

GREATER MANCHESTER WASTE & RECYCLING COMMITTEE

DATE: Wednesday, 13th March, 2024

TIME: 10.00 am

VENUE: The Mechanic's Institute, The Hall, 103 Princess Street,
M1 6DD

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 - 18
 To consider the approval of the minute of the meetings held on 17 January 2024.
5. **Contract Update** 19 - 28
 Report of Justin Lomax, Head of Contract Services & Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team attached.
6. **2024-25 Capital Programme and Asset Management Update** 29 - 40
 Report of Michael Kelly, Head of Engineering and Asset Management, GMCA Waste and Resources Team attached.
7. **Sustainable Consumption and Production: Behaviour Insights** 41 - 82
 Report of Sarah Mellor, Head of Sustainable Consumption and Production, GMCA Environment Team attached.
8. **Communications & Engagement Behavioural Change Plan 2024/25** 83 - 104
 Report of Michelle Whitfield, Head of Communications & Behavioural Change, GMCA Waste and Resources Team attached.
9. **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

- | | |
|---|-----------|
| 10. Contracts Update | 105 - 110 |
| Report of Justin Lomax, Head of Contract Services, GMCA Waste and Recycling Team attached. | |
| 11. Provision of Future Waste Disposal Services | 111 - 116 |
| Report of Paul Morgan, Head of Commercial Services, GMCA Waste and Recycling 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, 5 March 2024
on behalf of Julie Connor, Secretary to the Greater Manchester Combined Authority,
Churchgate House, 56 Oxford Street, Manchester M1 6EU

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Greater Manchester Waste & Recycling Committee – 13 March 2024

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 WEDNESDAY 17TH JANUARY 2024 AT THE MECHANIC INSTITUTE

PRESENT:

Bolton Council	Councillor David Chadwick
Bolton Council	Councillor Richard Silvester
Bury Council	Councillor Alan Quinn (in the Chair)
Manchester CC	Councillor Lee-Ann Igbon
Oldham Council	Councillor Josh Charters
Oldham Council	Councillor Pam Byrne
Salford CC	Councillor David Lancaster
Stockport Council	Councillor Dena Ryness
Stockport Council	Councillor Mark Roberts
Trafford Council	Councillor Stephen Adshead
Trafford Council	Councillor Tom Ross

OFFICERS IN ATTENDANCE:

GMCA Treasurer	Steve Wilson
GMCA Deputy Monitoring Officer	Gwynne Williams
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 Environment	Michelle Lynch
GMCA Governance & Scrutiny	Kerry Bond
GMCA Governance & Scrutiny	Kaja Davies – T Level Student

DISTRICT OFFICERS IN ATTENDANCE:

Bury Council	Daniela Dixon
Rochdale Council	Jo Oliver
Rochdale Council	Anthony Johns

WRC 23/21 APOLOGIES

Apologies for absence were received and noted from Councillors Shaukat Ali (Manchester), Arnold Saunders (Salford) and Denise Ward (Tameside).

Apologies were also received and noted from Tom Ross (Portfolio Leader) and Eamonn Boylan, (Portfolio Chief Executive).

WRC 23/22 CHAIRS ANNOUNCEMENTS AND URGENT BUSINESS

There were no announcements or items of urgent business reported.

WRC 23/23 DECLARATIONS OF INTEREST

RESOLVED/-

1. That it be noted that Councillor Quinn declared an interest in Section 2 (City of Trees Planting Proposals) of item 7 – Capital and Asset Management Plan Project Update.

RESOLVED/-

That the minutes of the meeting held on 11 October 2023 be approved as a correct record.

WRC 23/25 CONTRACTS UPDATE

Justin Lomax, Head of Contract Services and Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team introduced a report which provided an overview on the performance of the Waste and Resource Management Services (WRMS) and Household Waste Recycling Centre Management Services (HWRCMS) Contracts, and key issues currently affecting the waste management services.

The report presented cumulative annual data, for the period up to the end of September 2023 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 three events that had occurred between April and September 2023 that are reportable under the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR).

A consultation to reform the 2013 Waste Electrical and Electronic Equipment (WEEE) Regulations was launched on 28 December 2023 in a bid to increase separately collected WEEE for recycling and re-use. Discussions are taking place with local authority officers around how this may impact districts collections of these types of waste.

Officers confirmed that links to communication and resources packages regarding kerbside recycling will be shared with local authority officers and Members.

Members were informed that the most recent verified local authority performance data issued by Defra, relating to the 2021/22 financial year, show that GMCA has a recycling rate of 50.9%, the 5th highest performance out of 29 disposal authorities.

Members requested that rejection rates data by district be shared.

Officers confirmed that separate checks on waste is carried out by Suez prior to the waste being sent to the recyclers.

DEFRA are carrying out a piece of work to analyse the amount of packaging in street litter bins, with payments for the management of packing starting in the 2nd scheme year (2026/27).

RESOLVED /-

1. That the report be noted.
2. To agree that the DEFRA Performance Figures for 2021/22 be shared with members.
3. To agree that links to communication and resources packages regarding kerbside recycling be shared with local authority officers and Members.

WRC 23/26 HOUSEHOLD WASTE RECYCLING CENTRE ACCESS POLICY REVIEW

Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team introduced a report presenting several strands of evidence to assess the impact of restricting access to the Household Waste Recycling Centres (HWRC) on achieving the aims of the Policy, including:

- User visits analysis
- Reduction in tonnages
- Recycling performance
- Evidence that the policy is achieving its aims

Members raised concerns of staff safety at the recycling centres.

Officers confirmed that access to sites by community groups and voluntary groups can be arranged via districts officers.

Members requested a breakdown of data for access refusal to sites.

Officers confirmed that simpler and faster access to permit applications will be investigated at the next review of the system.

RESOLVED /-

1. That the report and the findings of the impact assessment be noted.
2. That the amendment of the Controlled Waste Regulations as regards “DIY waste” be noted.
3. To agree that officers liaise with districts to arrange access for community and voluntary sectors to recycling centres.
4. To agree that a breakdown of data for access refusal to sites be requested from Suez.

**GMCA 23/27 CAPITAL PROGRAMME AND ASSET MANAGEMENT
UPDATE**

Councillor Alan Quinn declared an interest in the report and vacated the Chair for the discussion.

Councillor Stephen Adshead, Trafford Council, took the Chair for this item of business.

Michael Kelly, Head of Engineering and Asset Management, GMCA Waste and Resources Team presented proposals for a new Materials Recovery Facility (MRF) and the City of Trees planting projects that are due to commence in 2024.

Due to new obligations under the Simpler Recycling element of the National Resources and Waste Strategy (RaWS) for all local authorities from 2026 to recycle pots, tubs, and trays (PTTs) and plastic films/soft flexible plastics from 2027. A review of the Longley Lane MRF has taken place confirming that the facility doesn't have the capacity or capability to capture the additional material types and would require significant modifications and additional third-party capacity would need to be sourced to process the additional recycling.

An appraisal has been carried out, considering four different options with a recommendation, approved at GMCA's December 2023 meeting, to implement a phased approach to refurbish Salford Road IVC, c.£2 to £3M, and install a new MRF, c.£15-£18m. Once construction is complete in January 2027, the Longley Lane Plant will be decommissioned creating operational space for alternative future uses, potentially, a washing and flaking plant.

The City of Trees (CoT) aim to tackle climate change through planting and woodland restoration across Greater Manchester (GM), they have an ambition to plant one tree for every resident in GM. The GMCA have offered the use of two areas of former landfill at Bredbury and Chichester Street that can be used to plant trees which will be managed by CoT for 3 years, following this and for up to 15 years CoT will make site inspections and carry out any remedial works. After 15-years, all trees will be the responsibility of the GMCA as the landowner to manage and maintain.

RESOLVED /-

1. That the report be noted.
2. That the planting proposals and arrangements with City of Trees for the Bredbury and Chichester Street sites be approved.
3. That officers make introductions between City of Trees and the Salford Brookhouse site owners.

Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team presented a report detailing the steps required to develop a strategy to manage kerbside collected biowaste from May 2026 and the process for the procurement of biowaste treatment contracts.

The GMCA will be requested to approve a strategy for procurement of treatment capacity for mixed garden and food waste and a market testing exercise for the potential development of dry anaerobic digestion (AD), following the suggested timeline:

April- June 2024: run a 2026-29 Biowaste Framework procurement process

July 2024: contract award, delegated to the GMCA Head of Paid Service in consultation with the GMCA Treasurer and the Portfolio Lead for Green Cities

April-June 2024: run market testing exercise of dry AD/IVC treatment capacity

July 2024: evaluation and dialogue of the market testing exercise

September 2024: evaluation findings to be presented to the GMCA for approval.

Members were advised that there is the option for further procurement for contracts from 2029-34.

Officers confirmed that a dry anaerobic digestion system can accept garden waste, it has a different process of how material is dealt with, producing less digestate but more solid fertiliser, when seeking market interest specific technologies will be stressed to ensure maximum carbon return from the material. Feedback from a visit to a dry AD facility will be shared with members.

Members agreed that more stability and vision is required from DEFRA and the government.

RESOLVED /-

1. That the content of the report and proposed strategy be noted.
2. To agree that feedback following an officer visit to an anaerobic digestion in-vessel composting facility will be shared with members.
3. To agree that update reports be brought to future meetings.

GMCA 23/29 THE MANAGEMENT OF CARBON EMISSIONS FROM NON-RECYCLABLE RESIDUAL WASTE

Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team updated members on the progress of the introduction of the UK Emissions Trading Scheme for carbon emitted from energy from waste facilities and the impact on the GMCA; a proposal for the capture and storage of carbon generated at the Runcorn thermal power station, and members approval to write a letter of support to Viridor to enable further discussions on how the scheme will operate and to identify risks and mitigations.

The government consulted on the inclusion of the energy from waste (EfW) sector in the existing UK Emissions Trading Scheme (UK ETS) – effectively a levy on the emission of fossil carbon to the atmosphere. From 2028 everyone that sends waste to an energy from waste facility will have to pay a fossil carbon element of the emissions trading scheme. The potential cost for the GMCA being modelled at up to c.£19m per annum based on current carbon trading prices. Waste from Raikes Lane will be subject to these levy charges.

Runcorn EfW facility is one of two facilities currently actively pursuing the possible construction of carbon capture and storage technology supported by the Department for Energy Security & Net Zero (DESNEZ) which may provide an opportunity for GMCA to claim that CO₂ generated by its waste is not emitted to the atmosphere. Initial discussions with Viridor, the EfW operator and project developer for carbon capture have taken place.

Members supported the proposal for the capture and storage of carbon generated at the Runcorn thermal power station.

RESOLVED /-

1. That the report and the potential implications of the UK Emissions Trading Scheme on GMCA residual waste management costs be noted.
2. That the proposal for the capture and storage of carbon emitted from the thermal recovery of residual waste at the Runcorn thermal power station and the potential implications for the GMCA as a significant supplier of residual waste to that facility be noted.
3. That an in-principal letter of support for the carbon capture project and the exploration of the opportunities, implications and potential impacts be approved.
4. That further update reports be brought to this Committee to enable members gain a better understanding of carbon capture and storage.

**GMCA 23/30 BUDGET AND LEVY 2024/25 AND MEDIUM-TERM
FINANCIAL PLAN TO 2026/27**

Steve Wilson, GMCA Treasurer presented a report detailing the budget and levy for 2024/25 and the Medium-Term Financial Plan to 2026/27, delivered by:

A total levy requirement for 2024/25 of £174.3m, which represents a 3.1% average increase over 2023/24, the levy changes at a local authority level range from 1.3% to 5.0%, and the medium-term financial plan proposed levy charges of £180.8m in 2025/26 and £189.2m in 2026/27.

A c.£9m forecast underspend for the 2023/24 waste budget is predominantly driven by a reduction in tonnages across Household Waste Recycling Centres and forecast income from paper, card and commingled waste being above budget which is expected to continue into 2024/25.

Discussions are underway with district Treasurers regarding the possibility of returning reserves to districts.

RESOLVED /-

1. That the forecast outturn for 2023/24 be noted.
2. That the proposed 2025/26 trade waste rate of £138.93 to allow forward planning by GM Local Authorities be noted.
3. That the capital programme for 2024/25 as set out at Appendix A of the report be noted.
4. That the budget and levy for 2024/25 of £174.3m (3.1% increase) be noted.
5. That the risk position set out in the Balances Strategy and Reserves be noted.

GMCA 23/31 SUSTAINABLE CONSUMPTION AND PRODUCTION UPDATE

Sarah Mellor, Head of Sustainable Consumption and Production and Michelle Lynch, Principal Sustainable Consumption and Production officer, GMCA introduced a report and presentation which provided an update on several key projects within the Greater Manchester (GM) Sustainable Consumption and Production Action (SCP) Plan, and on the development of the 5-year Environment Plan.

Key activities include:

1. Moving to a Circular Economy
 - a) Scope 3 Emission analysis due to be completed by the end of January with the toolkits developed by the end of March.
 - b) Food Waste, working with Manchester City Council to maximise redistribution of avoidable food waste out of the system in GM.
 - c) Single Use Plastic Pact, including refill projects and the commitment for GM to become a refill destination with a communication drive to raise awareness and

increase accessibility of refill and reuse options; a Schools Eco Refill Pilot will begin in February and two new e-modules on single use plastics and the GCMA Sustainability Strategy.

- d) The Foundational Economy Innovation Fund.
2. Managing Waste Sustainably: Interim Waste Strategy workshop to model an Interim Waste Plan.
3. New 5 Year Environment Plan structure and timeline to launch at the Green Summit towards the end of the year.

Members requested that details of the Refill Pilot in schools be shared with members.

Officers confirmed that Manchester Metropolitan University and the University of Manchester support with research evidence on various projects relating to circular economy, work is shared with district officers.

RESOLVED /-

1. That the progress of the key areas of activity currently being undertaken be noted.
2. To agree that the detail of the Refill Pilot in schools be shared.
3. That an update to the next meeting on behaviour insights be approved.

GMCA 23/31 DATES AND TIMES OF FUTURE MEETINGS

Thursday 14th March 10am-12noon

RESOLVED /

1. That the date and time of the next meeting be rearranged.

GMCA 22/32 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 23/33 CONTRACTS UPDATE

Justin Lomax, Head of Contract Services and and Paul Morgan, Head of Commercial Services, GMCA Waste and Resources Team updated members on the updating on the performance and commercial issues relating to the Waste and Resources and Household Waste Recycling Centre Management Services Contracts and on the Rail Wagon Capital Replacement Programme.

RESOLVED/-

1. That the contract updates and key risks set out at sections 1 and 2 of the report be noted.
2. That section 3 of the report on the Wagon Capital Replacement Programme be noted.
3. That the capital expenditure of eleven replacement rail wagons be approved.

GMCA 23/34 PROVISION OF FUTURE WASTE DISPOSAL SERVICES

David Taylor, Executive Director, GMCA Waste and Resources Team presented a report detailing the outcome of an options appraisal for the future provision of waste disposal services from June 2026.

RESOLVED/-

1. That the outcome of the contract procurement options appraisal for the Waste and Resources and Household Waste Recycling Centre Management Services Contracts be noted.
2. That the recommendation for the GMCA to not enter into procurement for a contract commencing in 2026 and the commencement of discussions with Suez on the extension of the contracts in accordance with contract clauses be noted.

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Waste and Recycling Committee

Date: 13 March 2024

Subject: Contracts Update – Part A

Report of: Justin Lomax, Head of Contract Services & Paul Morgan, Head of Commercial Services, 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 as well as an update on latest position on the English Resources and Waste Strategy.

