

WASTE AND RECYCLING COMMITTEE

Date: 12 September 2019

Subject: Waste and Resources Communications and Behavioural Change Action Plan progress update

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

PURPOSE OF REPORT

To update members on the Recycle for Greater Manchester Communications & Behavioural Change delivery plan and the joint communications plan with Suez

RECOMMENDATIONS:

That the committee notes the progress against the plan.

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Risk Management – see paragraph 6.1

Legal Considerations – not applicable

Financial Consequences – Revenue – see paragraph 3.1

Financial Consequences – Capital – not applicable

Number of attachments included in the report: 5

BACKGROUND PAPERS:

TRACKING/PROCESS	
Does this report relate to a major strategic decision, as set out in the GMCA Constitution (paragraph 14.2) or in the process (paragraph 13.1 AGMA Constitution) agreed by the AGMA Executive Board:	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 GMCA Overview and Scrutiny on the grounds of urgency?	N/A

1 INTRODUCTION

- 1.1 This report provides an update of progress against the Recycle for Greater Manchester Communications & Behavioural Change Delivery Plan 2019/20. Please see Appendix A.
- 1.2 An update on the communications plan relating to the waste management operating contracts with SUEZ is also provided.

2. COMMUNICATIONS & BEHAVIOURAL CHANGE DELIVERY PLAN

- 2.1 The main focus of the 2019-20 delivery plan is on reducing contamination in household recycling bins using available data such as rejected loads, sampling, Wrap's tracker report and visual bin checks to target resources across Greater Manchester and also on increasing recycling at the household waste recycling centres. The communications plan is split over 5 aims:

-) Reduce contamination and improve the quality of recycling;
-) Encourage waste prevention;
-) Raise awareness of recycling across Greater Manchester using on and offline channels;
-) Develop and promote the education service; and
-) Increase recycling at the HWRCs to 42.4% (average across 20 sites by 2019/20).

2.2 Reduce Contamination

- 2.2.1 Contamination campaigns are running in Bury, Rochdale, and Stockport. The Trafford Council campaign has been put on hold due to round optimisation work that the council are undertaking which involves changing collection days which needs to be communicated across the borough. All campaigns will focus on the mixed recycling bin and on acceptance of plastic bottles and will address confusion over pots, tubs and trays and why we do not collect these materials currently for recycling.
- 2.2.2 Leaflets and bin stickers, will start to be delivered at the start of September to all households with a kerbside collection. Social media toolkits are being provided to councils to support and amplify the message. The hashtag #GotToBeaBottle is being used for a more targeted marketing campaign and to enable better reporting across the social media channels. Adverts have been created for the local newspapers, council magazines such as Life in Salford, other local magazines and newsletters across all 9 districts, including the Asian Leader and Jewish Telegraph.
- 2.2.3 A dedicate page on the Recycle for Greater Manchester website is being created for each campaign, an example can be seen using this link.
<https://recycleforgreatermanchester.com/community-post/stockport-recycling-plastic-gottobeabottle/>

- 2.2.4 A new member of the communications team is starting on Tuesday 27th August, they will be leading on rolling out the E-learning to all council staff, housing associations and community groups. The E-learning is a learning module created to be accessed from the Learning Management System (LMS) and designed to train officers on what items should be placed in each of the 4 bins and the issues of contamination.
- 2.2.5 E-learning has been delivered to some of the Trafford Council, Amey bin crew and to the Amey call centre staff. Feedback is being used to update how we roll out the E-learning package to councils and housing associations. In addition to the E-learning, all 9 councils have been provided with a pocket recycling guide that can be given to residents in response to any questions.
- 2.2.6 A recycling contamination campaign is being planned with Tameside Council, initial meetings are being held at the beginning of September.
- 2.2.7 An R4GM communications officer is working with Salford Councils' place squad to provide support on a contamination campaign in the East of the borough. Initial meetings have been held to discuss ways of motivating and incentivising hard to reach parts of the borough. A summary of the contamination campaigns is shown in a dashboard in Appendix B.
- 2.3 Encourage Waste Prevention
 - 2.3.1 Waste prevention messages continue to be shared on social media channels, specifically around reuse initiatives and minimising food waste.
 - 2.3.2 The latest blog on the Recycle for Greater Manchester website has been written by a guest blogger who works with up and coming bands to support them to supply plastic free merchandise. The blogger runs a shop on Oxford Road and everything stocked is plastic free and posted in plastic free packaging and support is also provided to small businesses with the same mindset.
- 2.4 Raise awareness of recycling across Greater Manchester using on and offline channels
 - 2.4.1 Using the procured contract for print advertising, advertising space has been booked in the local papers listed below, the new advert will be the plastic contamination campaign:
 -) Manchester Evening News (Thurs/Friday);
 -) Manchester Evening News (Monday);
 -) Manchester Evening News (Sunday);
 -) Metro AM;
 -) The Manchester Weekly News (Salford edition only);
 -) Tameside Reporter*;
 -) Stockport Express*;
 -) Rochdale Observer Saturday;
 -) Heywood Advertiser;

