

Waste and Recycling Committee Meeting

Date: 13th January 2021

Subject: Waste and Resources Communications and Behavioural Change Plan
2021/22 – Part A

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

PURPOSE OF REPORT

To update members on the Recycle for Greater Manchester Communications & Behavioural Change delivery plan and the joint SUEZ communications and engagement plan.

RECOMMENDATIONS:

Members of the Committee are recommended to:

1. Note the progress against the communications and behavioural change plan; and
2. Note the progress on the joint SUEZ and R4GM communications and engagement plan.

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Equalities Implications:

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.

Climate Change Impact Assessment and Mitigation Measures

1. Any communication materials produced will be produced on recycled paper or paper that meets the FSC (Forest Stewardship Council) standard. The very nature of the communications and engagement aims to promote the waste hierarchy by encouraging residents of Greater Manchester to reduce their own carbon impact by minimising the waste they produce, reusing what they can and recycling the right items in the right bin.

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 2020/21 given the tightening of the export market for paper and card and 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 Resource Management Services (WRMS) contract and the Household Waste Recycling Centre 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: 2; October and November Digital Dashboards.

Comments/recommendations from Overview & Scrutiny Committee

BACKGROUND PAPERS:

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?		
GM Transport Committee	Overview & Scrutiny Committee	

1. INTRODUCTION/BACKGROUND

1.1 This report provides an update on progress against the Recycle for Greater Manchester Communications & Behavioural Change Delivery Plan 2020/21 and the joint SUEZ/R4GM plan.

2. COMMUNICATIONS & BEHAVIOURAL CHANGE PLAN

The communications and behavioural change plan is split into 5 sections:

- Waste prevention;
- Greater Manchester Wide Digital Support;
- Education;
- Reduce contamination and improve the quality of recycling; and
- Increase recycling at the HWRCs.

2.1 Waste Prevention

The Greater Manchester wide food waste prevention campaign will be rolled over into next year. It was intended that this would launch at the same time as the national food waste prevention campaign, however due to COVID the national food waste action week has been moved to 1st-7th March 2021.



A food waste prevention and food recycling campaign is currently running in Oldham. The campaign, called Buy, Keep, Eat, Repeat, is seeking to understand residents behaviour related to wasting and recycling food. A survey is being carried out across Oldham to identify barriers that stop people recycling all their food waste. In Oldham, based on waste composition analysis it is estimated that c.10,000 tonnes of food waste is mistakenly put in the grey bin (general waste). Three-quarters of this food

waste could have been avoided. A leaflet has been delivered to all households with the bin calendar to raise awareness of this issue. This has been supported by social media posts, information on the Oldham Council and Recycle for Greater Manchester websites, radio adverts and information provided to housing associations.

2.2 Greater Manchester Digital Support

2.2.1 The Recycle for Greater Manchester recycling centre pages have been updated and improved. The website developer conducted a web audit that focused on analysing user

journeys to identify any barriers that might stop a user from finding the information they're searching for. One of the recommendations was to redesign the recycling centre web pages so they are more digestible and user- friendly with revised layout, enhanced features for usability and interactive elements. This was followed with a user persona workshop with the communications team to establish key user and business goals. The web developer used this research to redesign the recycling centre pages.

2.2.3 Key improvements included optimising the design for mobile phone users (majority of visits to the website are from mobile devices), the use of accordions to reduce scroll and improve navigation to specific information such as recycling centre rules, Covid-19 measures and visit limits and buttons for vehicles over and under 2 metres high. Google analytics will be used to monitor any changes to how many times the pages are viewed and the length of time spent on each page.

2.2.4 The contact page is currently being redesigned. Sixty six percent (66%) of the enquiries in November to the communications mailbox were asking for information that is already on the website. By redesigning the page, users will be signposted and directed to the information they need. This will mean users can get an answer quickly to their enquiry without having to wait for a response by email.

2.2.5 From 2021, the team will be using Falcon, a social media management tool to publish, monitor and measure campaigns across our social media channels. The tool will allow us to cross post and schedule content as well as effectively measure campaign content performance using labelling. The tool also provides more in-depth and accurate reports which will save time and provide better evaluation of the campaigns.

2.2.6 A Christmas campaign is currently running on our social media channels to promote correct recycling over the festive period. Social media toolkits have been provided to all councils to promote on their own channels. Digital display adverts have been running since 27th November. These are adverts that appear on different websites encouraging users to click for more information from where they are taken to the Christmas page on the Recycle for Greater Manchester website. Since 27th November, 769, 960 impressions (opportunity to see) and 716 clicks through to the website have been recorded. The top domains are the Manchester evening news, Daily Mail, Bolton News, Mirror and Daily Star.

2.3 Education

2.3.1 Since September when the education team launched live virtual sessions to replace the tour around the materials recovery facility (MRF), they have delivered 44 sessions to 1,220 people. A breakdown is shown in the table below:

District	No of sessions run	Total no of participants
Manchester	12	569
Oldham	3	142
Salford	4	82
Stockport	5	123

Tameside	5	102
Trafford	4	49
Mixed Greater Manchester	11	153

2.3.2 The virtual sessions last approximately an hour and include a virtual tour around the MRF, an interactive activity called Right Stuff, Right Bin and a chance to ask questions. The sessions

are aimed at primary and secondary schools, guide and scout groups, adult community groups, further education groups and businesses. One session was delivered to 27 students studying geography and environmental management from Salford University.



Photo shows children at Birchfield Primary School in Manchester watching a virtual education session.

2.3.3 In addition, the team also run virtual open days suitable for members of the public. Ten events have been delivered to date. An education officer attended Prestwich Environmental Forum as a guest speaker to talk about recycling over the Christmas period and the problem with glitter, some types of wrapping paper and how to correctly dispose of broken fairy lights. The team also took part in a Meet Your Future session which focused on the variety of careers in the environmental and waste sectors.