Recommendations:

Members of the Committee are recommended to:

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

Contact Officers

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

Paul Morgan
 Head of Commercial Services
 Waste and Resources Team
Paul.morgan@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 3 (April 2023 to December 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)	783,438	775,862
Recycling Rate*	47.39%	46.41%
Diversion Rate	100%	99.17%
HWRC Combined Performance		
Recycling Rate (Household Waste)*	57.53%	52.19%
Diversion (Household Waste)	98.80%	97.69%
WCA Recycling Collections		
Rejected Kerbside Recycling Collections (t)	584	1,397
MRF Contamination Rate (Commingled)	13.68%	14.47%

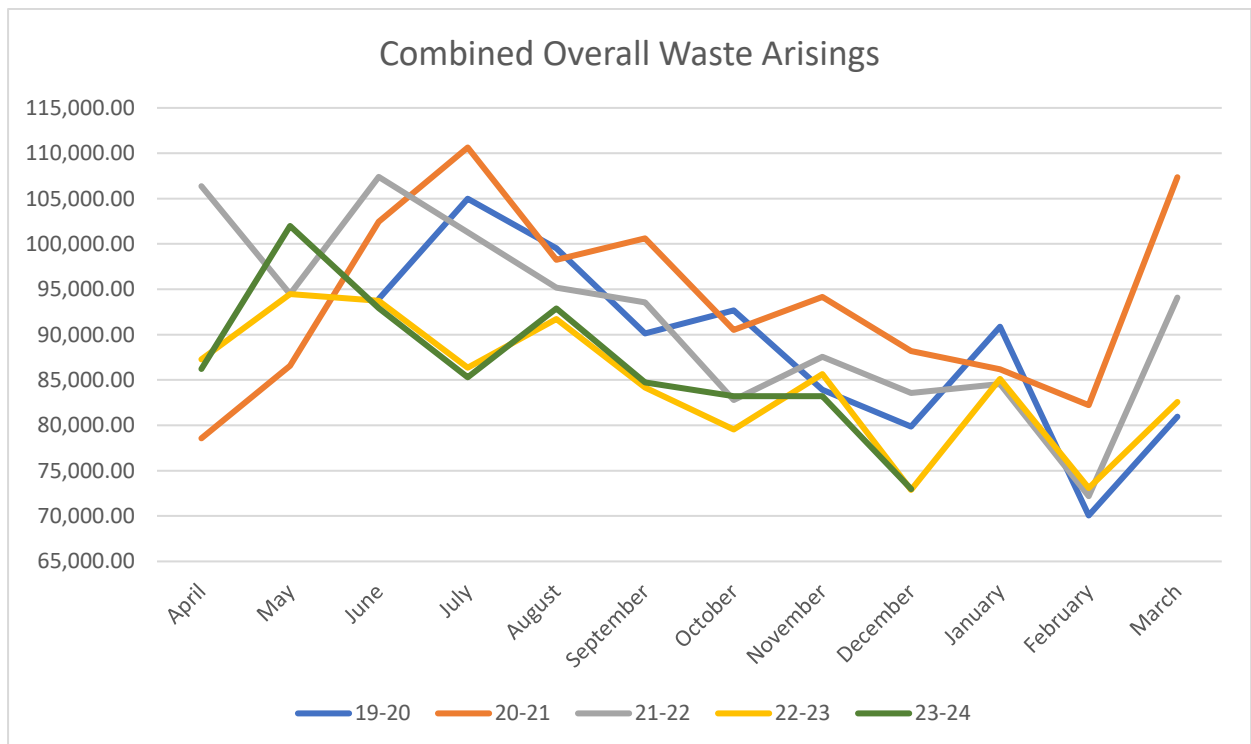
*This Recycling Rate relates only to tonnage handled through the Suez contracts. It is not the same as the nationally reported Waste Data Flow recycling rate that will include other WCA waste and recycling streams that do not flow through the 2 Suez contracts.

2.2 Total Waste Arisings

Total waste arisings for this period reached 783k tonnes(t), which was almost 1% higher than for Quarter 3 of the previous year (2022/23).

The combined (overall) Contract Recycling rate was over 47%, which has also increased by just under 1% compared to the same period of last year. Across the HWRC network, the significant increase in the combined Recycling performance has been sustained, staying over 5% higher than this time last year, reaching 57.5% for the first nine months of the Contract year.

The graph below gives a comparison of the waste arisings against the previous 4 years of the Contracts with the year-to-date trend (green) line for 23/24 (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 quarter 1 Covid lockdown impacts). The trend line shows that, following the increase in May, the following four months tracked the waste levels seen in the same period of the previous year, until October, with a year on year increase that was counteracted by a slightly lower level in November. The December arisings returned to tracking the same as for last year. The result for the year to date (April to December 23) was an overall 1% increase in arisings (circa 7.5kt).



2.3 Landfill Diversion

During Quarters 1 to 3, the continuing good performance at both Energy Recovery Facilities (ERF) in Runcorn and Bolton, has meant we have had very high levels of diversion of residual (non-recycled) materials away from landfill, almost 100%, with a year on year increase of c.1% on the same period of the previous year.

2.4 Contamination Levels

Contamination levels of kerbside collected recyclate, from unacceptable materials extracted by the MRF process, has remained at 13.7%. Additionally, 584t of materials had to be rejected at reception points due to excess levels of unacceptable materials in the delivered loads, which is approaching 60% lower than for this time last year.

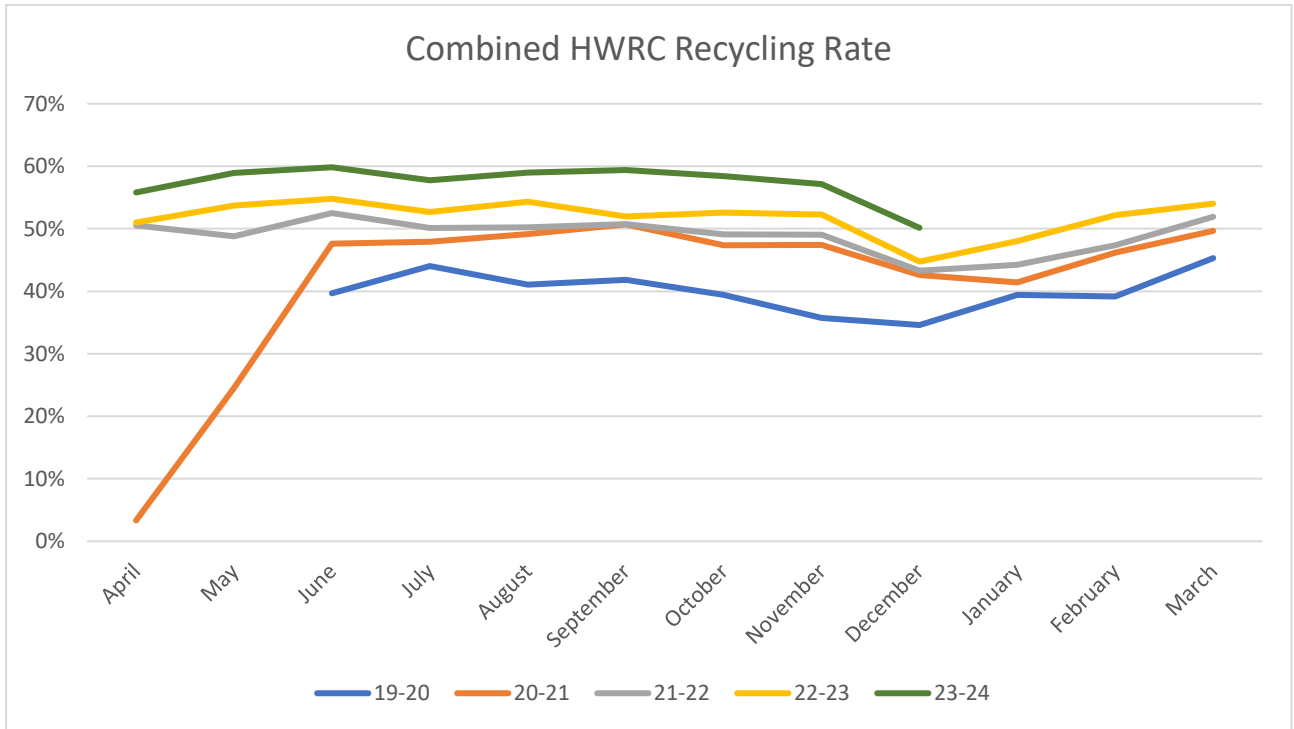
2.5 Overall Combined Rates

In summary, the overall performance to Quarter 3 of Contract year 5, across both Contracts combined (incorporating both WCA and HWRC tonnages), achieved a recycling rate of over 47%, with a landfill diversion rate of over 99%.

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 3 of 23/24 was 57.5%.

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 the recycling rate across the HWRCs 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.



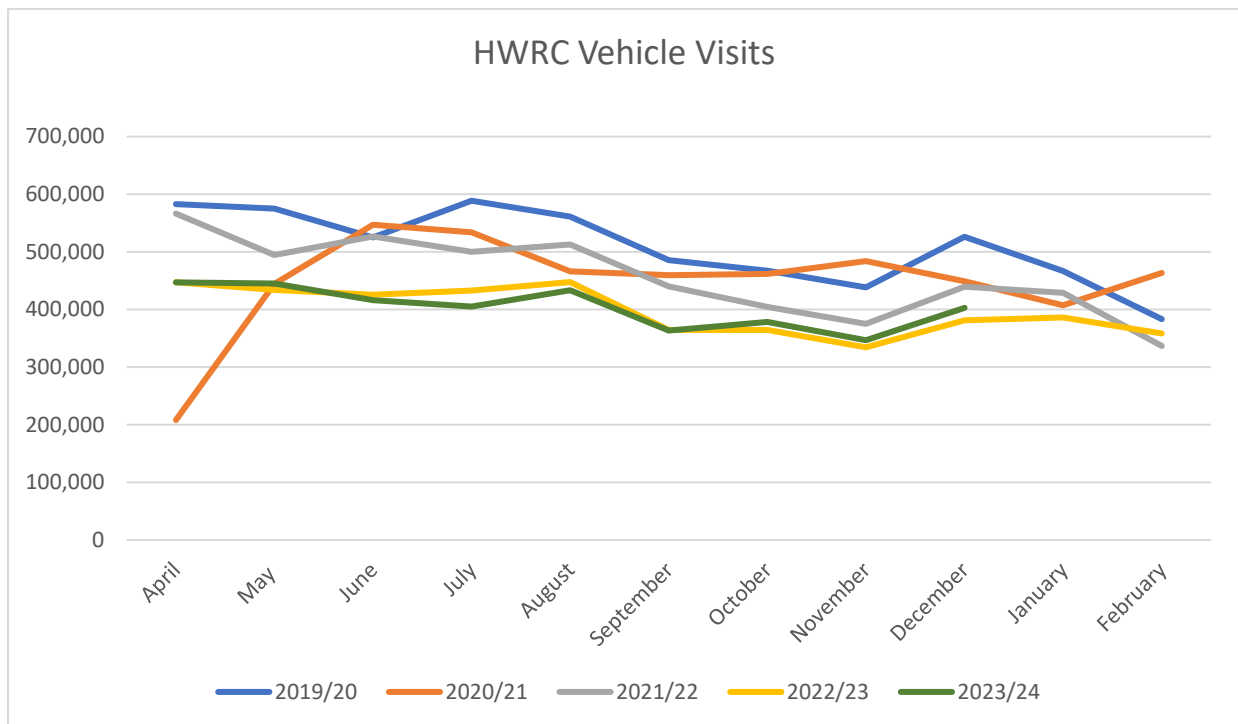
During Quarter 3 of 23/24 measures to maintain and increase recycling on the 20 HWRCs have continued, with the prevention of trade and cross-boundary waste via the ongoing Access Policy controls (meet and greet; ANPR system; van permit scheme) having a positive impact on the levels of arisings and recycling rate.

Despite the seasonal dip in the Recycling rate over the 3rd quarter of the year, the 23/24 Recycling rate to date remains consistently higher than all previous years, as well as during the previous Contract, with forecasts suggesting the year end rate should reach c.57%.

2.7 HWRC Visit Levels

The graph below shows monthly HWRC visit levels up to Quarter 3 of Contract Year 5 (April 23 to December 23 - green line on graph), compared with the previous four years.

There were over 3.6million (M) visits in the nine month period, with circa 6k more vehicles attending site than seen in this period of last year.



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 nine months of Contract year 5 (April 2023 to December 2023), year to date position, unfortunately there have been 3 events reportable under the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) 2013.

- 1) Location: Adswold HWRC. An operative opening the front gate fell on a pothole causing grazes to his right hand, left forearm and injury to ribs. Pothole depth was

circa 40mm. A temporary repair has been carried out and a full resurface of the entrance area has been carried out;

- 2) 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) Location: Longley Lane MTR. It was reported a driver had twisted his ankle while closing the doors of a container on his RORO wagon. The driver was taken to Bolton hospital where an x-ray has shown a broken lower leg bone. An independent occupational health provider was immediately tasked to make contact with the employee to provide support to aid rehabilitation and return to work; and

Further to these incidents, we are also aware of an incident that has occurred in January that will fall under the RIDDOR category, for Quarter 4 reporting:

- 4) Location: Arkwright St TLS. A GMCA Contract Monitor was carrying out a site inspection when they slipped on ice generated from runoff of melting snow that had frozen overnight. The fall caused an injury to the elbow which was later found to be a hairline fracture. Suez have consequently adapted their induction procedures to cater more specifically for monitoring activities.

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 3)
RIDDORs	5	3	3	4	3

4. English Resources and Waste Strategy Update

There has been little outward facing progress on the implementation of aspects of the English Resources and Waste Strategy. For the extended producer responsibility (EPR) for packaging an interim steering group has been appointed. The purpose of the EPR scheme

administrator (SA) steering group is to bring together representatives of the value chain directly affected by the scheme, enabling their voices within the operational design, implementation, and strategic direction of the SA ahead of its appointment. The steering group contains members from relevant government departments and the Local Government Association (LGA) from all four home nations as well producer representatives, waste management companies and Non Government Organisations (NGO).

We await news on the publication of various regulations that will confirm whether the food waste transitional arrangements and changes to the Simpler Recycling requirements are being implemented, such as the exemption from the need to separately collect food waste if a mixed organics collection is in place.

Waste and Resources Recycling Committee

Date: 13 March 2024

Subject: 2024-25 Capital Programme and Asset Management Update – Part A

Report of: Michael Kelly, Head of Engineering and Asset Management,
Waste and Resources

Purpose of Report

To provide members with an update on proposed capital projects and key lifecycle projects scheduled for 2024-25.

Recommendations:

Members of the Committee are recommended to:

1. Note and comment on matters set out within the report; and
2. Delegate the finalisation of terms in the proposed extension agreement with Manchester City Council for 2 former landfill sites as set out in section 4.3 to the Executive Director, Waste and Resources in consultation with the GMCA Monitoring Officer.

Contact Officers

Michael Kelly
Head of Engineering and Asset Management,
Waste and Resources
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:

1 - Appendix A – Capital and Asset Management Works Programme 2024-25

.

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?

No

GM Transport Committee

N/A

Overview and Scrutiny Committee

N/A

1. Introduction

This report provides members with updates relating to the Waste and Resources team asset portfolio. Summaries are provided for key projects focusing on those scheduled in 2024-25. The waste estate portfolio is managed by the Engineering Team and comprises of the following three assets categories:

1.1 Category A - Operational Waste Facilities

- WRMS Contract Facilities – Lot 1
(28) waste processing and reception facilities across 11 locations.
- WRMS Contract – Lot 2
(11) Household Waste Recycling Centres HWRC's

1.2 Category B - Buildings and Land

- land and building premises separate to operational locations.

1.3 Category C - Closed Landfill Sites

- 4 former dilute and disperse landfill sites now closed and requiring ongoing management.

2. Category (A) Updates – Operational Waste Facilities

2.1 Reliance Street HWRC

Background - A modified HWRC is required at Reliance Street in North Manchester due to the existing facility being beyond its economic life span and the restricted layout which does not encourage high levels of recycling. A new improved HWRC will provide a larger facility giving more capacity to receive, manage and recycle commodities by providing 16 individual containers to segregate materials like many of our existing HWRC's across the region.

Current Position – Planning permission for the proposed new facility was obtained in January 2023 and since then critical enabling works to remove the former anaerobic digestion (AD) plant have been undertaken in 2023. Geotechnical reviews of existing ground conditions were also undertaken in the past year to inform our understanding of existing conditions and define a design specification for the project.

Our previous timescale and forecast to commence construction in summer 2023, was delayed by the enabling works and extended geotechnical reviews, meaning our target to commence on site before winter 2023 was delayed. We are now seeking to commence works on site this summer in 2024. Regular updates outlining progress will be provided at future committee meetings.

2.2 Welfare Building Upgrades – Cobden Street

The existing welfare building at our Cobden Street facility is now more than 30 years old, it was previously upgraded more than 10 years ago and now requires a significant modification to ensure it meets current welfare requirements for staff at Cobden Street.

The Engineering Team are working with Suez to review welfare requirements and it is expected that the existing building will need significant upgrades along with an extension to provide additional space and facilities. Options are currently being considered to extend the building which will require planning and building control approval.

2.3 Electrical Rewiring at Higher Swan Lane

Our Higher Swan Lane (HSL) location incorporates a maintenance depot to support contract delivery providing maintenance and repair facilities associated with transport and container repairs. The depot also provides office facilities for Suez as their central base to manage the contract.

The original maintenance building at HSL is a large open framed structure, constructed in the 1950's and now requires investment to ensure its continued operation. The proposed 2024-25 capital spend is required to commence with electrical upgrades to ensure the building's wiring meets current electrical standards. This work is part of a phased approach over the next 2-3 years to bring the building's electrical supply up to modern safety standards.

2.4 Redundant Assets

Background - Several asset functions are to be reviewed for repurposing, removal, or replacement following refurbishment of our Mechanical Treatment and Reception (MTR) Facilities. One significant area to address is our redundant Anaerobic digestion (AD) plants with all 4 now off-line and not required for the future operational needs. Addressing

redundant assets is an ongoing project which commenced in 2022, to date we have removed the following redundancies from the portfolio:

- 4 Combined Heat Power Engines (CHP's);
- Leachate collection system – Nash Road;
- Former TEG cages and In-Vessel-Composting (IVC) process – Bredbury;
- AD plant and equipment – Reliance Street;
- Process hall – Reliance Steet;
- MBT plant and equipment – Arkwright Street;
- Former TEG cages and In-Vessel-Composting (IVC) process – Salford Road;
- Odour control system (OCS) – Salford Road; and
- Odour control system (OCS) – Nash Road.

