

Waste and Recycling Committee Meeting

Date: 13 July 2021

Subject: Communications & Behavioural Change Plan Update

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 & 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:

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

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

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 minimizing 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 additional processing costs associated with removing contamination update.

Legal Considerations:

The requirements for SUEZ to support GMCA communications and engagement activities that relate to waste and resources are set out in the Waste and Resources Management

Services (WRMS) contract and the Household Waste Recycling Management Services (HWRCMS) contract.

Financial Consequences – Revenue:

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

Financial Consequences – Capital:

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

Number of attachments to the report:

R4GM Digital Dashboard April 21 – Appendix A

R4GM Digital Dashboard May 21 – Appendix B.

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?		
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 2021/22 and the Joint SUEZ/R4GM plan. The report focusses on the period from April to June 2021.

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

- 2.1.1 The national Food Waste Action Week ran from 1-7 March 2021. The campaign organised by WRAP (Waste and Resources Action Programme) aimed to raise awareness of the link between food waste and climate change with the message; food waste feeds climate change. Greater Manchester's local results were reported in the previous waste committee report. National results are now available and detailed below.
- 2.1.2 GMCA was one of 135 organisations and businesses who took part in the campaign. Collectively over half a billion media impressions were generated. An impression is an opportunity to see a piece of media or the number of times an advert appears on a user's screen. Nearly half of those who saw Food Waste Action Week 2021 messaging, reported either doing something different to reduce food waste or planning to in future. During the week, there were 114 separate news reports including media coverage on the BBC, ITV, Channel 5 and the World Service.
- 2.1.3 Food Waste Action Week 2022 has now been confirmed for Monday 7 to Sunday 13 March 2022.
- 2.1.4 The other waste prevention focus has been on promoting donations at the household waste recycling centres (HWRCs) to generate stock for the 3 ReNew shops. Donation containers have been placed at 15 out of 20 HWRCs and residents are able to drop off a range of unwanted household items including furniture, gardening equipment, toys, games, books, collectable and bric-a-brac. This type of waste would otherwise have gone into the general waste container destined for energy from waste or landfill.
- 2.1.5 Communications has focused on toolbox talks for the SUEZ operatives, providing leaflets for residents who visit the HWRCs and promotion on social media channels. Social media assets and a briefing note have also been provided to the council communications and waste teams so they can promote the new donation containers on their channels and networks.

2.2 Greater Manchester Wide Digital Support

- 2.2.1 Digital dashboards have been provided in Appendix A and B for April 2021 and May 2021. The number of page views of the main household waste recycling centre pages and sessions in May are less than in April which reflects the trend in the number of visitors to the HWRCs which decreased in May compared to the previous month.
- 2.2.2 Since the new Senior Content Officer has taken up their role, the social media strategy is being reviewed to ensure it meets the needs of our audience and contains relevant content. They are analysing the engagement rate, number of shares etc to determine what type of content leads to better engagement with the audience. Therefore, in May fewer posts were made in Facebook (32 in May compared to 46 in April), however the total number of people reached in May was over 86,000 compared to over 16,000 in April. This led to an engagement figure of 3,825 in May compared to 463 in April. (The number of engagements is where a person interacts with a post either by liking it, sharing it or commenting on it). The difference in engagement on Facebook is likely to be due to a Facebook advertising campaign that was run to promote the R4GM Community Fund which closed on 31 May.
- 2.2.3 On Instagram and Twitter the engagement figures are slightly down on previous months but engagement per post has improved.

2.3 Education

- 2.3.1 The education team are continuing to deliver virtual educational sessions. A breakdown is shown in the table below, the data is from 1 April 2021 to the middle of June:

District	No of sessions run	Total no of participants
Bolton	8	515
Bury	3	115
Manchester	4	115
Oldham	1	16
Rochdale	4	173
Salford	4	282
Stockport	10	492
Tameside	2	63
Trafford	1	90
Mixed Greater Manchester	5	40
Total	42	1,901

- 2.3.2 As well as the numbers of participants, the team also record feedback and below is a selection of some of the comments received:
- “The children loved it and have been telling their class teacher all about it today”;
 - “That was very interesting and insightful thank you. I will remove lids from now on!”;

- “Thank you, really interesting and I've learned some new things even though I thought I knew all about recycling!”; and
- That film was really useful. Everyone should watch it because it helps us understand why we have to do certain things to make recycling function effectively!”.

2.3.3 Any groups or individuals who take part in a live session are invited to take part in a quiz on the Recycle for Greater Manchester website with a chance to win a prize. Since 1 April just over 160 entries have been received.

2.3.4 The refit of the Longley Lane education centre is on track to be completed in September. The education team have been working with the designers and fitters to agree the room layout, flooring, wall design and tables and chairs. They have also been working with another contractor who are installing the digital hardware and developing games and interactive quizzes.

2.3.5 Looking forward, if COVID 19 restrictions allow, the team will commence face to face education visits at Longley Lane visitor centre and the solar farm at Bolton in September. Virtual educational sessions will continue and are an excellent way to engage with groups and schools who are not able to travel to the education centres either due to the cost of the coach or the distance and travel time.

2.4 Reduce Contamination and Improve the Quality of Recycling

2.4.1 The R4GM team partnered with Keep Britain Tidy on a national nappy campaign which launched at the beginning of March. The campaign has been launched as research shows there is genuine confusion over which bin soiled nappies should go into. During the summer months there is another package of national Clear Channel coverage by Keep Britain Tidy so the R4GM team will be supporting this with GM wide advertising.