2.3.4 A procurement project is underway to refit and upgrade the Longley Lane education centre. The procurement process including the software and hardware will be completed by March 2021. The team will then work with the preferred supplier to develop designs and technical drawings with a view to starting installation in May 2021.

2.3.5 Discussions have also started with SUEZ to discuss developing a classroom at the Reuse Hub which will be operational in 2021. The education team are working on a brief to outline an educational session focused on repairing and reusing waste.

2.4 **Reduce Contamination and Improve the Quality of Recycling**

2.4.1 Paper and card contamination campaigns are running in Bolton, Salford and Tameside. The campaigns aim to reduce the amount of contamination in the paper and card bins which lead to rejected wagon loads. Leaflets, bin stickers, vehicle livery, radio adverts and social media toolkits are being developed in partnership with each council. Unfortunately, due to the COVID pandemic, the team have been unable to carry out any face to face engagement or community events.

2.4.2 A paper and card contamination campaign has been running in Bury since June this year. In summary:

- In June 2020, Bury Council sent letters/emails to all residents;
- In September, 83,000 leaflets were delivered and bins stickered;
- A localised radio advert ran with Tower FM, which has an audience reach of 42, 616;
- Councillor Quinn published a letter in the Jewish Advertiser which has a readership of 3,800 in Bury but is widely read across Greater Manchester in the Jewish community;
- A dedicated campaign page was set up on the R4GM website; and
- Social media toolkits were provided to Bury Council.

2.4.3 A post campaign survey is being delivered across Trafford, following their 'Got to be a Bottle' campaign in order to measure campaign recall and see if this has changed residents' behaviour when recycling plastics. Earlier this year, 90,000 leaflets were delivered and bin stickered informing residents that only plastic bottles can go in the black mixed recycling bin was carried out.

2.4.4 The R4GM team are working with Keep Britain Tidy on a national nappy campaign. Recent research conducted by Keep Britain Tidy in partnership with nine authorities across England, has identified that there is a genuine confusion amongst the public about whether or not disposable nappies are recyclable. This is leading to people putting nappies into their paper and card recycling bin. Keep Britain Tidy are working with local authorities across England to develop a single campaign message to ensure that it is well understood and motivates people to dispose of their nappies in the general waste bin or use washable alternatives. They are conducting a national survey to quantify the number of people who believe that nappies are recyclable which will help to gain media interest in the topic. A campaign will be developed and tested and campaign assets should be ready for roll out across Greater Manchester by February 2021.

2.4.5 The R4GM Communication team and the councils are discussing how to target those residents who deliberately hide waste such as bin bags in the paper and card bin. A methodology is being developed in order to collect evidence and insight and a behaviour

change campaign will be developed specifically aimed at raising awareness of the consequences of hiding waste in the recycling bin.

2.5 Increasing Recycling at Household Waste Recycling Centres

2.5.1 During the November lockdown, messaging focused on promoting that all household waste recycling centres remained open throughout the lockdown and that visitors should follow the COVID rules whilst on site. New banners have been installed at the entrance of all 20 household waste recycling centres reminding the public that they should observe social distancing on site, wash their hands after their visit and ideally wear a face covering.

3. JOINT SUEZ AND R4GM COMMUNICATIONS AND ENGAGEMENT PLAN

3.1 SUEZ are making good progress on introducing 3 reuse shops at household waste recycling centres in Trafford, Salford and Oldham. The shops are programmed to be open from January to March 2021 (subject to planning permissions being granted) and will sell donated furniture and bric a brac. SUEZ are working with the charities who currently collect donated furniture from the sites to ensure that they can still have access to good quality furniture and other household goods to sell in their own charity shops. The proceeds of the reuse shops will go to the community fund and the Mayors charity.

3.2 The community fund application process and terms and conditions are being developed and an update is available in the contract update report elsewhere on the agenda.

4. MONITORING AND EVALUATION

4.1 Monthly social media dashboards are produced to monitor key performance indicators on the social media channels and website. This helps the team to understand what type of content produces good levels of engagement so that the content can be reviewed and improved. It also gives information on which pages on the Recycle for Greater Manchester website are most visited, how visitors to the website access the site, (e.g. via a search engine like Google or from a local authority website) and the type of information that people are searching for. This data is used to drive the content strategy and improve the usability and features of the website. Dashboards for October and November 2020 are attached as Appendix A and B respectively.

4.2 The education team keep a record of how many educational sessions are delivered, how many attended and which district they are from. This is used to target areas where attendance is lower and to develop the promotional strategy.

4.3 In terms of the contamination campaigns, monthly tonnage figures and numbers of rejected loads are monitored throughout. The team also test any new communications materials and gather feedback at key points during a campaign using focus groups, survey and door knocking. The results are used as part of a plan, do, check, act (PDCA) approach of continuous improvement.

5. BUDGET

5.1 The budget breakdown for delivering the Recycle for Greater Manchester Communications for 2020/21 is detailed below. The actual spend is up the end of November 2020.

Budget allocation	Budget £ 2020/21	Actual spend to date £ 2020/21
Salaries	482,812	329,575.90
Advertising	221,490	36,226
Campaigns	255,500	34,283
Digital	59,276	81,752
Support (graphics/branding)	45,479	21,479
Education	60,298	9112
Total	1,124, 855	512,427.90

5.2 A budget of £70,000 has been committed to the refit of the Longley Lane education centre due to be completed early next year. £50,000 will be spent on the Keep Britain Tidy Nappy campaign and £60,000 has been allocated to a paper and card trial.

5.3 A forecast underspend of £270,000 will be carried over to next year to run campaigns that have been put on hold due to COVID.