2024-25 Forecasted asset removals

- AD plant, equipment, and structures – Cobden Street
- Plant and equipment associated with former MBT– Bredbury
- AD plant structure (walls and ground slabs) – Reliance Street

Further updates will be provided at future committee meetings, please refer to appendix A for an indication of our forecasted work programme.

1.3 Waste Estate Decarbonisation

Alongside our redundant assets review we also want to define a decarbonisation plan for the waste estate. Previously we intended to undertake a decarbonisation review of the whole estate in 2023, unfortunately this was not addressed due to other workloads within the team.

However, we have undertaken an internal high-level review of the portfolio to identify how the estate can be decarbonised, this has identified two principals for us to focus on going forward, direct and wider impacts.

Direct impacts are areas where we believe carbon reductions can be implemented or off-set against the waste estate and wider impacts are polices and targets which can all influence our approach.

The following tables provide an indication of this approach.

Table 1.0 – Decarbonisation – Direct Impacts

Direct Impacts	
Salford Road Solar Farm	<p>Currently generates up to 2.1Mega Watts (MW) of electricity which is connected to local grid.</p> <p>This installation can also distribute energy to our proposed new MRF, which will significantly reduce carbon emissions from the facility during its operational lifespan.</p> <p>A 2.1MW output, is estimated to save 600 tonnes of carbon per year.</p>
Redundant Asset Removals	<p>Removing our redundant assets across the estate will help to reduce energy demands and in-turn reduce our carbon emissions.</p>
Solar installations	<p>Due to the nature of our estate GMCA has a good opportunity to provide a variety of solar installations which will help to reduce and offset our energy usage.</p>
Biodiversity	<p>Improving biodiversity across the estate can have a positive impact on carbon by helping to off-set our emissions to help improve plant and wildlife habitats.</p>
Energy usage	<p>Energy usage across our operational facilities is tracked and monitored by Suez, this data can be used to track our emissions across a longer period.</p>
Sustainable Infrastructure	<p>Machinery, plant, and equipment upgrades and replacements where feasible for more energy efficient alternatives. Recent applications by Suez include the installation of several electric vehicle (EV) charging points and the installation of LED lighting at various GMCA locations. Other areas for future consideration could include building fabric reviews, heating systems and energy optimisation reviews.</p>
Re-Use Hub and Renew Shops	<p>Already a well-established resource within the contract that repurposes unwanted items for resale through our 3 re-use shops. Repurposing unwanted items will have a positive impact on carbon emissions.</p>

Table 2.0 – Decarbonisation – Wider Impacts

Wider Impacts
Resources and Waste Strategy (RaWS)
GMCA's 5 years environment plan
Suez - Environmental policies
UK Governments carbon capture targets (2050)
Districts – Waste collection policies
GMCA – Education and Communication

Further work is required to evolve our decarbonisation plans and we may need to engage with a specialist consultant to undertake a more detailed review focusing on direct impacts.

In addition, to identifying direct impacts we have recently taken steps to progress two of these areas:

- Solar installations – Last year we participated in a wider district solar feasibility review undertaken by Buro Happold. Our Salford Road, Overhulton site was offered as a template waste site for consideration in the review. Findings from the review were issued in January this year and the buildings at the location were recommended as suitable locations for roof mounted solar panels. Based on these initial findings we are currently in dialogue with Buro Happold to undertake specific review of the waste estate focusing on a selection of locations that we believe are best suited to solar installations.

Outcomes from this engagement will be presented at a future Committee meeting.

- Biodiversity – We have recently entered a partnership with City of Trees to plant approximately 800 trees at two of closed landfill sites.

Further updates on individual decarbonisation projects will be provided at future meetings.

1. Solar – Photovoltaics Installations

A capital allocation for 2024-25 has been made to allow for a small amount of solar PV installation subject to the findings from the Buro Happold feasibility review. Our intention is to phase solar installations across a 3 year period. Further updates on this project will be provided at future meetings.

3. Category (B) Updates - Buildings and Land

3.1 STOR Power Ltd – Salford Road

Background – GMCA has a lease agreement in place with STOR Power Ltd (SPL) our Salford Road site in Over Hulton for SPL to construct and operate a Short-Term Operating Reserve (STOR) facility on an area of land adjacent to our existing HWRC.

A previous committee report in March 2023 outlined the SPL proposal, which was supported and agreed by the Committee, since then SPL has commenced installation of the facility and works are now set to be completed by the end of May 2024. The lease agreement is now active on a 25-year term with SPL, all works have been implemented to date with no operational disruption to service at Salford Road.

4. Category (C) Updates - Closed Landfill Sites

4.1 Waithlands – New Access Road

A new ramped access road is required at Waithlands closed landfill site to provide long term access to a lower section of the site adjacent to the river Roch. The ramp is needed to provide vehicular access to drainage infrastructure associated with an existing culvert running beneath the site. Access is also required to manage the wider landscape and inclined slope along the river Roch as the current area is inaccessible.

A design for the ramp has been defined by a geotechnical consultant; we are targeting delivery in summer 2024 subject to a successful tender exercise. Enabling works to clear a pathway for the access ramp commenced in February ahead of the nesting bird season.

4.2 Barlow Hall and Cringle Road – Landfill Sites

Background - Barlow Hall and Cringle Road closed landfill sites were both part of the former Greater Manchester Waste Disposal Authority (GMWDA) portfolio from the early 1980's up until 2012-13. Both sites were landfilled by Manchester City Council (MCC) in the 1970's and formed part of a wider landfill portfolio inherited by GMWDA.

In 2012 GMWDA commenced a thorough review of its asset portfolio and landfill sites with a view to reducing risk for the Authority. This included discussions with MCC on returning Barlow Hall and Cringle Road to their ownership. In 2013 GMWDA and MCC formalised a

transfer agreement over a 10-year handover period that would see both sites being fully transferred.

The agreement set out mutual obligations for both sides to manage each site and costs were divided on a percentage basis year-on-year and costs would eventually be fully deferred to MCC across the 10-year period. Last year this agreement ceased and GMCA entered into a 12 month extension agreement to maintain both sites. The extension was reported and approved at a previous Committee meeting in March 2023.

Further Extension Proposal - MCC are now wishing to retain the extension position for an additional 12 months which would see the Engineering Team continue to provide servicing and maintenance tasks associated with both sites, focusing on managing the Methane Stripping Plants (MSP's).

The additional extension is principally based on the previous agreement whereby all responsibilities, costs, and liability transfers to MCC. Transfer of accounts and responsibilities is an ongoing task between both parties. GMCA will also recoup all maintenance costs associated with each site along with a standing charge to cover our overheads.

Dialogue with MCC is ongoing and we are hoping to formalise an extension by a Deed of Variation the end of March 24. This will require finalisation of terms to be delegated to the Executive Director, Waste and Resources in consultation with the GMCA's Monitoring Officer.

5. 2024-25 Work Programme

The Capital and Asset Management Works Programme 2024-25 forecast position is provided within appendix A. This forecast covers key projects across all asset categories scheduled for 2024-25.

Appendix A - Capital and Asset Management Works Programme 2024-25

Category (A) - Waste Facility Assets	Individual Projects	2023-24	2024-25	Comments	Project Type
Reliance Street HWRC	New HWRC	➡	Scheduled	New HWRC Facility	Capital
Redundant Assets - Projects	Bredbury MTR - Redundant Process Hall and CHP area		Scheduled	Removal of redundant plant and equipment	Life Cycle
	Bredbury MTR - Dust Filter	➡	TBC	Existing tipping hall filter off-line, decision required on replacement	Life Cycle
	Cobden Street - AD Tanks		Scheduled	Removal of redundant AD plant and equipment	Life Cycle
	Arkwright Street - OCS		TBC	Removal to reduce operational costs and carbon emissions	Life Cycle
	Over Hulton Bio - Leachate Collection System		TBC	Former IVC leachate system (Decision to remove, retain or relocate)	Life Cycle
Cobden Street	Welfare Building Upgrade		Scheduled	Upgrade and extension to existing building	Capital
Higher Swan Lane	Electrical re-wire		Scheduled	Actions required bringing electrical wiring up to current safety standards	Life Cycle
Solar Installations	Locations to be identified		TBC	Small number of potential locations, dependant on feasibility review	Capital
Nash Road - FDS	Nash Road Bio and Hub - Fire Detection and Suppression		TBC	Installation of FS and Detection system for the whole facility	Life Cycle
Category (B & C) - Land and Landfill	Individual Projects	2023-24	2024-25	Comments	Project Type
Waithlands Landfill	Culvert Repairs and Improvements (Phase 1 Access Ramp)		Scheduled	Provision to provide permanent access	Capital

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Waste and Recycling Committee

Date: 13 March 2024

Subject: Sustainable Consumption and Production: Behaviour Insights

Report of: Sarah Mellor, Head of Sustainable Consumption and Production

Purpose of Report

The purpose of the report is to update Members on the results of the latest behaviour insights research.

Recommendations:

The Committee is requested to :

1. Note the research and discuss any specific areas of additional behavioural insights the Committee would like to see in the next phase of research.





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 and 2024/25) 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: 1

Appendix A – Sustainable Consumer Insights Research Presentation

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

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 is now being finalised for publication and covers 4 key priority areas:

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

This covering report supports the presentation of the findings of the latest sustainable consumer insights undertaken as part of Priority 4: Moving to sustainable lifestyles and will help form actions within the new 5 year Environment Plan.

2. Consumer Insights

As part of the workstreams within Priority 4: Moving to Sustainable Lifestyles, the GMCA took part in Impact's national survey to further understand Greater Manchester's attitudes/perceptions relating to environmental issues and sustainable behaviours. In addition to the national survey, a boost within Greater Manchester of 500 additional surveys was completed. A copy of the presentation (Appendix A) sets out some of the key findings from the research along with the next steps which will be presented at the meeting.

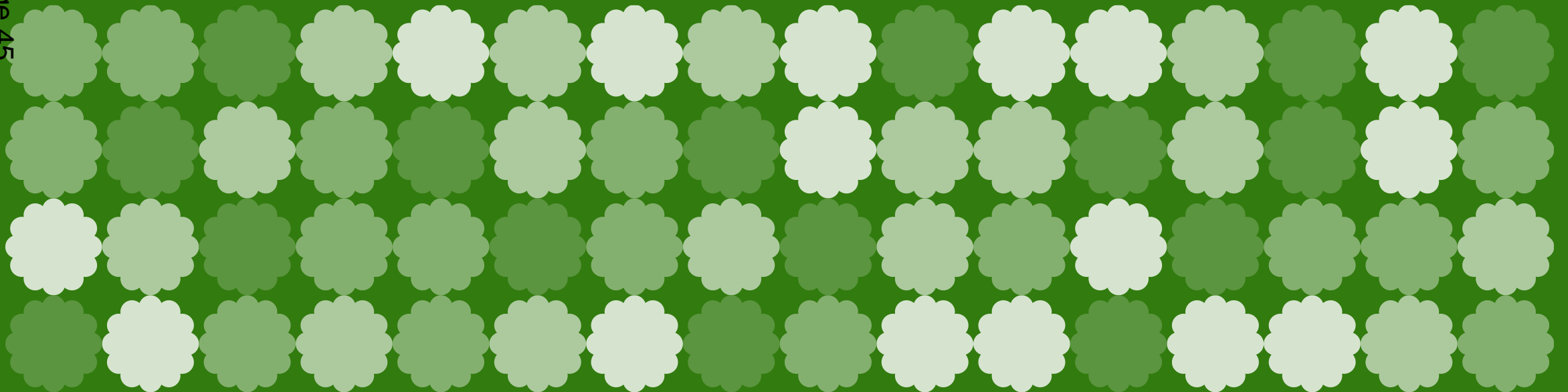
3. Recommendation

The Committee is requested to note the research and discuss any specific areas of additional behavioural insights the Committee would like to see in the next phase of research.

Sustainability – Consumers’ Attitudes Survey

Head of Sustainable Consumption & Production

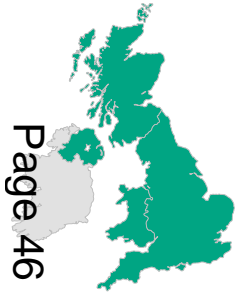
Waste Committee – March 2024



THE STUDY



The latest wave of the Impact sustainability study took place in October 2023, with the next wave (wave 10) taking place in April 2024



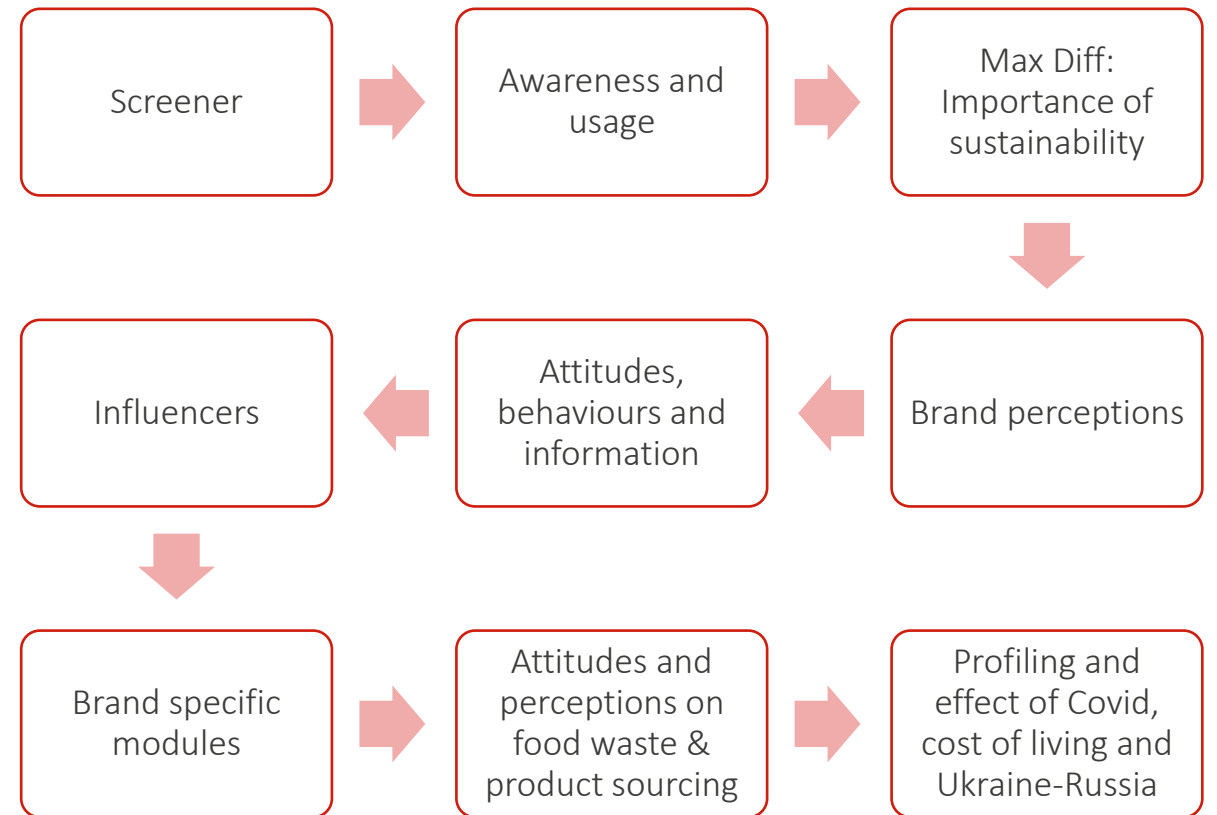
UK study representative of the 16+ population



In the latest wave we spoke to 4,078 people (+ a boost of 500 people in the GMCA region)



The survey takes about 20 minutes to complete



THE EFFECT OF RECENT EVENTS

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IMPACT

FROM INSIGHT TO INFLUENCE

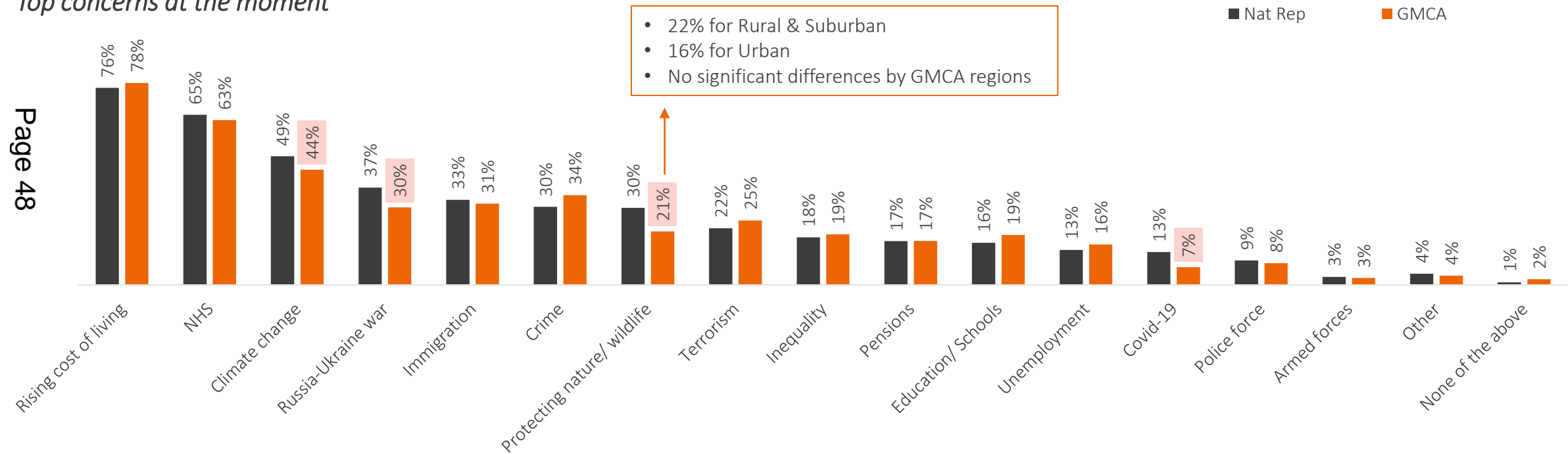
AREAS OF CONCERN

Significantly higher than the UK

Significantly lower than the UK

The rising cost of living is the biggest concern amongst GMCA residents followed by the NHS, in line with the UK. Although climate change is ranked 3rd, it is considered less important compared to the rest of the UK. We see a similar trend with 'protecting wildlife' which also has less strength of support than the UK average.