-) Middleton Guardian;
-) The Bury Times;
-) Oldham Times;
-) The Trafford Messenger*; and
-) The Bolton News.

*swapped for titles that are more localised in agreement with the districts

- 2.4.2 Additional advertising space has also been used in other publications that do not fall under the procured contract. This includes Life in Salford.
- 2.4.3 An advertising campaign called Recycle Beats ran from July to September and focussed on engaging with segments 1 and 6 who are hard to reach and do not engage with recycling. A summary of the campaign is shown in a dashboard in Appendix C. Outdoor advertising featuring messages about how recycling helps to save energy that can be used to power music based activities featured at tram stops, billboards and on local radio.
- 2.4.4 A similar outdoor advertising campaign is being run from September to November that will focus on sporting activities. Outdoor advertising space has been secured close to local sporting venues (gyms, football, rugby, athletics grounds etc). Again this will be supported by newspaper adverts, social media advertising and the R4GM website.
- 2.4.5 Following the last waste committee meeting, it was suggested that Snapchat could be used to engage with young people. Snapchat is a mobile app where users take photos and videos, and then decide on the timescale the receivers should see it for, up to a maximum of 10 seconds. Using the Snapchat story function, multiple pieces of content are strung together into a slideshow of events that reveal a larger story of an event or string of events. One of the difficulties of using Snapchat is that there is no two way user engagement, the content is deleted after 10secs so there is no way of monitoring engagement. The other consideration is the additional resources required to manage another channel and create engaging content. In order to use a social media channel successfully, we need to provide value to our followers by posting engaging content frequently to develop trust in the R4GM brand. Therefore, it is not recommended that we launch a R4GSnapchat app, however officers will monitor the usage of Snapchat and will follow developments. The team is continuing to focus on using influencers to increase our engagement and will provide an update in the next waste committee report. A summary of the digital activity on the website and social media channels is shown in Appendix D.
- 2.5 Education
 - 2.5.1 The table below shows the visitor centre and outreach figures from April 2019 to August 2019.

	Energy Recovery Centre	Hurstwood Court HWRC	Longley Lane, Sharston	Outreach	Solar Farm	Total
No visits	5	17	52	4	1	79
No people	126	424	830	132	6	1518
Primary Sch	3	11	18	1	0	33
Secondary sch	0	2	3	0	0	5
HE/FE	0	1	7	0	0	8
Community GP	2	3	12	3	0	20
Professional	0	0	12	0	0	12
Public	0	0	1	0	0	1

Please note:

-) Visits to Hurstwood Court are primarily to the Household Waste Recycling Centre as the Bolton Thermal Recovery Facility is operational but not yet generating electricity;
-) Visits to the solar farm started in November 2018; and
-) Outreach does not include any community group activities or events in campaign areas.

2.5.2 A summary dashboard is shown in Appendix E.

2.5.3 Several open days are booked in September at the solar farm in Bolton and at the MRF at Longley Lane in Sharston. The 2 days at the MRF are fully booked with 30 members of the public booked on each date.

