

Waste and Recycling Committee Meeting

Date: 12 October 2022

Subject: Communications and Behavioural Change Plan 2023/24

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

Purpose of Report

To seek feedback from members on the Recycle for Greater Manchester Communications & Behavioural Change delivery plan for 1 April 2023 to 31 March 2024.

Recommendations:

Members of the Committee are recommended to:

1. The committee note the communications and behavioural change plan and provide feedback on the main priorities.

Contact Officers

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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.

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: None

Comments/recommendations from Overview & Scrutiny Committee

N/A

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 and Scrutiny Committee

N/A

1. Introduction/Background

This report presents the initial draft of the Recycle for Greater Manchester Communications & Engagement Behavioural Change Delivery plan 1 April 2023 to 31 March 2024 and seeks feedback from members. The purpose of the communications plan is:

- To provide communications, engagement, and media expertise to support the delivery of the Waste and Resources contracts;
- To support the 9 local councils with joint communications to educate, promote and encourage residents to minimise their waste and recycle correctly both at home and at the 20 household waste recycling centres; and
- To deliver joint communications with SUEZ on the social value plan, including the Renew shops and Hub, construction work at waste management treatment facilities and regular stakeholder engagement.

1.1 Priorities

The plan identifies main priority areas of focus for the next financial year, these are:

- Promoting the Education service;
- Supporting the social value plan which includes the R4GM Community fund, Renew shops and the Renew Hub;
- Promoting the household waste recycling centres (HWRCs) to encourage residents to separate their waste into the right to container so that recycling can be maximised;
- Developing a separate communications and engagement plan to support the redevelopment of the Reliance St HWRC in Newton Heath, Manchester in Spring 2023;
- Continuing to improve and develop the R4GM website as a one stop shop for all recycling and reuse information and guidance;
- Provide communications support to the councils to help to reduce contamination and increase recycling, targeting resources to the areas most affected;
- Provide consistent communications to raise awareness of how to correctly dispose of batteries which are a potential fire risk;
- Continue to encourage householders to reduce their food waste and recycle unavoidable food waste using the council collection service; and

- Raise awareness of how to correctly dispose of damaged textiles and clothing as these are some of the items found contaminating the household waste and recycling bins.

2. Next Steps

2.1 Draft Communications and Engagement Plan 2023/24

The draft Communications and Engagement Behavioural Change plan for 2023/24 is attached in Appendix A. Following feedback from members, the plan will be finalised, and a budget developed.

2.2 Review of Communications and Engagement Plan 2022/23

The current communications and engagement plan 2022/2023 is being reviewed to take forward any lessons learnt into the new 2023/2024 plan. The team are also identifying any gaps in research and insight that is needed so that work can be commissioned if necessary.