Top concerns at the moment



65+ GMCA

Were more likely to be concerned with the NHS (81%), Russia-Ukraine war (45%), and immigration (50%)

25-34 GMCA

Were more likely to be concerned with unemployment (31%) and less likely to be concerned about the NHS (48%)

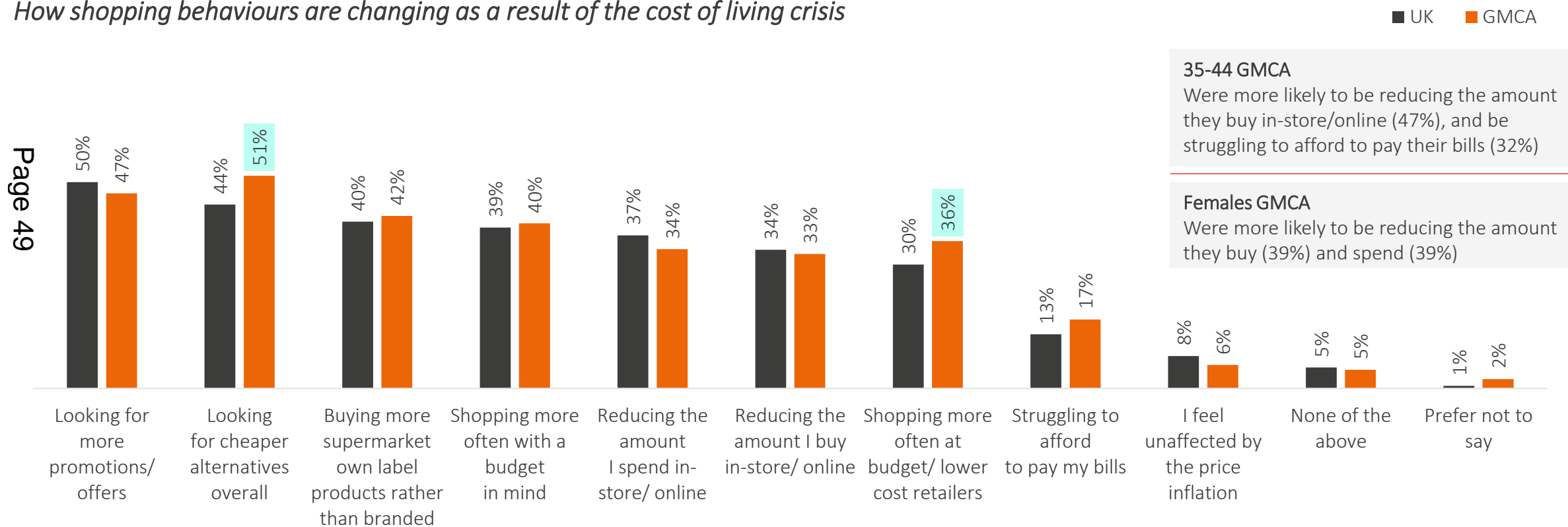
Children in household GMCA

Were more likely to be concerned with education (29%) and less likely to be concerned about the NHS (50%)

HOW IS THE COST OF LIVING CRISIS AFFECTING SHOPPING BEHAVIOURS?

Shoppers are looking for promotions and/or cheaper alternatives. GMCA residents are seeing similar behaviour changes, although they are more likely to be looking for cheaper alternatives and shopping more often at budget retailers.

How shopping behaviours are changing as a result of the cost of living crisis



CONSUMER ATTITUDES

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IMPACT

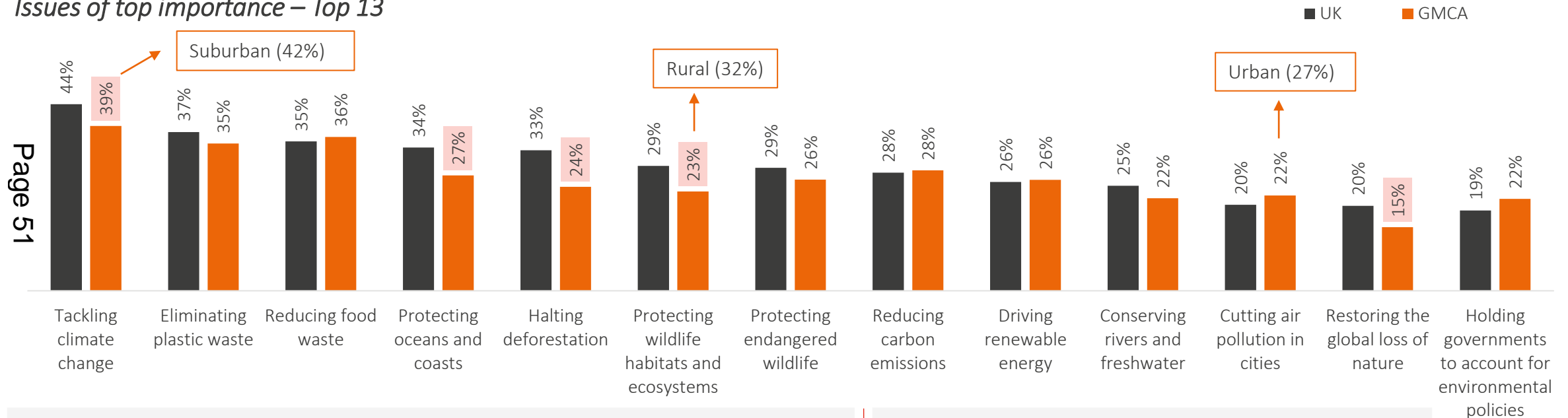
FROM INSIGHT TO INFLUENCE

GLOBAL ENVIRONMENTAL ISSUES – TOP IMPORTANCE (TOP 13)

Significantly higher than the UK
Significantly lower than the UK

Consistent with the UK, tackling climate change is the highest priority amongst GMCA residents, while they are significantly less likely than the UK to feel it's important to protect certain environments, e.g. oceans and forests.

Issues of top importance – Top 13



Females GMCA
Were more likely to say reducing food waste (43%) and less likely to say driving renewable energy (17%)

65+ GMCA
Were more likely to say conserving rivers and freshwater (36%)

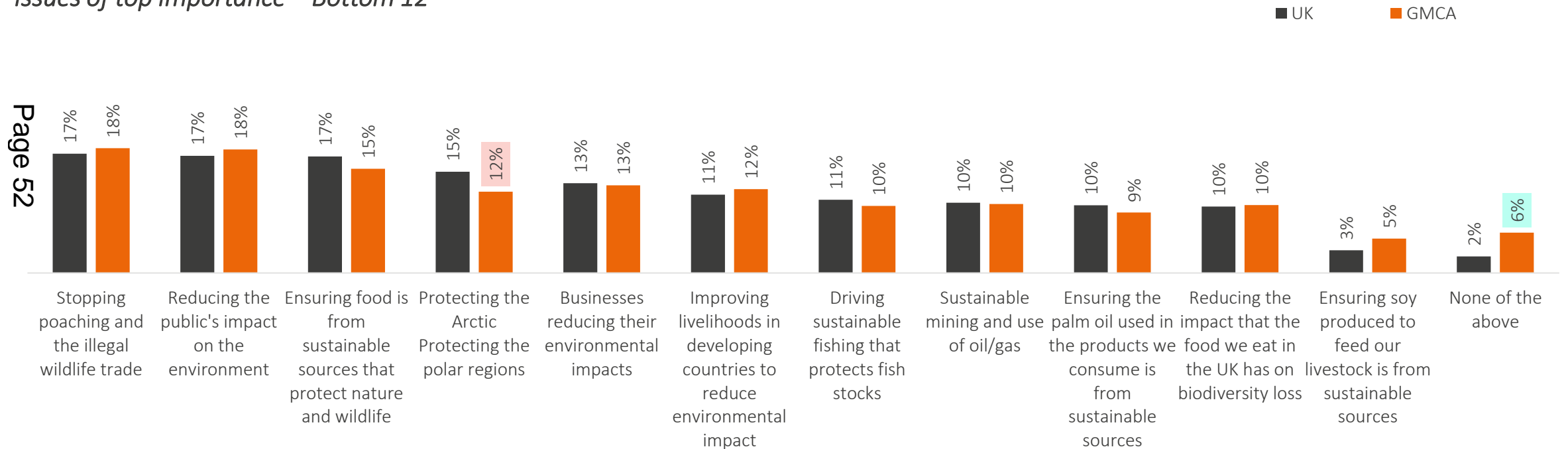
16-34 GMCA
Were more likely to say reducing the impact of food on biodiversity loss (18%) and less likely to say conserving rivers and freshwater (13%) and protecting wildlife habitats and ecosystems (12%)

GLOBAL ENVIRONMENTAL ISSUES – TOP IMPORTANCE (BOTTOM 12)

Significantly higher than the UK
Significantly lower than the UK

Consistent with the previous slide, GMCA residents are less likely to feel it's important to protect specific environments (e.g. polar regions), perhaps having more of a focus on aspects they have more control over (e.g. food waste and plastic).

Issues of top importance – Bottom 12



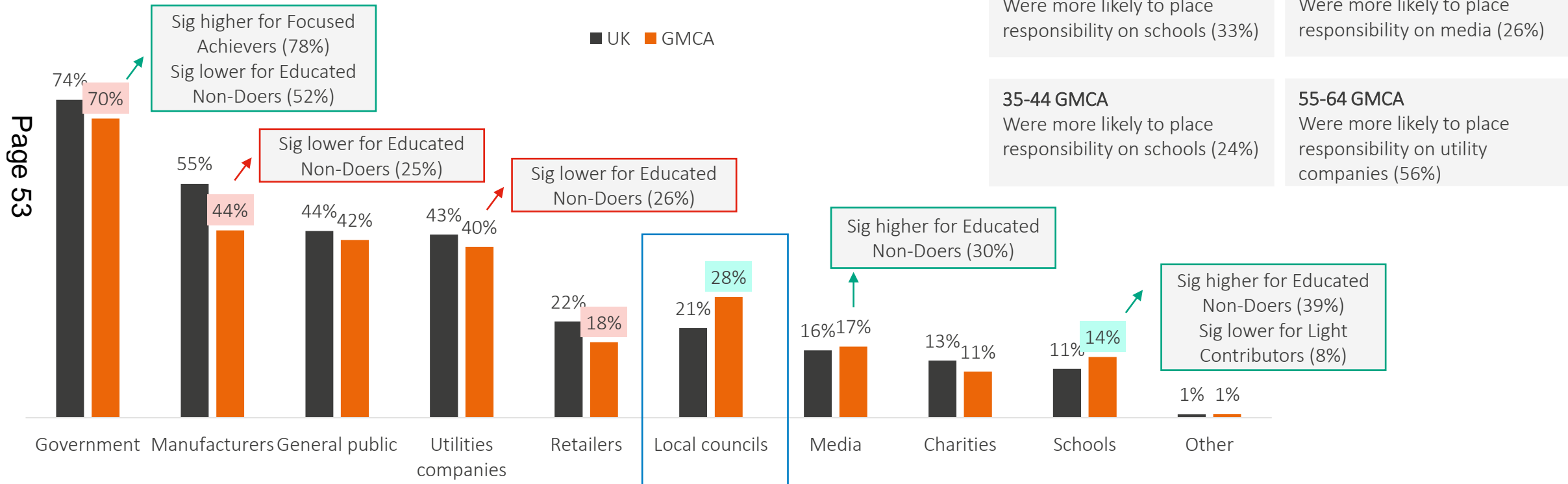
65+ GMCA
Were more likely to place importance on driving sustainable fishing (22%)

RESPONSIBLE FOR TACKLING CLIMATE CHANGE - PROMPTED

Significantly higher than the UK
 Significantly lower than the UK

The Government is deemed most responsible for tackling climate change, consistent across GMCA and the UK. GMCA residents are also more likely to place responsibility on their Local Councils, putting pressure on GMCA to act. Schools are also important, especially amongst the 16-24 age cohort.

Responsibility for tackling climate change



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CONSUMER ATTITUDES (SIGNIFICANT DIFFERENCES)

Significantly higher than the UK
Significantly lower than the UK

GMCA residents are significantly less likely to think change at a global level is a priority, they are also less likely to prefer buying locally-sourced products.

% Agree

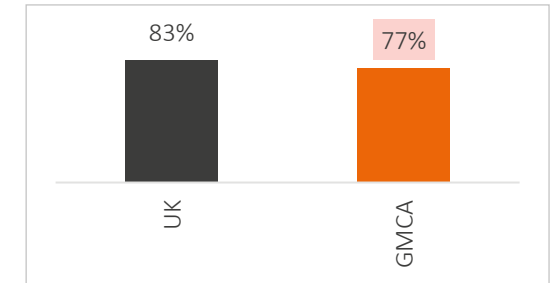
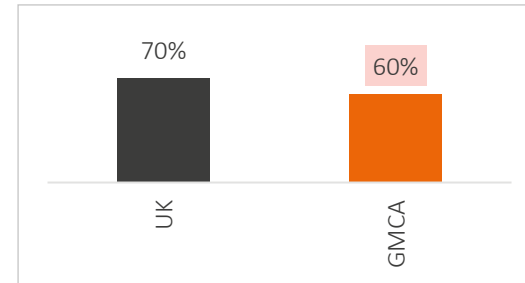
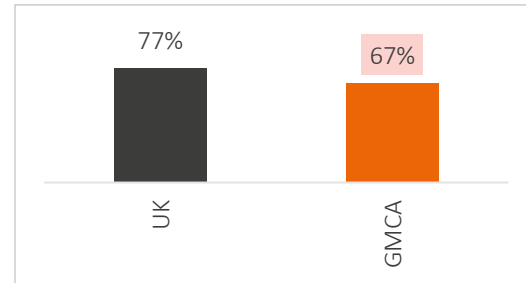
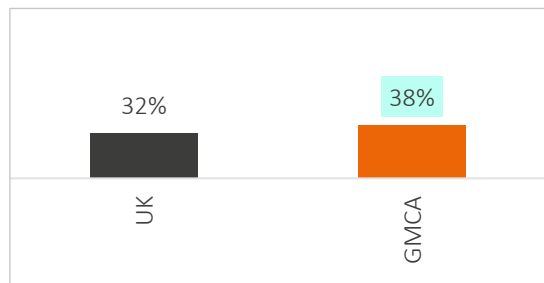
I don't really think about the amount of packaging on the products I buy

Recyclable packaging is not enough for brands to be seen as sustainable

I prefer to buy locally-sourced products

Change at a global level should be the priority in order to tackle climate change

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GMCA - Sig. higher amongst males (42%) and those aged 16-34 years (53%).

GMCA - Sig. higher amongst those with no children (80%).

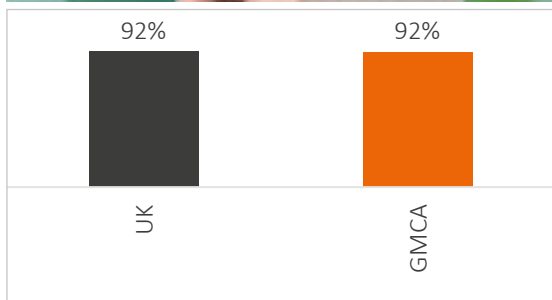
CONSUMER ATTITUDES (GREEN BEHAVIOURS AND PERCEPTIONS)

Significantly higher than the UK
Significantly lower than the UK

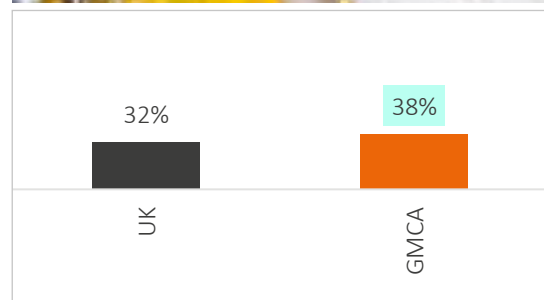
Recycling is of high priority to the UK and GMCA sample alike. GMCA residents are less likely to be making lifestyle compromises to benefit the environment.

