above the government has identified a number of key sectors it wishes to focus attention based on the quantities of waste associated and the carbon impact.

To provide some brief examples, the government is seeking to see, in construction, changes in the way buildings are designed for deconstruction and reuse of components such as steel beams, bricks and roofing.

Other simpler actions are to be pursued in textiles (e.g. greater reuse); furniture/furnishings – greater repair and reuse; road vehicles – light weighting of components, assist the transition to electric vehicles; packaging and plastics – consider further bans of single use items and promote refillable packaging; food and drink – further awareness campaigns on food waste and greater collaboration through the supply chain to reduce waste.

4. Next Steps

The Plan contains a significant number of proposals and the government has promised that new policy will be subject to public consultation. As and when these emerge the Committee will receive updates.

5. Implications for GMCA

The Waste Prevention Plan aligns well with the actions the GMCA is already taking through its contracts with Suez (most notably the Renew network and specifically the Hub) and the Sustainable Consumption and Production (SCP) Plan and its work in the sectors identified by the government and our collaboration with industry and academia.

The Waste Prevention Plan's reference to reuse and hubs suggests that we will be approached by Defra to provide case studies in this area. We will take this and any opportunity to champion the waste prevention work being undertaken in the city region.

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of the Local Government Act 1972.

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