

Waste and Recycling Committee Meeting

Date: 13 October 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. To seek feedback on the draft Communications and Behavioural Change delivery plan 2022/23.

RECOMMENDATIONS:

Members of the Committee are recommended to:

1. Note the progress against the Communications and Behavioural Change Plan.
2. Note the progress on the joint SUEZ and R4GM Communications and Engagement Plan; and
3. Provide feedback on the priorities in the draft Communications & Behavioural Change Delivery Plan 2022/23.

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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 2021/22 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 June 21 – Appendix A

R4GM Digital Dashboard July 21 – Appendix B

R4GM Digital Dashboard August 21 – Appendix C

Communications & Behavioural Change Delivery Plan 2022/23 – Appendix D

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
~~Yes~~/ No

Exemption from call in

Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency? No
Please state the reason the report is exempt from call-in

GMCA

N/A

Overview and Scrutiny Committee

N/A

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 July to September 2021.
- 1.2 Appendix D is the draft Communications & Behavioural Change Plan 2022/23 which outlines the priorities for the next financial year and members of the Committee are requested to review and comment on the proposals.

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 Recycle for Greater Manchester (R4GM) have been running a home composting campaign to encourage residents to compost their food waste at home to help to reduce the burden on the garden waste service. An offer has been secured for discounted composting products with free postage and packaging through a deal with [Get Composting](#). Residents input a Greater Manchester (excluding Wigan) postcode and address to secure the subsidised offer, 10% off the normal retail price. The offer is being promoted through targeted digital display and Facebook advertising. Get Composting will be providing regular monitoring reports about the take up of the offer.
- 2.1.2 Sow the City is a community-based gardening and growing enterprise with years of experience in running growing projects, workshops and social prescribing activities, are providing composting and environmental expertise. This is in the form of webinars, videos, and blogs which will enable us to have confidence that the advice and information provided is credible and relevant. Sow the City's introductory blog has been published on the R4GM website and will be followed by seasonal web content and a video about accelerating the composting process.
- 2.1.3 The Greater Manchester wide food waste campaign (Buy, Keep, Eat, Repeat) was launched at the Bolton Food and Drink festival in August. Over 400,000 visitors attended the 4 day event which is spread across the town centre with a number of stalls, live music and demos.
- 2.1.4 The campaign 'Buy, Keep, Eat, Repeat' focusses on waste prevention and the correct use of the food waste caddy for all unavoidable food waste. The campaign will focus on the link between climate change and food waste. Short videos with food waste

hacks will feature on Instagram as well as outdoor advertising and a dedicated food waste week in November.

2.2 Greater Manchester Digital Support

2.2.1 Digital dashboards for June, July and August 2021 have been provided in Appendix A, B and C.

2.2.2 This period has shown real growth on our platforms. Facebook followers have gone up 11% in the period since 1 July 2021 and Instagram followers have gone up 27% in the same period. This is due to attracting new users through promoted posts as well as us focusing on quality over quantity; posting less often but ensuring content is valuable and consistent.

2.2.3 A big focus over the last few months has been the promotion of the #RenewShops across our web and social channels. Adverts ran on Facebook and Instagram to promote the shops across Greater Manchester as well as more targeted local ads aimed at the districts where the three shops are located. These promotional posts have had a really positive impact on our stats, reaching an additional 145,000 residents, gaining almost 18,000 engagements and driving 11,000 users to the Renew page on our website. Advertising directly on social media is an efficient use of our advertising budget and it's a model we're looking to exploit for other upcoming campaigns.

2.2.4 Our approach on social media has been to create complimentary posts and graphics to support campaigns that have been running. We've created visual toolkits on topics like the circular economy and recycling paper and card which give residents an engaging way to consume information on waste. We've also become more reactive across our social media. Following an incident in a district involving a load being rejected because of paint contamination, we created a guide to recycling paint that we shared with districts to help tackle the issue. We've also been thinking about seasonal topics and have created content on 'Back to School', the Olympics and the Euro 2020 championships, connecting our core messaging to current events.

2.3 Education

The education team are continuing to deliver virtual educational sessions, however, face to face tours around the MRF are planned to recommence from the end of September. A breakdown of virtual sessions is shown in the table below, the data is from 1 April 2021 to the middle of September 2021.

District	No of sessions run	Total no of participants
Bolton	8	515
Bury	3	115
Manchester	5	179
Oldham	1	16
Rochdale	4	173
Salford	4	282

Stockport	11	522
Tameside	2	63
Trafford	3	409
Mixed Greater Manchester	11	83
Total	52	2,357

2.3.1 As well as the numbers of participants, the team also record feedback and below is a selection of some of the comments received:

- Thank you SO much for an amazing presentation. It was brilliant – Education Officer was amazing with the children, especially as it is challenging using Teams. I've passed on how great the presentation is to other schools in our cluster;
- Thank you SO much for a fantastic morning! We really enjoyed the session; it was so engaging and thought-provoking for the children!; and
- Thanks again for a thoroughly interesting and well-presented presentation. I look forward to the opportunity to take a physical tour when the time is right.