% Agree
I make a conscious effort to recycle *I don't really think about the amount of packaging on the products I buy* *I make lifestyle compromises to benefit the environment* *The environment is low priority compared to a lot of other things*

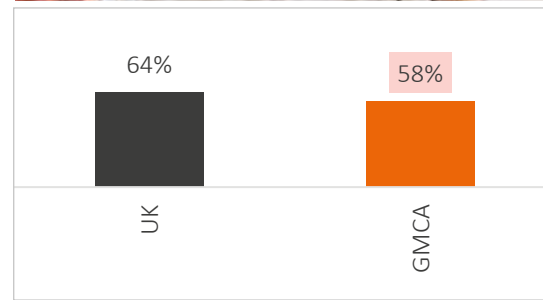
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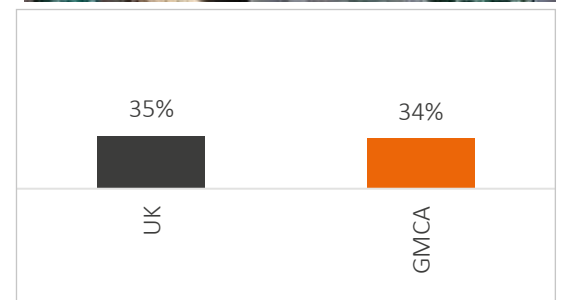
65+ GMCA
Were more likely to make a conscious effort to recycle (98%)



25-34 GMCA
Were more likely to not really think about the amount of packaging (53%)



Those with children in the household GMCA
Were more likely to make lifestyle compromises (65%)

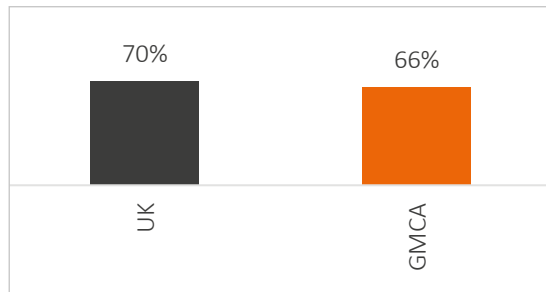


CONSUMER ATTITUDES (SOCIAL POLICIES)

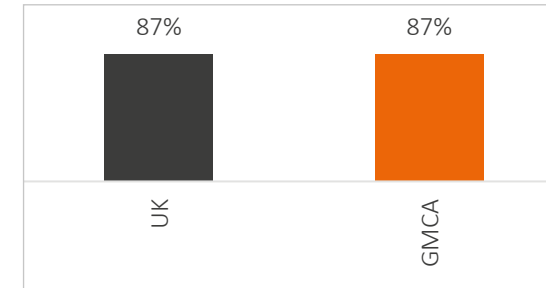
The majority of consumers believe plastic packaging should be banned and there should be greater investment in renewable energy. GMCA residents agree with these attitudes to a similar level as the UK average.

% Agree

The use of plastic in packaging should be banned



There should be greater investment in renewable energy



CONSUMER ATTITUDES (ENVIRONMENTAL BURDEN)

The burden is seen to lie the most with companies & the government to do more, but still consumers admit they could do more to help. The 35-44 age cohort in the GMCA region are most likely to want to do more and are therefore a key audience to engage.

% Agree

The government need to do more to help the environment

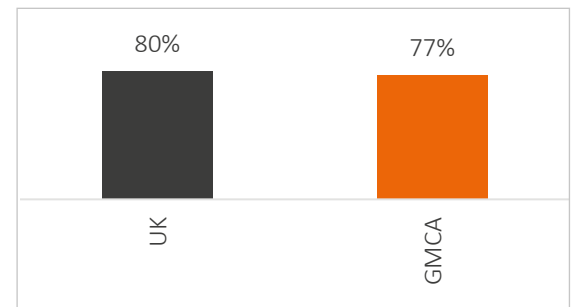
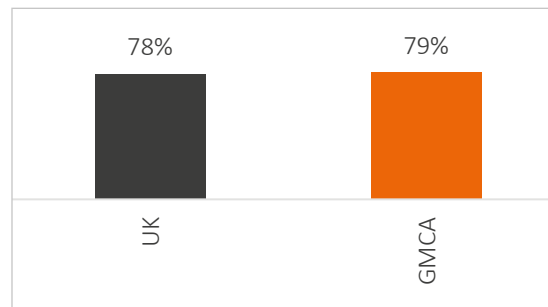
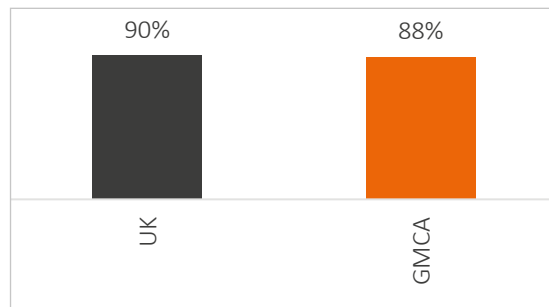
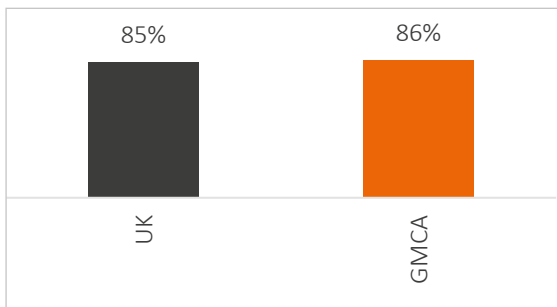
Companies need to do more to help the environment

I could do more to help the environment

I want to do more to help the environment



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65+ GMCA
Were less likely to think the government needs to do more (77%)

65+ GMCA
Were less likely to think they could do more to help the environment (63%)

35-44 GMCA
Were more likely to want to do more to help the environment (88%)

CONSUMER ATTITUDES (DIET)

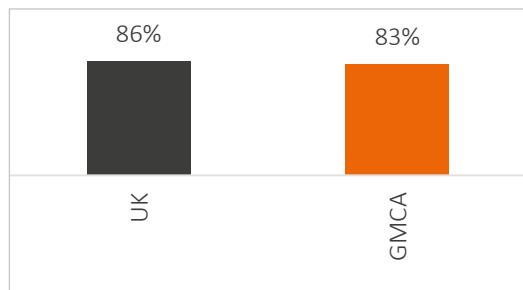
Consumers are conscious of eating both a healthy and a sustainable diet, although health is more likely to be of importance. The GMCA region is in line with the UK average. Family households are more likely to consider a sustainable diet and are therefore a receptive audience to any behaviour change activity in this space.

% Agree

It is important for me to eat a healthy diet

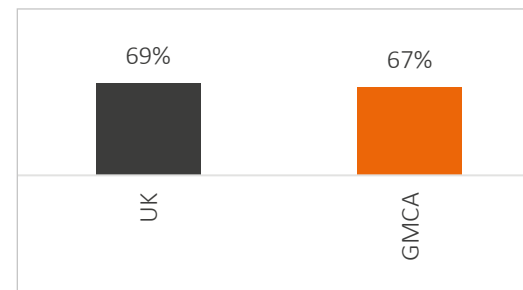


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65+ GMCA
Were more likely to think it's important for them to eat a healthy diet (90%)

It is important for me to eat a sustainable diet



Those with children in household GMCA
Were more likely to think it is important to eat a sustainable diet (73%)

ATTITUDES – TIME, EFFORT AND EASE

 Significantly higher than the UK
 Significantly lower than the UK

GMCA residents were less likely than the UK average to agree that being sustainable at home is easy. GMCA should focus on how they can support residents in making sustainability accessible at home. The 35-44 age cohort will be challenging due to time constraints, so for them it will be about the quick wins.

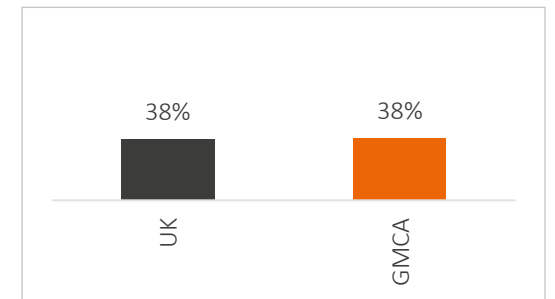
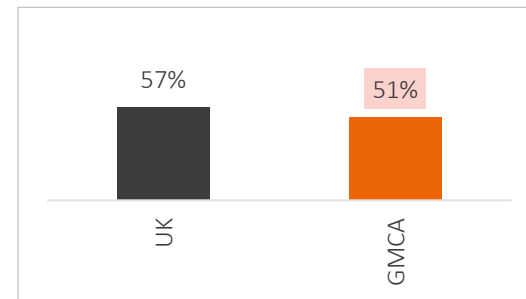
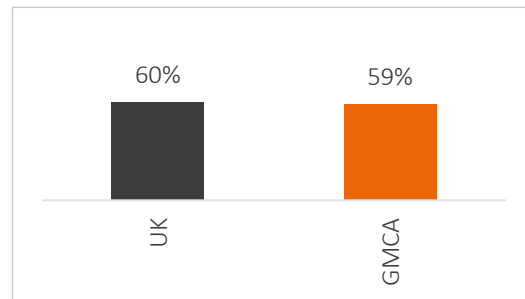
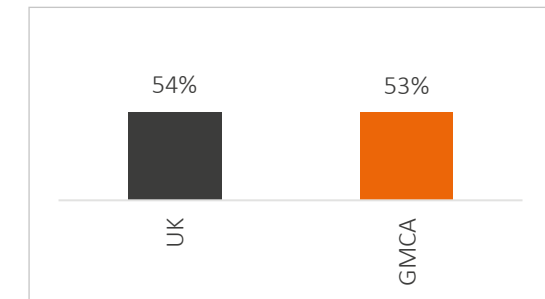
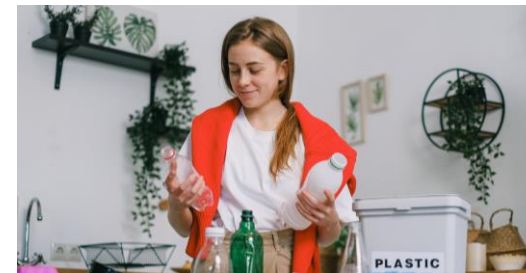
% Agree

It takes a lot of time to be environmentally-friendly

It takes a lot of effort to be environmentally-friendly

Being sustainable at home is easy

Being sustainable outside the home is easy



35-44 GMCA
 Were more likely to agree with the above statement (67%)

25-34 GMCA
 Were more likely to agree with the above statement (75%)

25-34 GMCA
 Were more likely to agree with the above statement (55%)
 • Sign higher urban (53%)

ATTITUDES – LOCAL VS. GLOBAL ISSUES

Significantly higher than the UK

Significantly lower than the UK

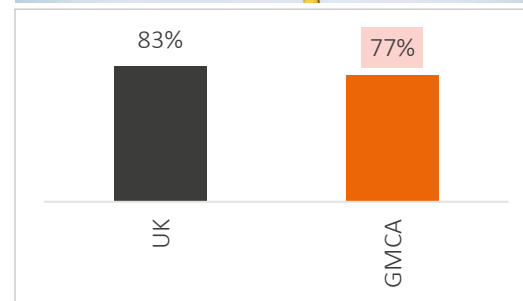
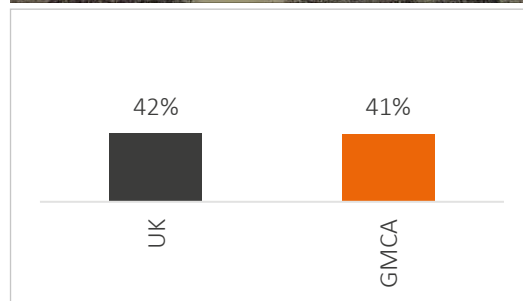
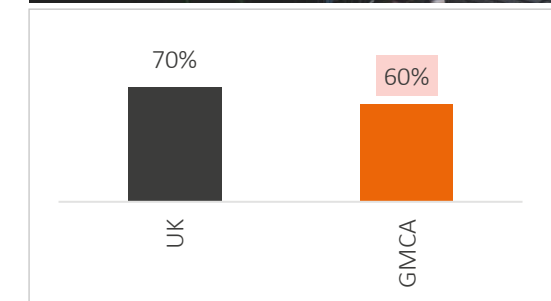
The majority of residents feel that change at a global level is necessary in order to tackle climate change. Buying locally sourced products is less of a preference amongst residents in the GMCA region.

% Agree

I prefer to buy locally-sourced products

I think priority should be placed on local issues rather than global issues

Change at a global level should be the priority in order to tackle climate change



ATTITUDES – CHANGING BEHAVIOURS

Significantly higher than the UK

Significantly lower than the UK

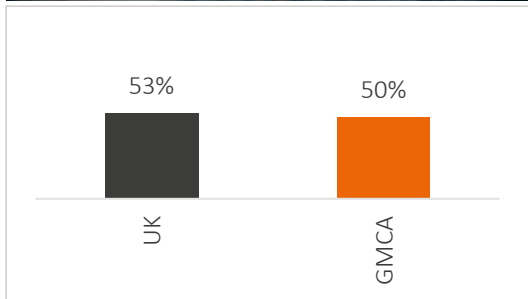
With GMCA residents being more likely to have suffered financial challenges as a result of the cost of living crisis, they are being a lot more cautious with spending. As a result, it is more of a priority than helping the environment for a lot of people.

% Agree

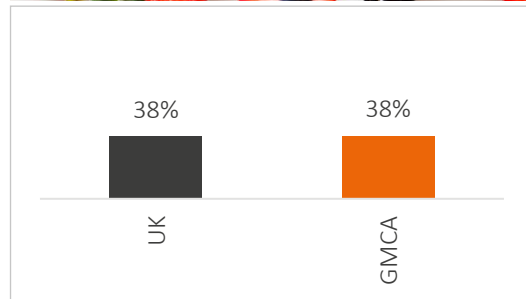
I will often change my behaviours after watching a TV documentary about the environment



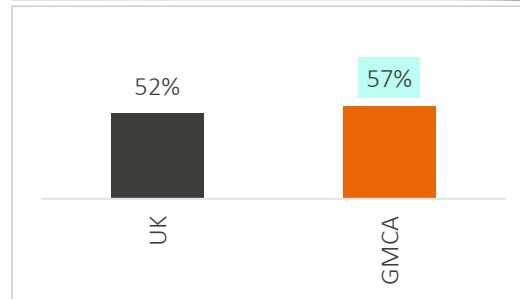
Page 01



Changing my diet to be more sustainable is a step too far



Saving money is more of a priority to me than helping the environment



Children in household
Were more likely to agree with the above statement (59%)

ATTITUDES – LIFESTYLE AND PACKAGING

Significantly higher than the UK

Significantly lower than the UK

1 in 5 residents don't think climate change is their problem, suggesting their behaviours will be challenging to change. Less than half of GMCA residents agree that sustainability is a core part of their lifestyle, which is behind the UK average.