2.4.2 The team are also developing this campaign further by working with hospital communication leads so the campaign materials can be shared in maternity wards. Contact has been made the maternity clinical lead at the Health and Social Care Partnership to look into partnership working.

2.4.3 The team are also exploring options to work with Bounty; an online subscription service that supplies free bounty packs to new parents and they are working with a contact at the MEN to look at options of sharing the campaign via their Families Online channel.

2.4.4 For World Environment Day (5 June 2021), the team partnered with Alupro to run their Every Can Counts campaign. The campaign focussed on the infinite nature of aluminium can recycling, encouraging residents to recycle cans. A ‘Rainbow Archway’ made from recycled cans was installed in Piccadilly Gardens, Manchester from 4 to 6 June.

2.4.5 A team of Every Can Counts 'ambassadors' engaged with the public regarding recycling. Supporting communications were delivered by the R4GM team and included:

- Out of home advertising in all 9 boroughs;
- Print advertising across the main newspapers in GM;
- Social media toolkits and newsletter copy for the council's comms teams;
- Council briefing document;
- Dedicated webpage on the R4GM website;
- Digital display advertising;
- Every Can Counts ambassadors conducting a survey and resident engagement;
- Videos and photos/interviews with Every Can Counts representatives to share on social media; and
- Media coverage included BBC North West Tonight, BBC Radio Manchester, Manchester Evening News in print on 5 June and their [online piece](#) was syndicated by [MSN](#). Further coverage was also achieved in [About Manchester](#) and [The Manc](#).

2.4.6 The team have been carrying out research to develop a GM wide food waste campaign to raise awareness of food waste avoidance and encourage residents to recycle their food waste correctly. Research includes visiting the transfer loading stations where the council vehicles tip off the food and garden waste collected to observe participation levels and contamination.

2.4.7 Qualitative research is also being carried out through interviews and surveys with residents at food markets across the city region (COVID 19 permitting) to understand what would encourage people to recycle their food waste correctly. This will also be supported by telephone interviews through a research company.

2.4.8 On 23rd June at 5pm, the education team are running a Facebook live session to talk about food waste reduction tips and provide a brief overview of what goes in the food and garden waste bin. They will talk contaminants and what happens to food and garden waste then ask for feedback on what would encourage residents to recycle their food waste and give details about how to sign up to a focus group.

2.4.9 The research will be used to develop the Buy, Eat, Keep, Repeat campaign that was run in Oldham in 2020. Messages will be developed to encourage residents to prevent food waste and to recycle unavoidable food waste correctly.

2.5 Increase Recycling at Household Waste Recycling Centres

2.5.1 Communications around the HWRCs have continued to focus on COVID 19 restrictions and to encourage residents to use the sites safely. As detailed above, residents have also been encouraged to donate household items to the ReNew donation containers that are now available at 15 out of 20 HWRCs.

2.5.2 On Tuesday 15 June 2021, ITV Granada Reports filmed a report at the Longley Lane site which focused on battery fires. SUEZ, Trafford Council and GM Fire and Rescue

Service representatives were all interviewed about the dangers of battery fires if not disposed of correctly. The programme is due to air during w/c 21 June 2021 and the R4GM team will support this with social media messaging.

3. JOINT SUEZ AND R4GM COMMUNICATIONS ENGAGEMENT PLAN

- 3.1 The three ReNew shops are now open at Woodhouse Lane HWRC in Trafford, Boysnope Wharf HWRC in Salford and at Arkwright Street in Oldham. The shop at Woodhouse Lane in Trafford was the first to open on Friday 28 May 2021 and took £900 in the first day and over the first 4 days, just over £2,300. Communications has focused on the donations but a ReNew shop launch event is being planned for 26 July 2021. The shops raise money for the R4GM Community Fund and for the GM Mayors charity. An annual fund of £220,000 is available and each year £100,000 will be given to the GM Mayors charity.
- 3.2 Development is also underway on the ReNew Hub which is located in Trafford Park. The hub is where the household donations collected from the HWRCs are stored. Here they are cleaned, inspected and then allocated into one of 6 display zones, e.g. furniture, bric-a-brac, gardening equipment, toys, games etc. This allows the team at the hub to pick the right mix of stock for each shop so that merchandising standards are maintained across all 3 shops.
- 3.3 In phase 2 of the ReNew hub, work pods will be introduced which will allow furniture, bikes and electrical good to be repaired and sold in the shops. These will be in place by the end of this year. The final phase will see the introduction of a visitor centre and events space.
- 3.4 The R4GM Community Fund closed on 31 May 2021 and 60 applications were received. Applications were received from every council area in GM and these are being shortlisted by an assessment panel from the Lancashire Wildlife Trust, SUEZ and GMCA. A report of recommendations will be submitted to the Greater Manchester Environment Fund Trustee Board (GMEFTB) who will meet on 7 July 2021 to agree the projects to be funded. Successful projects will be notified by 15 July 2021.

4. MONITORING AND EVALUATION

- 4.1 Monthly social media dashboards are produced to monitor key performance indicators on the social media channels and website. As indicated above these are being monitored by the new Senior Digital Officer to determine the social media strategy.
- 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 2021/22 is detailed below. The actual spend is up to the end of June.

Budget allocation	Budget £ 2021/22	Actual spend to date £ 2021/22
Advertising	£60,000	£48,349
Campaigns	£202,000	£13,961
Digital	£120,000	£15,419
Education	£55,000	£48,305
Total	£437,000	£126, 034