2.5.4 A range of community resources have been developed to help community groups run litter picks and recycling days. Community groups can borrow litter picking kits and download posters from the R4GM website.

2.5.5 An e-newsletter regarding Recycle Week was sent to teachers before the end of the school term. We are encouraging schools to take part in recycling activities during Recycle Week in September and share their top recycling tips with us for a chance to win a coach trip to the education centre.

2.6 Increase Recycling at HWRC

2.6.1 A joint communications plan is being developed with Suez to encourage more focus on recycling at the HWRCs.

2.6.2 New HWRC signage and ANPR display boards are being installed at all HWRCs. The new boards will promote the actual recycling rate rather than the combined recycling, composting and landfill diversion rate, which was previously reported. A briefing note will be supplied to Suez HWRC staff to answer queries from the public and the R4GM website will be updated to explain that the recycling rate hasn't decreased.

3. BUDGET

- 3.1 The budget breakdown for delivering the Recycle for Greater Manchester Communications for 2019/20 is detailed below. The actual spend is up to the end of August 2019.

Budget allocation	Budget £ 2019/20	Actual spend to date £ 2019/20
Salaries	436,806	121,415
Advertising	216,723	70,869
Campaigns	250,000	49,518
Digital	58,000	32,081
Support (graphics/branding)	44,500	6,082
Education	59,000	9,811
Total	1,065,029	289,776

4. MONITORING AND EVALUATION

- 4.1 A progress dashboard is provided in the appendix for the campaigns, education and social media.
- 4.2 Access to the Suez portal is being developed. The portal will allow us to better monitor number and type of complaints particularly from the HWRCs, tonnage data related to charities and contamination levels at the MRF.

5. JOINT SUEZ AND R4GM COMMUNICATIONS STRATEGY

- 5.1 Suez are recruiting two FTE posts; a Communications & Partnership Manager has been recruited and is due to start in October. A Communications & Partnership Coordinator is also being recruited, they will work closely with the R4GM Communications Team and the Suez Regional Manager and will report directly to the Suez Corporate Affairs Manager

From 2nd September, the Recycle for Greater Manchester Communications Team will be moving in to the GMCA Communications and Engagement team. The team will still be working closely with the Waste and Resources team to deliver the Communications Plan. Being part of the wider Communications Team will provide greater support and links to Green City region portfolio to amplify messages including developing messages regarding how an improvements recycling can contribute to the GMCA carbon neutrality target. Coordinating messages and campaigns across the other GMCA portfolios will also be easier, for example, Young People and Community, Voluntary and Co-operatives as well as being better placed to exploit connections with Transport for Greater Manchester, the Fire Service and NHS Partnership trusts.

6. RISK MANAGEMENT

- 6.1 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 2019/20 given the tightening of the export market for paper and card and the additional processing costs associated with removing contamination update.

Appendix A

Summarised Activity	Outputs/KPI	Timescale	Budget	RAG Status	Comments
Aim: Reduce contamination and improve the quality of recycling					
<p>Deliver contamination campaigns to up to 5 different districts (all households except flats and Houses of Multiple Occupancy).</p> <p>Campaigns agreed with:</p> <ul style="list-style-type: none">) Bury) Rochdale) Stockport) Trafford <p>Focussed on plastic contamination in mixed recycling bin</p>	<p>Reduction in level of contamination</p> <p>Reduction in % of contamination in sampling</p> <p>Reduction in the % of MRF output that is contaminated</p> <p>Increase public awareness and understanding measured via survey/focus group/Wrap tracker 2020</p>	<p>June 2019 to June 2020 (to align with contract start date)</p>	<p>£150,000</p>	<p>Comms officer due to start on 27th August.</p>	<p>All campaigns tailored to the target audience but will include the following key activities: Direct mail of householder leaflet, Bin stickers, Community events, Stakeholder collaboration, community and key partnership working. Information on website and integrated social media plan</p> <p>Campaign will be supported by out of home advertising,(see below for details) digital and education package</p>
<p>In home and out of home advertising linked to campaign areas, e.g. newsletters, social media toolkits supplied to key stakeholders such as housing associations, local council.</p>	<p>Opportunities to see:</p> <p>Via Tracker metrics:</p> <ul style="list-style-type: none"> • Seen • Read • Acted <p>Website visitors</p>	<p>June 2019 to June 2020</p>	<p>£90,000</p>		<p>Campaign web pages are being developed for each contamination campaign, the page for Stockport is now live.</p>