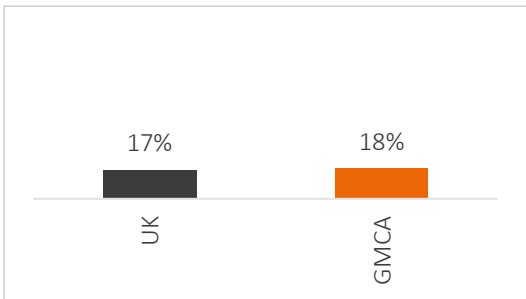
% Agree

Climate change isn't my problem

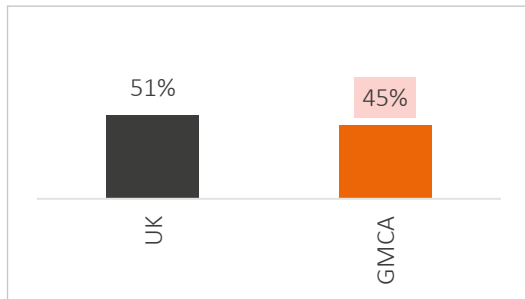
Sustainability is a core part of my lifestyle

Recyclable packaging is not enough for brands to be seen as sustainable

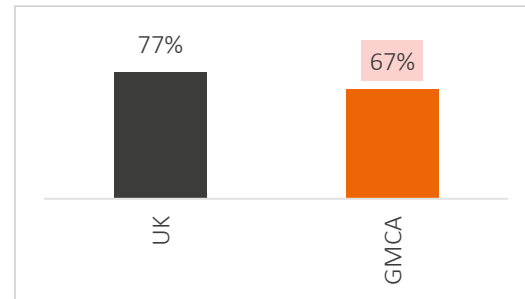
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Males GMCA
Were more likely to agree with the above statement (24%)



25-34 GMCA
Were more likely to agree with the above statement (58%)



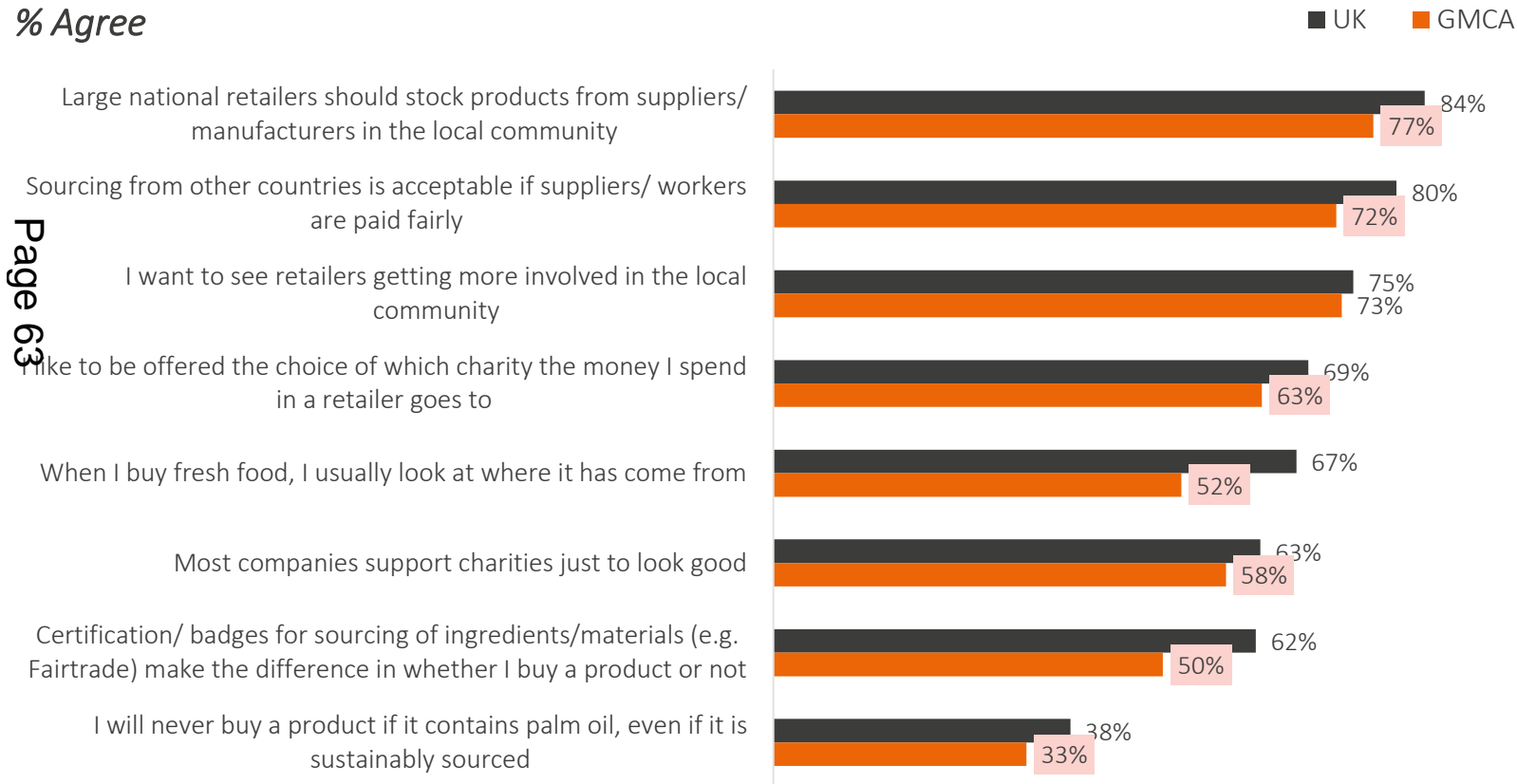
ATTITUDES – SOURCING AND LOCAL COMMUNITY

Significantly higher than the UK

Significantly lower than the UK

Residents in the GMCA region are less concerned than the UK average about companies getting involved with the local community. Although agreement is high about fair treatment of local and international suppliers, the scores are lower than the UK average.

% Agree



Females GMCA

Were more likely to agree sourcing from other countries is acceptable if suppliers/workers are paid fairly (78%)

SEG B GMCA

Were more likely to agree they like to be offered choice as to which charity money goes to (73%)

SEG E GMCA

Were more likely to agree that they want to see retailers involved in the local community (84%)

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CONSUMER BEHAVIOURS

Page 64

IMPACT

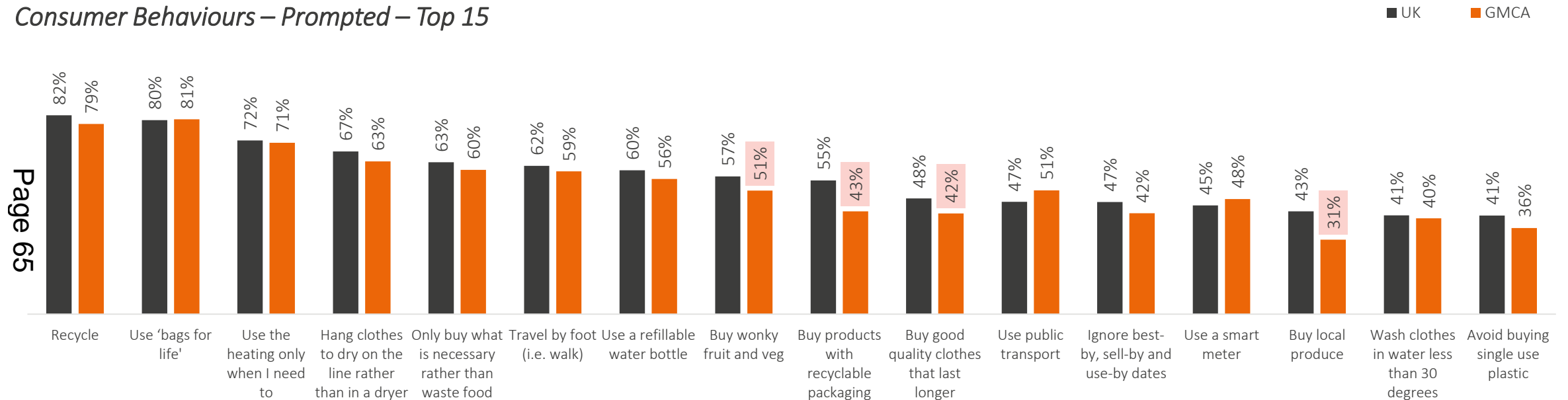
FROM INSIGHT TO INFLUENCE

CONSUMER BEHAVIOURS – TOP 15

Significantly higher than the UK
Significantly lower than the UK

While recycling and using bags for life are common behaviours in the GMCA region, residents are less likely to buy wonky fruit and veg, buy local produce and buy products with recyclable packaging.

Consumer Behaviours – Prompted – Top 15



Males GMCA

Were less likely to hang clothes to dry on the line (54%), use a refillable water bottle (48%), and only buy what is necessary rather than waste food (52%)

16-34 GMCA

Were less likely to use bags for life (60%), use heating only when they need to (57%) but were more likely to use public transport (60%)

65+ GMCA

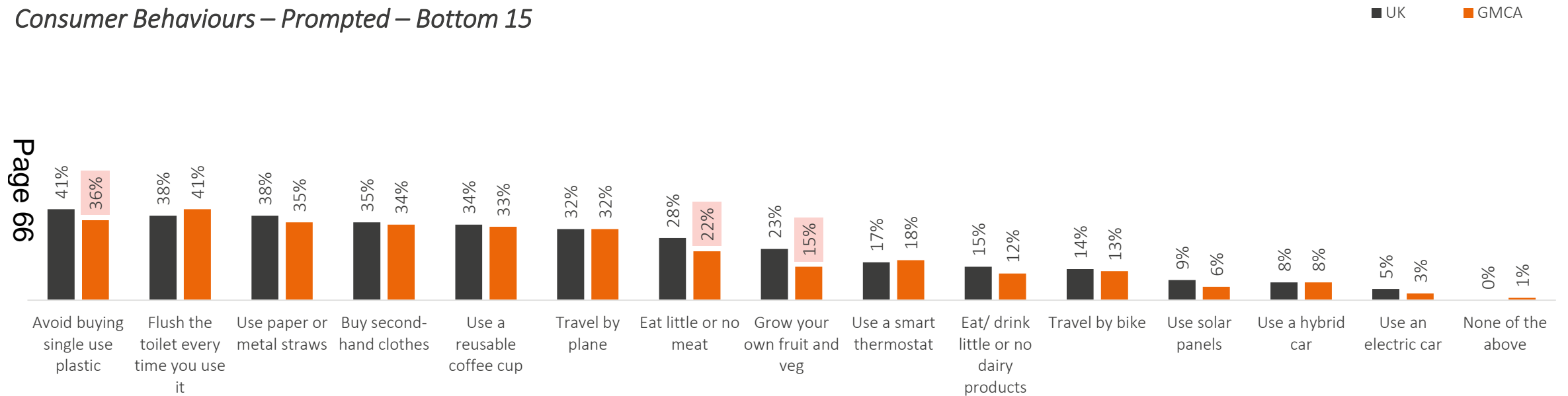
Were more likely to use bags for life (91%), use heating only when they need to (89%) and dry clothes on the line (79%)

CONSUMER BEHAVIOURS – BOTTOM 15

Significantly higher than the UK
Significantly lower than the UK

Other behaviours amongst GMCA residents are in line with the UK population on the most part. However, they are less likely to be reducing their meat consumption, growing their own produce and avoiding single use plastic.

Consumer Behaviours – Prompted – Bottom 15



16-34 GMCA
Were less likely to avoid single-use plastic (27%) and less likely to buy local produce (22%)

Females GMCA
Were more likely to avoid single-use plastic (42%), buy second-hand clothes (47%), use paper or metal straws (43%), and consume little/no dairy (16%)

Social Grade B GMCA
Were more likely to use an electric car (9%)

Children in the household GMCA
Were more likely to use paper or metal straws (45%), use a smart thermostat (26%), and use an electric car (7%)

FOOD WASTE

Page 67

IMPACT

FROM INSIGHT TO INFLUENCE

ATTITUDES - FOOD WASTE

Significantly higher than the UK

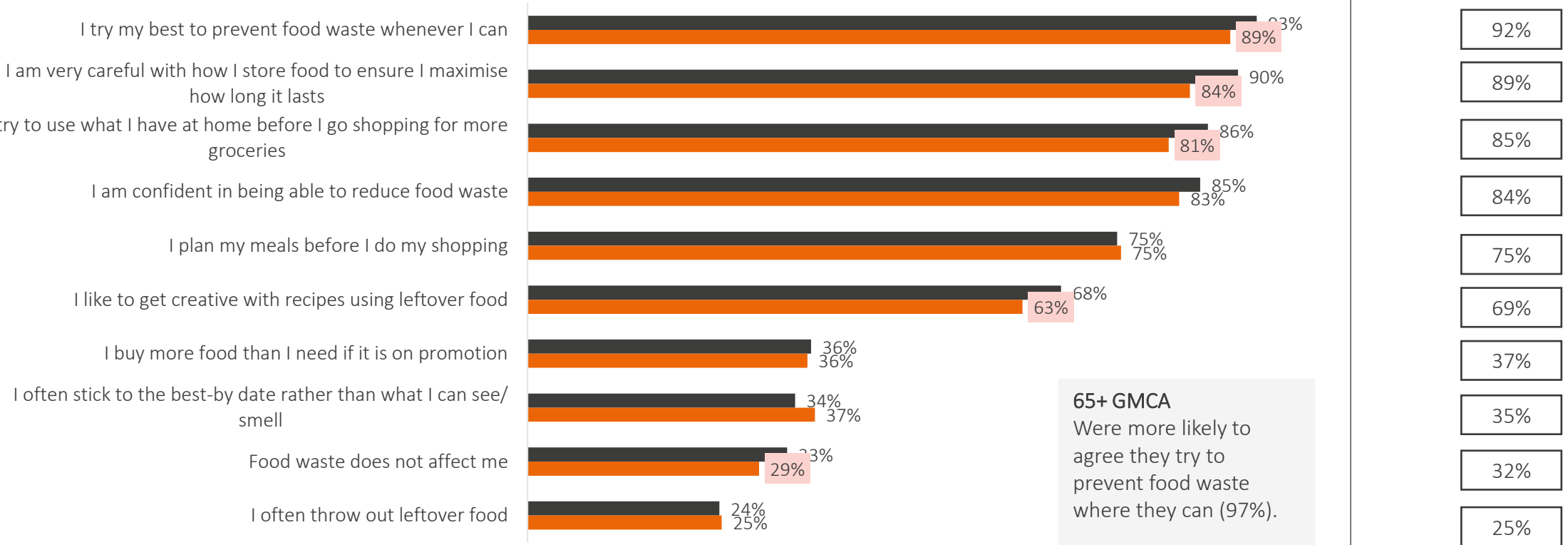
Significantly lower than the UK

The majority of consumers try their best to prevent food waste. There is an indication that GMCA residents are behind the UK average for reducing food waste, and therefore more could be done to support them in this area.

% Agree

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■ UK ■ GMCA

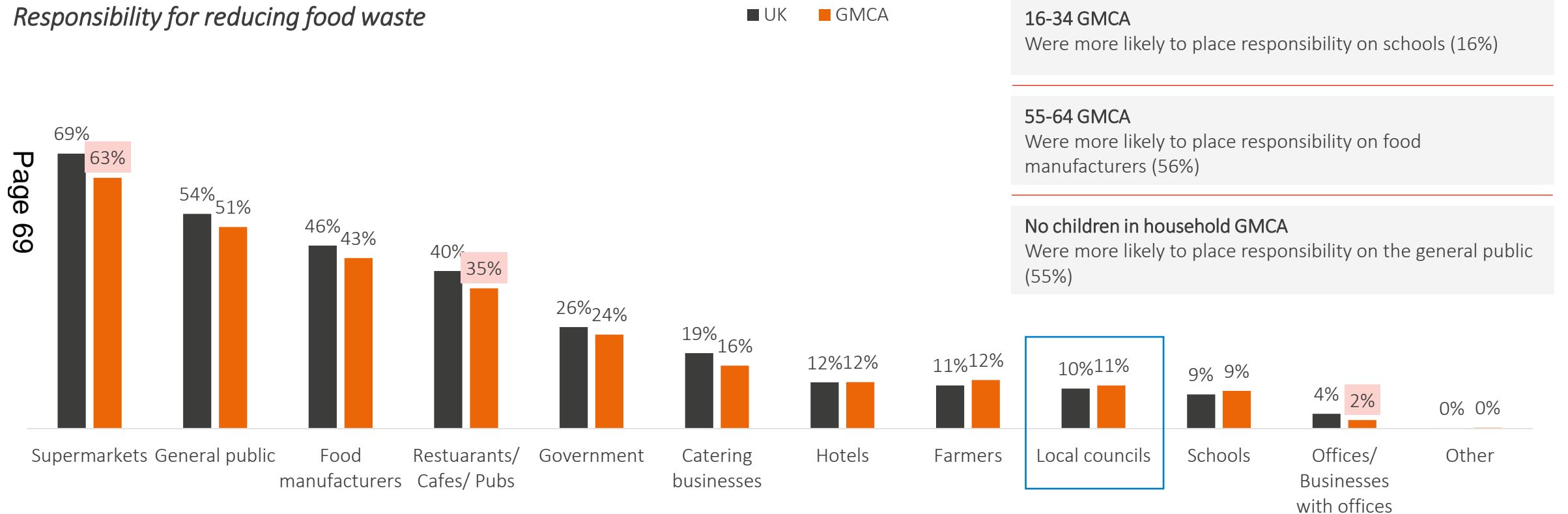


RESPONSIBILITY FOR REDUCING FOOD WASTE - PROMPTED

Significantly higher than the UK
Significantly lower than the UK

The onus for reducing food waste is very much placed on supermarkets in the GMCA region and the rest of the UK. Around half of residents recognise they also have a responsibility to reduce food waste – this suggests the other half require some more education on the benefits of them personally getting involved in this activity.