2.3.2 The refit of the Longley Lane Education Centre was completed in September. The room is brighter, fresher and more engaging with a bespoke wallpaper that depicts many aspects of urban city life. The wallpaper features images on recycling and waste and raw materials but also energy, transport, housing and climate change demonstrating the links between them which features as part of the teaching. New digital screens have been installed to bring the centre up to date and allow more interactive sessions to be delivered which will reinforce the learning delivered in a session. The team are now looking at introducing visitors back to the education centre safely. The team will provide dates for Councillors and Council officers to visit the refurbished education centre. Photos are shown below.



2.4 Reduce Contamination and Improve the Quality of Recycling

- 2.4.1 The R4GM team are working with Bolton Council on a paper and card campaign focusing on keeping contaminants out of the recycling bin. 113,000 leaflets were delivered by the end of August 2021 to all households with a wheelie bin. The Bolton Council bin crews are stickering paper and card bins to advise residents of what can be recycled in the bin. 6 recycling collection vehicles have had updated livery advertising the campaign. The campaign is supported by social media and e-newsletters.

2.5 Increase Recycling at Household Waste Recycling Centres

New plasterboard containers were introduced in July at several household waste recycling centres. Previously plasterboard has only been accepted from residents at the weighbridges so that the material can be closely monitored. In order to access the weighbridges safely, PPE must be worn, however due to COVID, PPE is no longer provided by SUEZ and residents must provide their own. In order to reduce complaints and provide a better service for residents, containers are now available on 12 out of 20 HWRCs where space allows.

3. JOINT SUEZ AND R4GM COMMUNICATIONS ENGAGEMENT PLAN

- 3.1 The Renew shops were officially launched at a media event on 26 July 2021 at the shop at Arkwright Street in Oldham. The event was attended by Greater Manchester Mayor, Andy Burnham and SUEZ's Group Senior Executive Vice President for Northern Europe, David Palmer Jones.
- 3.2 Communications has focused on generating an increase in footfall at the 3 shops with a particular focus on the shop at Arkwright St which is not as busy as the other two shops as it's not located on the household waste recycling centre. Officers have been giving out leaflets and speaking to residents visiting the HWRC and directional signage is being installed on lamp-posts leading up to the shop. Local targeted communications will raise awareness of the shop.
- 3.3 SUEZ are continuing to develop the Reuse Hub at Nash Road, Trafford Park. Work pods have been installed which is where white goods such as fridges and freezers and bicycles will be repaired further reducing the amount of bulky waste that is sent to landfill or Energy from Waste. The work pods will be operational by the end of this year. The stock will be sold through the reuse shops and online via Facebook Market Place.

4. QUARTER 3 PRIORITIES

- 4.1 The team are developing communications to support the introduction of a van and trailer permit scheme. This is part of the trade waste access policy to restrict traders

from illegally using the household waste recycling centres which are provided for residents to dispose of household waste and recycling. In November communications will be rolled out to advise residents who visit the HWRC in a van or use a double axle trailer that they will need to apply for a free van and trailer permit to continue to use the sites.

- 4.2 The application form will be available on the Recycle for Greater Manchester website. Residents will need to enter their name, address and vehicle registration details which will be checked and a QR code will be issued to entitle them to 18 visits per year.
- 4.3 Residents visiting the HWRCs in a standard car or an adapted vehicle will not be required to apply for a permit.
- 4.4 The van and trailer permit will enable SUEZ operatives to identify traders trying to access the site illegally and help to reduce trade waste abuse and increase recycling rates.
- 4.5 National Recycle Week is taking place from 20 to 26 September 2021. This year's theme is 'Step it Up' and it encourages residents to recycle more. We save 18 million tonnes of CO2 a year by recycling, the same environmental impact as taking 12 million cars off the road. The team will develop a toolkit of social media assets for the districts and will support the campaign on social media. Tram and bus advertising will also be used to raise awareness of the benefits of recycling in preserving natural resources and reducing carbon.

5. MONITORING AND EVALUATION

- 5.1 Monthly social media dashboards are produced to monitor key performance indicators on the social media channels and website.
- 5.2 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.
- 5.3 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 and Act (PDCA) approach of continuous improvement.

6. BUDGET

- 6.1 The budget breakdown for delivering the Recycle for Greater Manchester Communications and Behavioural Change Plan for 2021/22 is detailed below. The actual spend is up the end of August 2021.

Budget allocation	Budget £ 2021/22	Actual spend to 310821 £ 2021/22
Advertising	£60,000	£55,003

Campaigns	£202,000	£72,850
Digital	£120,000	£17,814
Education	£55,000	£115,226
Total	£437,000	£260,893