R4GM community pages will be updated with campaign information and advertising and social media will be used to drive traffic to these pages.	Social media analytics				
Targeted campaigns - Test energy from waste message in pre-selected district/rounds	% levels of contamination Sampling data	June 2019 to March 2020	£10,000	On Hold	Feedback from survey suggested that energy from waste message isn't easily understood by the public.
		Total Allocated	£250,000		
Aim: Encourage waste prevention					
Signpost residents and businesses to the Mayor's GM plastic free campaign. Provide advice to residents of how to reduce the use of single use plastics such as plastic straws, supermarket packaging. Promote reuse and sustainable alternatives. Promote local initiatives and businesses such as Fulfilled; a zero waste shop in Bury. Provide information on R4GM website and social media channels.	Reduction in general waste arising (tonnage) R4GM Website visitors	April 2019 to March 2020	nil		The latest blog focusses on plastic free band merchandise https://recycleforgreatermanchester.com/blogs/

<p>Develop waste prevention messages on R4GM website and social media channels.</p> <p>Continue to promote Love Your Clothes and Love Food Hate Waste messages via social media.</p>	<p>Reduction in general waste arising (tonnage) Website page visits</p>	<p>April 2019 to March 2020</p>	<p>nil</p>		<p>Waste prevention messages developed by using influencers. This is being trialled and will be reviewed by monitoring impressions and engagement on twitter and Facebook.</p>
<p>Aim: Raise awareness of recycling and engage residents using on and offline communications</p>					
<p>In home printed key message placement in GM local newspapers 6 x key messages across Greater Manchester</p>	<p>Circulation/Readership Via Tracker metrics: <ul style="list-style-type: none">) Seen) Read) Kept) Acted Run Online Survey</p>	<p>Apr 19 – Mar 20</p>	<p>£100,000 (including design)</p>		<p>Newspapers agreed with districts and space booked. Further details in report.</p>

<p>Out of home printed key messages: Segment 1 and 6 Targeted – bus shelters 2 x 2 week duration Targeted - Metrolink - platform posters 2 x 4 week duration) Energy from waste) Energy recycling saving messages Link to Festivals/sports during summer months.</p>	<p>Opportunities to see</p> <p>Via Tracker metrics:</p> <ul style="list-style-type: none"> • Seen • Read • Acted <p>Online survey</p>	<p>Apr 19 – Mar 20</p>	<p>£50,000</p> <p>£10,000 (Artwork only – (Dependent on gaining free ad space through TfGM) £</p>		<p>Advertising space booked for Recycled Beats (June to August) and Sports campaigns (Sep to Nov) Out of home advertising will be supported by digital advertising</p>
<p>Digital advertising: microtargeting users through: Facebook pages (e.g. TheManc) Social influencers network Native content (e.g. BuzzFeed Huff Post) Social media advertising Google advertising Email marketing</p>	<p>Engagement Impressions Click through rate</p>	<p>Apr 19 – Mar 20</p>	<p>£24,000</p>		<p>Trialling using tribe and influencers to promote recycling and waste prevention messages to audience not currently following R4GM</p> <p>Digital advertising to be procured</p>
<p>GDPR Continue to ensure R4GM / ZeroWasteGM comply to requirements</p>		<p>Apr 19 – Mar 20</p>	<p>nil</p>		<p>GDPR consideration implemented in new complaints procedure. Ongoing</p>

GMCA

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MANCHESTER
COMBINED
AUTHORITY**