Responsibility for reducing food waste

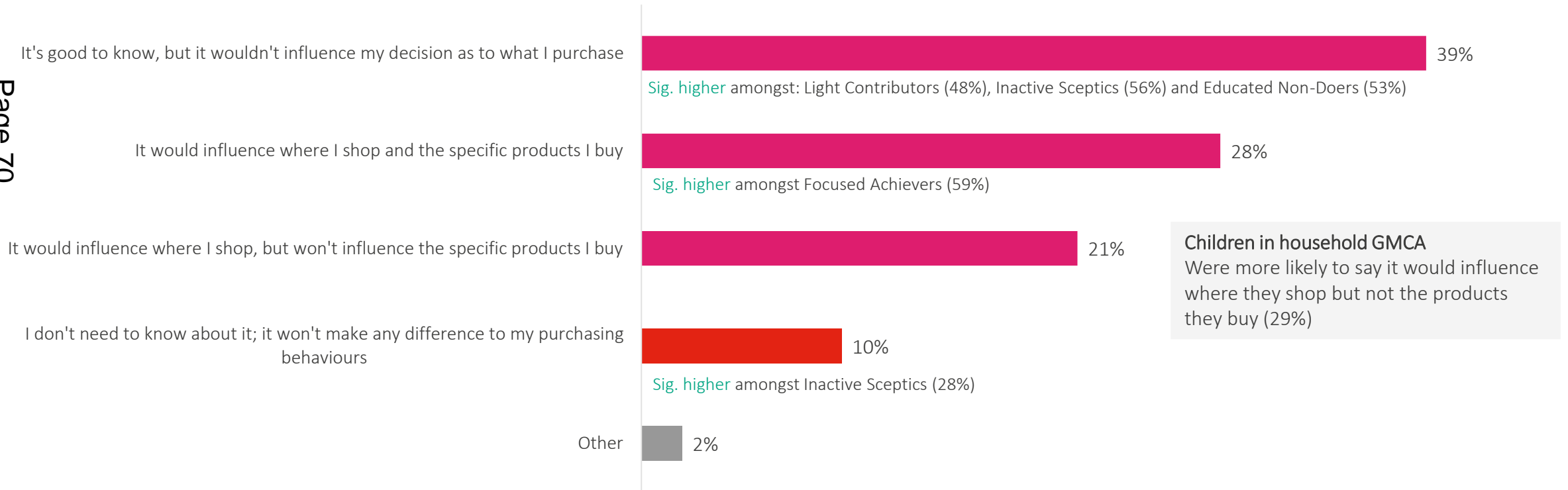


APPETITE FOR CARBON FOOTPRINT INFORMATION

There's an even split in terms of whether the carbon footprint information will influence residents' purchase decisions or not. However, amongst the majority of residents, this information would at least be appreciated.

Which of these statements best describes how you feel about carbon footprint information on a product?

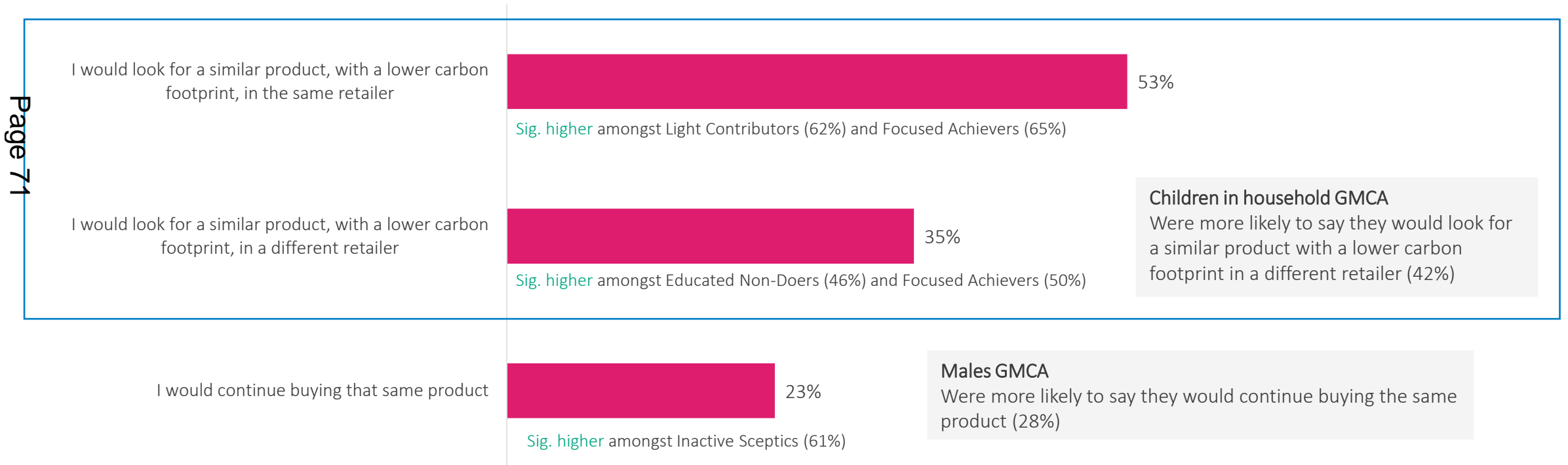
Page 70



REACTION TO A HIGH CARBON FOOTPRINT PRODUCT

Just over $\frac{3}{4}$ said a high carbon footprint level would cause them to look for some sort of alternative. This tended to be a similar product sold by the same retailer. It suggests that there is certainly value in sharing this information, in order to encourage more conscious decisions.

How would you react if the product you want to buy had a high carbon footprint label?



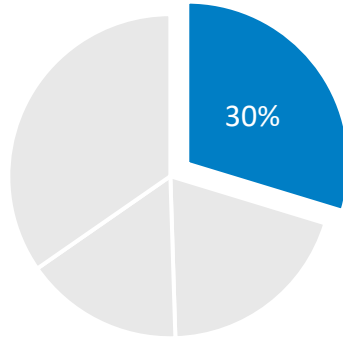
SEGMENTS

Page 72

IMPACT

FROM INSIGHT TO INFLUENCE

LIGHT CONTRIBUTORS



Who are they?

Light Contributors can be defined as consumers who complete the simpler actions to help the environment.

A large proportion are aged 55+, living in 1-2 person households with no children.

What do they do?

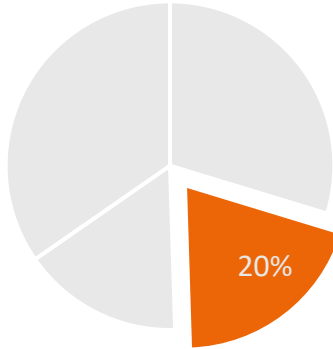
Their environmental attitudes are quite mixed, they make a conscious effort to recycle but are less likely to make lifestyle compromises to benefit the environment. Their environmental behaviours revolve around simpler tasks such as, recycling and using 'bags for life'. They have high levels knowledge of the simpler things, such as what can and cannot be recycled. However, lack a more complex knowledge on environmental terminology and government schemes. Reasons for environmental behaviours are more about saving money.

What would make them do more?

- Education: to increase knowledge and awareness of more complex environmental terms and government schemes.
- Incentivisation: to encourage and motivate them to branch further than just the simple behaviours.

INACTIVE SCEPTICS

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Who are they?

Inactive Sceptics can be defined as consumers who are not very interested in the environment. A larger proportion live in suburban areas. More likely to be lower income households (less than £25k annual income).

What do they do?

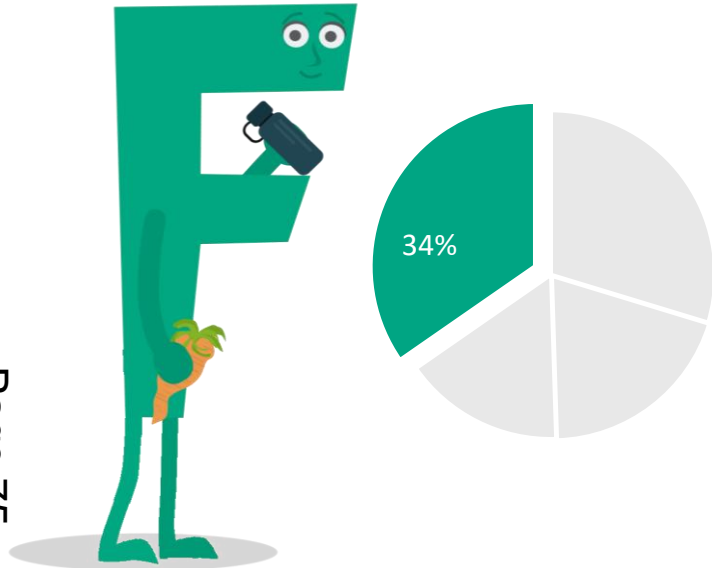
Their environmental attitudes are rather negative, they believe that the environment is a low priority and environmental issues are too far in the future to worry about. They are less likely to say they could do more or want to do more to help the environment. They have low levels of knowledge as a whole and are less likely to adopt environmental behaviours. Reasons behind the environmental behaviours is to save money and for convenience.

What would make them do more?

- Education and persuasion: as to why they need to contribute to help the environment and what they can do to achieve this.
- Incentivisation: such as saving money or getting money back for completing environmental behaviours.

FOCUSED ACHIEVERS

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Who are they?

Focused Achievers can be defined as consumers who are very invested in the environment. They are more likely to be 55+ and they are towards the higher end with regards to Social Economic Grade, and are more likely to own their homes.

What do they do?

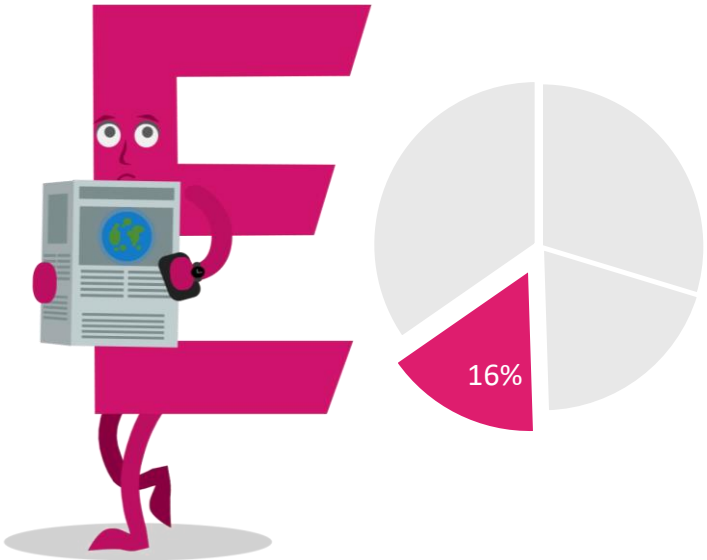
They have very strong, positive environmental attitudes, demonstrating that the environment is very important to them. They do the most for the environment, including using reusable coffee cups, refillable water bottles, reducing food waste and usage of heating. They still believe they could and want to do more to help. They have high levels of knowledge about recycling and environmental terminology but have lower levels of knowledge about government schemes. Their behaviours are driven more by the environment than other segments.

What would make them do more?

- Education: to increase knowledge and awareness of environmental schemes adopted by governments and education on what they could do to increase environmental behaviours further.

EDUCATED NON-DOERS

Page 76



Who are they?

Educated Non-Doers can be defined as consumers who have positive attitudes towards sustainability but it doesn't follow-through into their own personal behaviours. They are more likely to be aged under 45 and in full time employment. They are likely to be families living in urban areas. They are higher income households (over £40k annual income).

What do they do?

They believe that more needs to be done to help the environment, and they want to do more (pay more/make lifestyle compromises). But when it comes down to it, the environment is of a much lower priority and too far in the future to worry about. They are less likely to recycle, use bags for life and avoid buying single use plastic. They have high levels of knowledge about recycling, environmental terminology and government for convenience and social factors i.e. everyone else does it (smart thermostat, reusable coffee cups).

What would make them do more?

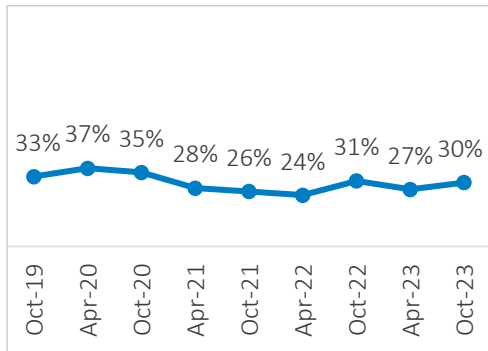
- Enablement/Opportunity: knowing different ways or having the opportunity to complete environmental behaviours that conveniently fit in with their current daily routines.

SEGMENT CHANGES FROM OCT-19 TO OCT-23

As part of the analysis, Impact identified four key segments based on environmental attitudes and behaviours. Data on how the sizes of the segments have changed since October 2019 can be found below.

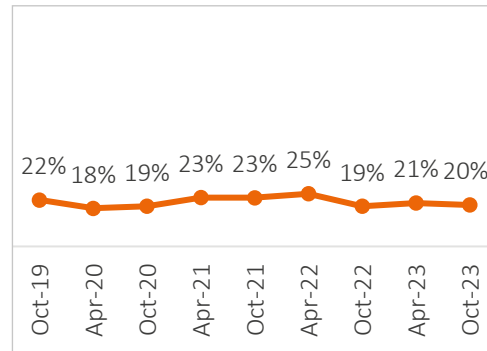
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Light Contributors



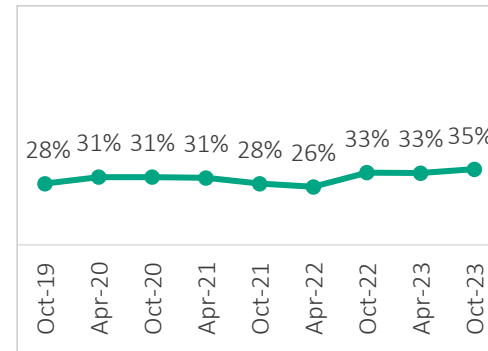
Low knowledge, have more basic environmental behaviours

Inactive Sceptics



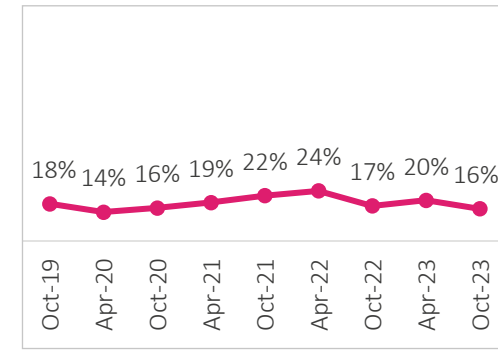
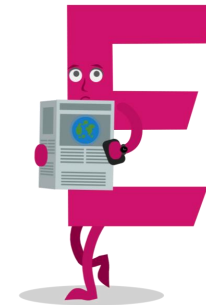
Don't know, don't care

Focused Achievers



Knowledgeable, positive attitudes and moving beyond basic environmental behaviours

Educated Non-Doers



Knowledgeable and positive attitudes, but not following through to action

OCT 23

GMCA 31%

GMCA 23%

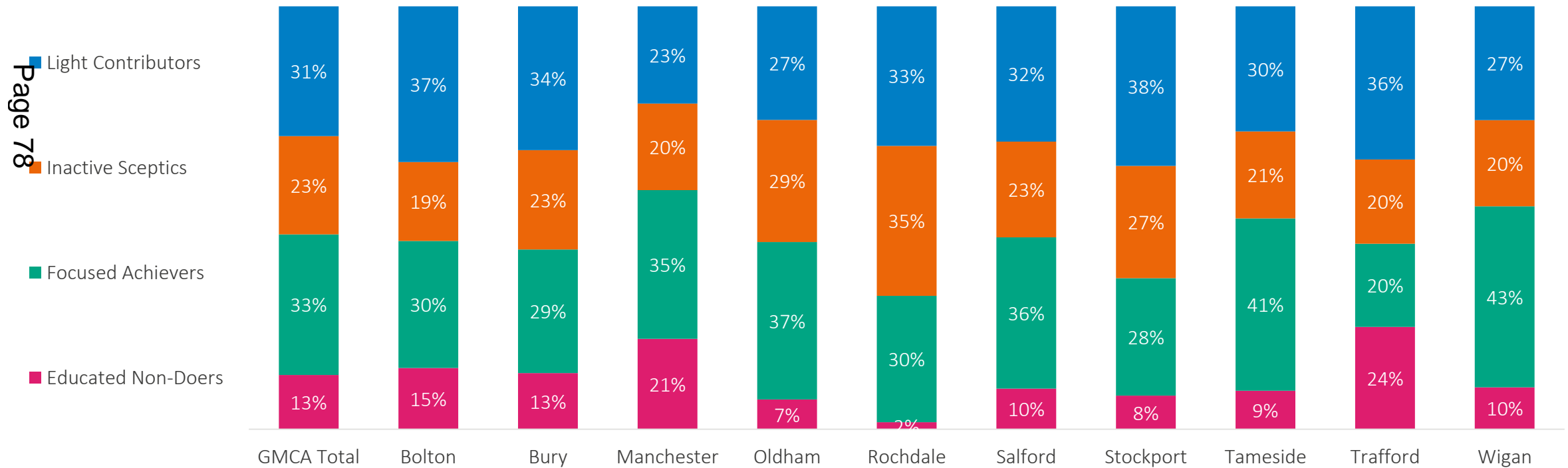
GMCA 33%

GMCA 13%

LIFE SEGMENTS IN GMCA REGIONS

Manchester and Trafford are more likely to have Educated Non-Doers, perhaps driven by having a higher proportion of residents aged 16-35. The Inactive Sceptics are most prevalent in Rochdale, suggesting this area will need the most support in encouraging residents to be more sustainable.