Council Information Sources; call centres, website and collection calendars - signposting Recycle for Greater Manchester and ensuring consistency with messages.	Website visitors	Apr 19 – Mar 20	nil		Review of council websites carried out to update messages in line with change in contractor Updated style guided will be provided to all councils to ensure consistency.
Charity / SME websites signposting Recycle for Greater Manchester	Website visitors	Apr 19 – Mar 20	nil		Contact list being created
Community Radio News Stories, Interviews, topic of the week.	Opportunities to hear Website visitors	Apr 19 – Mar 20	nil		Community radio contacts established for 4 campaign areas. Maintain existing relationship with Bolton FM
Digital platform subscriptions, upkeep and monitoring,		Apr 19 – Mar 20	£24,000		Ongoing
Website development Zerowastegm and R4GM (outside of retainer) Update website once new contractor in place to reflect technology changes.		Apr 19 – Mar 20	£10,000		Campaign pages being updated with information on the contamination campaigns

Develop new educational resources for the R4GM website		Apr 19-Mar 20	£10,000		Education resources being refreshed on R4GM. Changes scheduled for Sep 2019
Media monitoring licence Media monitoring system (NLA) part of GMCA licence to Sep 2020		Apr 19 – Mar 20	£4,500		Licence updated
Media content (films and photography) Develop new videos showing new technology once new contract in place		June 19 – Mar 20	£30,000		Audit of gaps Will develop suite of new videos and photos once the joint comms plan has been developed with Suez.
		Total Allocated	£262,500		
Aim: Develop and Promote the Education Service					
Continuation of site visit tours and activities at two education centres (Longley Lane and Hurstwood Court) for: <ul style="list-style-type: none">) formal education sector,) professionals) community groups) Councillors) members of the public through open days. 	Monitor visitor numbers, evaluation surveys	Apr 2019 – ongoing to March 2020	£10,000 for running costs		New hard hats to be ordered High-viz vests to be ordered and branding refreshed.

<p>Monitor use of E-learning. Evaluate feedback and update as appropriate and in line with new contract changes. Make amendments to video content and review questions in line with input specification of new contract.</p>	<p>No of people completed e-learning</p>	<p>April 2019 to June 2020</p>	<p>£5,000</p>		<p>Crew e-learning being delivered by each council, awaiting feedback. Staff version has been completed and will be rolled out to all council and GMCA staff on the internal LMS. The new Communications & Behavioural Change Officer will lead on this.</p>
<p>Develop activity to be delivered in some of the primary schools as a follow up to a site visit aiming to extend the learning to a wider school audience. Develop delivery approach and new resources. Test and evaluate</p>	<p>Number of pupils engaged</p>	<p>April 2019 Delivery from Oct 2019</p>			<p>Animated video being developed that explains how recycling helps to minimise the impact of resource depletion and encourage the circular economy principal. The video will be used in the education centre in the classroom session.</p>
<p>Continue promotion of Solar Park visit opportunity on R4GM website and to professionals, colleges, universities and community groups. Include as general open day and Heritage open day opportunity (September 2019)</p>	<p>Monitor number of visits Evaluate feedback from surveys</p>	<p>April 2019 to March 2020</p>	<p>£1,000 for leaflets, factsheets</p>		<p>Factsheet printed to be handed out on tours.</p> <p>Heritage open day booked on 16th Sep</p>
<p>Promote the Community Resources to community groups.</p>	<p>Number of people engaged</p>	<p>April 2019 to Sep 2019</p>			<p>Community resources developed including downloadable posters</p>

Offer resource pack and litter pickers. Train the Community trainer - visits and resource pack event(s) Promote Community Resource area of website	Number of community groups engaged Website page visits				advising what can go in each bin and posters to advertise community events. Plan being developed to roll this out to community groups from Sep 2019.
Develop school activity for Recycle Week 2020. Recycle Week is 23 rd to 29th Sep	Number of pupils engaged	April – Sept 2019	£2,000		Activity will encourage schools to share their top tips or actions they have taken to recycle more, or improve recycling within their school. These will be shared on social media.
Develop and procure consumer facing resources and displays at Bolton and Longley Lane education centres to bring in line with strategic key messages and contract changes. Includes wall displays, films, ICT (used as part of visit) and “take home” resources.		June 2019 - March 2020	£40,000		Visit to SUEZ run education centres planned for 2nd Sep to get ideas for updating Longley Lane and Bolton centres.
Refresh onsite activities including site tour scripts and session contents/ presentations to bring in line with contract changes.		June 2019	nil		Agreed with Suez not to change any messages initially. Improvement works to MRF to be completed in early 2020 – will review messages once this work has been completed.
Recommence site visits to Bolton ERF. Re promote Bolton	No of visits to centre No of pupils engaged	Oct 2019	£1,000		Resources being reviewed and updated