LIFE Segments within each region of GMCA



BEHAVIOURS BY LIFE SEGMENTS

 Significantly higher than GMCA total sample

 Significantly lower than GMCA total sample

Column %	Total Nat Rep Sample	GMCA Total Sample	Light Contributors (GMCA)	Inactive Sceptics (GMCA)	Focused Achievers (GMCA)	Educated Non-Doers (GMCA)
Recycle	82%	81%	86%	74%	85%	71%
Use 'bags for life'	80%	79%	87%	79%	83%	50%
Use the heating only when I need to	72%	71%	77%	69%	79%	39%
Hang clothes to dry on the line rather than in a dryer	67%	63%	72%	55%	72%	35%
Only buy what is necessary rather than waste food	63%	60%	58%	47%	78%	41%
Travel by foot (i.e. walk)	62%	59%	59%	53%	68%	49%
Use a refillable water bottle	60%	56%	59%	45%	68%	39%
Use public transport	47%	51%	51%	37%	64%	45%
Buy wonky fruit and veg	57%	51%	50%	44%	66%	31%
Use a smart meter	45%	48%	52%	41%	52%	40%
Buy products with recyclable packaging	55%	43%	44%	22%	65%	20%
Ignore best-by, sell-by and use-by dates	47%	42%	44%	40%	50%	19%
Buy good quality clothes that last longer	48%	42%	39%	28%	54%	40%
Flush the toilet every time you use it	38%	41%	45%	50%	30%	47%
Wash clothes in water less than 30 degrees	41%	40%	32%	29%	57%	35%
Avoid buying single use plastic	41%	36%	28%	14%	62%	27%
Use paper or metal straws	38%	35%	38%	23%	41%	36%
Buy second-hand clothes	35%	34%	30%	29%	46%	24%
Use a reusable coffee cup	34%	33%	30%	14%	47%	36%
Travel by plane	32%	32%	38%	34%	27%	28%
Buy local produce	43%	31%	30%	14%	45%	26%
Eat little or no meat	28%	22%	16%	8%	37%	18%
Use a smart thermostat	17%	18%	21%	9%	22%	15%
Grow your own fruit and veg	23%	15%	14%	8%	20%	17%
Travel by bike	14%	13%	7%	10%	20%	16%
Eat/ drink little or no dairy products	15%	12%	8%	6%	18%	20%
Use a hybrid car	8%	8%	7%	8%	7%	10%
Use solar panels	9%	6%	7%	3%	8%	7%
Use an electric car	5%	3%	4%	3%	4%	2%
None of the above	0%	1%	0%	2%	1%	2%

FOOD WASTE ATTITUDES BY LIFE SEGMENTS

 Significantly higher than GMCA total sample

 Significantly lower than GMCA total sample

Column %	Total Nat Rep Sample	GMCA Total Sample	Light Contributors (GMCA)	Inactive Sceptics (GMCA)	Focused Achievers (GMCA)	Educated Non-Doers (GMCA)
I try my best to prevent food waste whenever I can	93%	89%	90%	85%	95%	81%
I am very careful with how I store food to ensure I maximise how long it lasts	90%	84%	84%	74%	97%	72%
I am confident in being able to reduce food waste	85%	83%	84%	69%	94%	77%
I try to use what I have at home before I go shopping for more groceries	86%	81%	82%	74%	90%	72%
I plan my meals before I do my shopping	75%	75%	76%	65%	79%	84%
I like to get creative with recipes using leftover food	68%	63%	60%	45%	79%	60%
I often stick to the best-by date rather than what I can see/ smell	34%	37%	33%	37%	31%	59%
I buy more food than I need if it is on promotion	36%	36%	32%	33%	31%	60%
Food waste does not affect me	33%	29%	22%	39%	18%	59%
I often throw out leftover food	24%	25%	23%	25%	16%	51%

Next Steps

- A briefing note to be produced summarising key findings of the research
- Scope and tender documents for Phase 2 of behaviour insights research to be completed by end of March to go out for tender in April, this will include areas identified within new five-year plan that require further insights to further understand barriers and drivers/incentives to enable change
- Explore with the communications challenge group how the 'LIFE' segments can be used to shape and test future communication campaigns

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Waste and Recycling Committee

Date: 13 March 2024

Subject: Communications & Engagement Behavioural Change Plan 2024/25

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

Purpose of Report

To update members on the Recycle for Greater Manchester Communications & Engagement Behaviour Change Plan 2024/25.

Recommendations:

Members of the Committee are recommended to:

1. Note the Communications & Engagement Plan and provide feedback.

Contact Officers

Michelle Whitfield

Head of Communications & 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 2024/25 given the additional processing costs associated with removing contamination.

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:

1 – Appendix A - The Recycle for Greater Manchester Communications & Engagement Behavioural Change Plan 2024/25

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?

No

GM Transport Committee

N/A

Overview and Scrutiny Committee

N/A

1. Introduction/Background

The Recycle for Greater Manchester Communications & Engagement Behavioural Change Plan 2024/25 is attached in Appendix A. The plan provides an outline of our main priorities and will be reviewed regularly to take account of emerging issues or requests to support the district councils with communications relating to specific issues such as contamination. The plan builds on the main campaigns and communications already being delivered and summarises how we use insight and research to develop our communications and campaigns, so they reach the intended audience through the right channels.

2. Campaigns

2.1. Batteries and Electricals

A significant amount of vapes and e-cigarettes are being disposed of in household recycling bins causing a fire hazard and contamination issues. Due to a lack of national recycling infrastructure and confusion over how to recycle vapes, many residents are not aware of the fact that these are electrical items and should be disposed of in an electrical recycling container either at a retailer or household waste recycling centre. A vapes survey is currently being run to collect data on disposal habits which will be used to develop communications to help the public understand how and where to dispose of vapes and e-cigarettes.

The Battery Safety campaign will continue to run in partnership with the Greater Manchester Fire and Rescue Service to highlight the dangers of disposing of batteries incorrectly. We will also continue to support the Recycle Your Electricals campaign; a national scheme that directs users to a postcode locator to find their nearest electrical recycling point which could be a local supermarket, retailer, or household waste recycling centre.

2.2. Household Waste Recycling Centres

A new campaign to raise awareness of the household waste recycling centres is due to be launched in March. The campaign aims to highlight how easy it is to use the recycling centres, by providing useful top tips delivered in a fun and accessible way. Our research shows that many residents are motivated to recycle more when they see how their donated furniture is used to raise money for good causes in their local area. So, communications will focus on which local projects have been supported in each local

area, helping to show the importance of the recycling centres as a community asset. They are not only providing a free service for residents to recycle their household waste but also by collecting items for reuse via the Renew Hub, they upcycle and repurpose waste to raise money for good causes. Initial messaging will focus on the basics such as opening times, ensuring those who need a free van permit have applied before they visit and encouraging residents to pre-sort their recycling before they visit. New layout maps will be developed and hosted on the website showing where all the containers are located making it easier to plan a visit.

2.3. Textiles, Food Waste and In the Loop Recycling Campaign

As detailed in the Communications Plan, the In the Loop recycling campaign will continue this year, the campaign aims to increase recycling by explaining how items are kept 'In the Loop' by recycling them to reduce the impact on natural resources.

A textiles campaign is being launched in April that focusses on reducing the amount of textiles that are disposed of in the general waste bin by raising awareness of the fact that even if clothing is holey or ripped, it still has a value and can still be recycled in the textiles containers at the recycling centres.

A food waste campaign will also be launched later this year that aims to reduce the contamination of plastic packaging in the food and garden waste bin.

3. Education Service

The education team will continue to deliver tours and classroom based learning at the three visitor centres at the Materials Recovery Facility, Longley Lane, Manchester, the Renew Hub in Trafford Park and the GMCA solar farm in Bolton. The focus of this year is to review and develop the tour and learning activity at the Hub using the latest waste prevention research from the Keep Britain Tidy project. This research shows us that waste prevention messages are not well understood by the public who believe that recycling is the best way to protect the environment. We will use the learning activity and tour to help explain how reducing waste by buying less and reusing and repairing what you have can have a greater impact on the environment than just by simply recycling.

4. Renew and Social Value Communications

4.1. R4GM Community Fund

This year is the fourth year of the fund, it will open for applications on 8 April and close on 31 May. £220,000 is available for community groups and schools to run recycling, repair or reuse projects. So far 67 groups have been supported, including repair cafes, composting projects, bike repair schemes and a project to redistribute baby clothes to families in need.

4.2. Renew Hub

SUEZ are continuing to develop the Renew Hub; a paint spray booth has now been installed which means that more furniture can be upcycled and resold. They have also recruited two apprentice furniture restorers on a 2-year placement with North Lancashire College to work towards a Level 2 Furniture Restoration Apprenticeship where they will be introduced to the techniques of restoring and preserving antique and contemporary furniture pieces.

SUEZ are also looking at how best to use the event space for community groups, workshops, corporate events and monthly Renew markets. They will create a diary of events to raise awareness of the Renew hub.

Several charities also collect furniture and other household goods to distribute to those in need, these include Mustard Tree, Bolton Community Furniture Store, The River Manchester and Big Life.

SUEZ have run Renew pop up shops at Longley Lane and Cobden St recycling centres and at an empty shop unit in Bolton and are exploring other opportunities in other districts.

A communications plan has been developed to support and promote the activity in the Hub and the Renew shops, it also highlights the social value opportunities such as the links with the community fund, charities and apprentices and training opportunities being provided.

5. National Campaigns

5.1. Using national campaigns helps us to amplify the work we do in Greater Manchester. From 11 to 17 March, we are working in partnership with ReLondon on GM Repair Week to highlight the businesses and community groups that offer repair services to encourage residents to think about repairing items before throwing them away. Workshops, tours and a Repair Fair are also being run at the Renew Hub during that week. Newspaper adverts, a press release and social media communications will promote all of the events happening in districts across Greater Manchester during that week.

5.2. Food Waste Awareness Week also in March provides an opportunity to talk to residents about how to reduce their food waste, providing top tips on storing food to make it last longer.

5.3. National Recycle Week is held every year in October and again we will support the campaign with local advertising to raise awareness of recycling in Greater Manchester.

Communications & Engagement Behaviour Change Plan

Recycle for Greater Manchester

1st April 2024 to 31st March 2025

September 2023

Updated February 2024

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 are **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's Strategy commitments.

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

supporting the nine councils' communications priorities related to their waste and recycling collections.

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; and
- Help residents to see the value of waste and the real benefits that can be achieved by wasting less, reusing, repairing 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 support the aims of the 5 Year Environment Plan and the GMCA target of becoming a carbon neutral city-region by 2038;
3. 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;
4. 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;

5. To support the GMCA Waste and Resources Team business plan; and
6. 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. Over 1 million single use vapes are thrown away every week in the UK (Source: Material Focus <https://www.materialfocus.org.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 is over 50% (2022/23 figures 50.2% verified by DEFRA), making it one of the best performing urban city regions in the UK. The landfill diversion rate is 98.7% (2022/23) meaning that only 1.3% of household waste went to landfill. Non-recyclable waste from Greater Manchester's households goes to an Energy from Waste plant in Runcorn.
- The recycling rate at the 20 recycling centres has also been increasing year on year forecast to reach 57% for the 23/24 year.
- Three **Renew shops** opened in July 2021. A Renew eBay shop sells some of the more expensive or larger items that are available to click and collect from the Hub at Trafford Park. A new online Renew shop opened in December 2023 selling cheaper items such as white goods and bikes. A fourth Renew 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 fourth 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 now delivering tours around the Renew hub as well as increasing the number of outreach sessions delivered, particularly in areas where we have low engagement. The team are also reviewing and updating the **ESOL** (English as a Second Language) resources that were developed to help teach users about recycling at home, introducing word and phrases around recycling and waste. They will offer the resources to colleges and adult education establishments to use in their classes.
- 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. This campaign will continue into this year.

- An ethnographic study was carried out 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 team will also continue to 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.
- The **In the Loop campaign** is continuing, this 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 next phase of the campaign will follow different materials from the recycling bin, through the sorting process to show what they are recycled into.
- A **textiles** campaign will launch in April 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 at the recycling centres and do have a value.
- A campaign focusing on **contamination in the food and garden waste bin** is also being developed. 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.
- We will also continue to offer discounted compost bins through the Get Composting website for all Greater Manchester residents (excluding Wigan).

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These campaigns will be tailored and targeted to specific audience groups by changing the content, language, and visuals as appropriate. For example, we engage with students at the start and end of the year with specific tailored messaging to help them recycle whilst at university or college.

Waste Prevention and Reuse

We have been working in partnership with Keep Britain Tidy on a research project that explores how to communicate waste prevention messages to the public. The research will build on their first report 'Shifting the Public Focus from Recycling to Waste Prevention'. The findings which are due to be presented at the Keep Britain Tidy conference on 29th February 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.

Following the research project with Keep Britain Tidy, we will be looking at how we can incorporate the research into our campaigns. It will enable us to start to talk to residents about reducing waste by challenging their consumption habits and encouraging them to repair and reuse items before considering recycling. This is known as the waste hierarchy. As part of the research, it has been redesigned to help convey the importance of how over consumption is not sustainable and contributes to global warming, and how we need to rethink our consumption habits to move beyond just recycling to reduce the waste we create in the first place.

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, along with 92 traineeships, 88 work experience placements and supporting 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 and communications actions 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 Summer 2024 for 9-12 months. We will work with Manchester City Council, Oldham Council and SUEZ on a joint communications and engagement plan to communicate the closure and to provide regular updates for the local community;
- Design and develop a new Materials Recovery Facility to allow us to accept a wider range of plastics in line with the Simpler Recycling Policy; and
- Carry out waste compositional analysis to inform a Greater Manchester 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 residents face to face at events, meetings to provide them with information on recycling but also to receive feedback and insight on their knowledge and understanding to help better inform our campaigns;
- 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, campaigns and information on the 20 household waste recycling centres;
- Use the R4GM social media channels to inspire and connect with residents providing jargon free advice, useful tips and clear explanations;
- Use images where possible to assist communities where English is not their first language;
- Use photographs depicting 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; and
- 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.

Recycling is now the social norm, and most people now do it as part of everyday life.

A popular behaviour change model that we use 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

The table below summarises the main communication, engagement and campaigns that are planned and how they link to the objectives.

Communications Activity	Timescales	Objective
R4GM Community Fund – promote the fund in April-May to encourage applications.	April – May 2024 Sep – Oct 2024	3,4
Renew Shops, Hub, social value commitments	Ongoing	3,4
Discounted compost bin offer through Get Composting.com website	Ongoing	2,4
Compost donation scheme – free compost for community groups and schools	Ongoing	3,4
Education service – provide learning outcomes via 3 visitor centres, outreach and online sessions	Ongoing	2,3,4
Reliance St, Manchester HWRC closure (Summer 2024, TBC)	March 2024 to March 2025	3,4
Maintain and update R4GM website	Ongoing	1,3,4,5,6
In the Loop recycling campaign – continue to develop campaign for different audiences and for different materials	Ongoing	3,4
Battery safety joint campaign with GMFRS – continue to develop this in support of battery fire hotspots.	Ongoing	3,4,6
Recycle your electricals – continue to support this national campaign aimed to increase the recycling of batteries and electricals	Ongoing	3,4,6
Run a survey to collect data on disposal of vapes – use this to develop a campaign to increase recycling of vapes	Feb 2024 and ongoing	3,4,6

Textiles campaign – focussed on keeping textiles out of the general waste bin	Ongoing from Nov 2023	3,4
Food waste contamination campaign – focussed on reducing plastic contamination	Ongoing from Jan 2024	3,4
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	3,4
Support Keep Britain Tidy on waste prevention research project - incorporate results into R4GM Communications Plan	Sep 2023 to March 2024 - ongoing	2,3,4
Support national awareness weeks including GM Repair Week (March), Compost Awareness Week (March), Food Waste Awareness Week (March), Recycle Week (Oct)	Ongoing	3,4
Develop communications to raise awareness of the decarbonisation of the waste treatment sites.	TBC once programme of work has been finalised	2,5
Deliver seasonal communications e.g., at Christmas, Eid, Hannukah etc. ensuring messaging is relevant to the audience.	Ongoing	3,4

Monitoring and Evaluation

Quarterly impact reports are produced to demonstrate the effectiveness of the campaigns, communications, and engagement and to report on progress against this plan.

Specific KPIs are set for each activity depending on the specific objectives.

Throughout the year we use contractual data to monitor contamination and recycling rates.

The waste compositional analysis data that will be produced this year will also provide us with useful insight into the composition of each of the recycling and general waste bins so that we can better target our communications.

Controls are put in place for each campaign and communications activity so that adjustments can be made if the campaign isn't reaching the intended audience.

Self-evaluation surveys and engagement data provides feedback from residents to help us to understand if the communications are effective and the campaigns are adapted accordingly.

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