education centre as a visit opportunity. Host Green Teach session at HWC					
Research opportunities to engage with High Schools such as STEM / BitC (Business in the Community / CREST clusters partnership projects. Explore opportunities through the Youth Combined Authority. Develop strategy to deliver chosen scheme such as STEM. (How to support Contractor staff, GMCA staff in delivering a STEM activity)		Oct 2019 to March 2020	nil		Developing contacts with GMCA STEM Programme Manager
		Total Allocated	£56,000		
Aim: Increase recycling at Household Waste Recycling Centres to meet the target of 60%					
Work with contractor to rebrand the HWRCs with new signage and noticeboards	Monitor recycling rate throughout the contract	June 2019 to March 2020	£5,000		New signage is being installed at all 20 sites in September
Develop new resources and content toolkit for districts and other partners to promote correct use of HWRC Update R4GM website and App	Monitor visits to the website and App PR coverage	June 2019 to March 2020	£10,000		Joint comms plan being developed with Suez

Schedule regular advertising and PR in line with peak periods e.g. bank holidays, Christmas					
Develop new resources to encourage correct use of HWRC Update educational tour script Add new information boards to Longley Lane and Hurstwood Court education centres		June 2019 to March 2020			Budget taken from develop and procure customer facing displays at Longley Lane and Hurstwood Court. To be developed with SUEZ in line with joint comms plan.
		Total Allocated	£15,000		
General					
2019 Wrap Tracker – Greater Manchester boosted survey undertaken in Jan/Feb 2019 by ICARO.	Tracker provides the metrics by which to measure changes in resident behaviour and knowledge.	Survey Jan/Feb 2019 Results by April 2019	£16,723		Results presented to us on Wed 17 th July. Research to be used to develop comms plan for 2020.
Generic publications print, information leaflets, giveaways, information stand materials such as banners		April 19- March 20	£30,000		Ongoing
Multi-Purpose Compost research and rebrand – dependent on outcome of procurement process and interim solution for food and garden waste.		June 2019 to March 2020	£20,000		To be discussed and developed with Suez

Develop community donation scheme in partnership with Lot 1 Contractor					
		TOTAL allocated	£66,723		

Contamination Campaigns

Stockport



Leaflet to be delivered to **118,000hh** – starting end August.



Bin sticker to be applied to lid of brown bin

Social media toolkits to be sent to each council to support leaflet delivery, new social media toolkits every 6-8 weeks



Bury



Leaflet to be delivered to **76,500 hh** – starting end September

Sticker to be applied to the inside of the lid on all blue bins

Rochdale



Leaflet to be delivered to **98,000hh** – starting mid-September

Tag to be attached to green bin with blue lid

Trafford



Leaflet to be delivered to **97,000hh** – delivery TBC after round optimisation

Upcoming



#GotToBeA Bottle – used on all engagement as a measure

Adverts in local publications R4GM Campaign web pages live

Appendix C

GM Wide Campaigns

#RecycledBeats

Targets harder to reach audience including younger people. Running July -September 2019

Key messages

- Recycling saves energy
- 'Did you know' energy facts



- Take the #RecycledBeats challenge for a chance to win prizes

Print Ads July and August

Bury Times, Heywood Advertiser
 Manchester Evening News (Monday)
 Manchester Evening News (Sunday)
 Manchester Evening News (Thurs/Friday),
 Manchester Weekly News (Salford edition),
 Metro, Middleton Guardian, Oldham Reporter,
 The Bolton News, Trafford Messenger, Oldham Times,
 Rochdale Observer Saturday, Stockport Express,
 Tameside Reporter

Out-of-home advertising



Duration: 12th – 25th August
 Type: Ad shell and billboards in proximity to music venues with high footfall
 Number of adverts: **33**



Metrolink

Adverts at tram stops across GM
 Duration: 22nd July – 25th August
 Number of adverts: **99**

Radio Adverts

Hits Radio
 Duration: 26th August – 8th September
64 30 second adverts – **Reasons to Recycle**

Music festival Sponsorship

- Bolton Food and Drink festival
- Cotton Clouds festival Oldham
- Flixton festival
- Glaston Bury
- Manchester Pride Festival
- Rochdale Feel Good festival



Social Media

Post across Twitter, Instagram, Facebook
 Toolkit sent to districts



Upcoming #FanPower

Targeting sporting events with advertising and social media.
 Starting mid September to end of November

Appendix D

Digital (April-July)

Website

359,683 Page views

1:08 Average time on page

Top page views

41,792 Wheres-my-nearest-recycling-centre

20,652 What-do-i-do-with

Top new pages views

2,049 business waste

1,505 What-happens-to-my-plastic

Upcoming in September

Recycle week - School competition developed for recycle week and tailored toolkit
New website section - How do I waste less?

Top Tweet earned 38.4K impressions

Yes @itsanitarani - the scrunch test! Not only applies for paper but foil too!

#WarOnPlastic pic.twitter.com/llwtTQywiM



5 replies 50 retweets 155 likes

Twitter

384 tweets

698 mentions

342.8k impressions

198 new followers

Instagram

31 posts

Top 3 most popular posts (most liked):
Solar farm

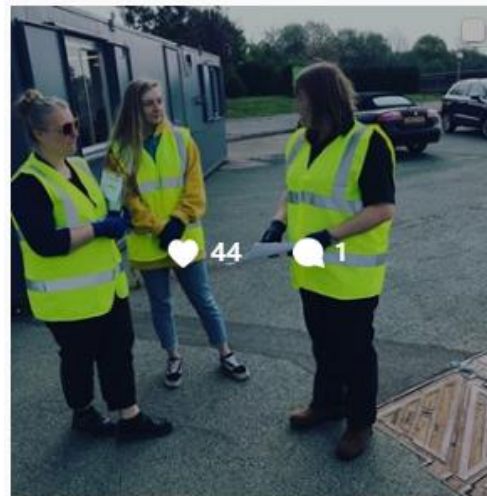
44 likes

Plastic free Easter

27 likes

Plastic free July

22 likes



Recycle for Greater Manchester
Published by Sammy Alloway [?] · 7 May ·

Could your community group adopt a phone box? Let's #Reuse the ones across Greater Manchester 😊 Maybe your group could make a mini-library, miniature art museum, cake shop or information centre. Only £1. Share your reuse idea with us 🙌

TELEGRAPH.CO.UK
BT offers iconic red phone boxes for community adoption for just £1

12,893 People reached 1,932 Engagements **Boost Post**

38 reactions 13 comments 61 shares

Facebook

125 posts

141,740 Impressions

6771 Engagement

270 new page likes

250 new followers

114 messaging connections

Education (April-July)

79 Visits 1518 people

Feedback after visiting our Education centres:

“Enjoyable, educational, Inspiring” Business group

“The children learnt new things to tell their parents about recycling”
Kids Planet summer Kids club

“Education Officer was very patient with the L.D (learning Difficulties) adults. Explained in detail but in a way they understood”
Community group leader



Community resources

Available from September, including:
poster pack to promote recycling events, use of litter pickers and sorting bags.
Train the trainer session being developed.



E-Learning

Rolling out to all council staff starting September 2019. Staff Engagement sessions will be held. Roll out to partners & stakeholders later in the year

Upcoming

Open days fully booked in September. More open days planned for members if the public.

Updating layout and developing new resources on Education pages of website

