

GM WASTE AND RECYCLING COMMITTEE

Date: 14th November 2019

Subject: Waste and Resources Communications and Behavioural Change Strategy 2020

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 Strategy for 2020.

RECOMMENDATIONS:

Members of the Committee are recommended to:

- i) note the strategy and associated action plan.

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Risk Management – considered in the body of the report

Legal Considerations – not applicable

Financial Consequences – Revenue – considered in the body of the report

Financial Consequences – Capital – considered in the body of the report

Number of attachments included in the report: 1 Appendix A

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 the AGMA Scrutiny Pool on the grounds of urgency?	N/A

1. INTRODUCTION

- 1.1 This report provides an update on progress against the Recycle for Greater Manchester Communications & Behavioural Change Strategy 2020. The report also sets out the proposed activities that will be delivered in the next municipal year. An action plan from April 2020 to March 2021 detailing activities with associated timescales, KPIs and Budget costs is provided in Appendix A.

2. BACKGROUND

- 2.1 In 2018 we saw David Attenborough's BBC 1 Blue Planet programme cause an increase in awareness of plastic pollution. This year, a wave of global strikes, sparked by the teenage activist Greta Thunberg, inspired protests across the world. Young people protested at the apparent lack of action by governments. The increased awareness of climate change and the need for action suggests that residents are ready to receive messaging linking recycling with climate change. Recycling correctly reduces the reliance on the earth's limited resources and the associated energy and carbon expended during manufacturing processes.
- 2.2 Recycle for Greater Manchester (R4GM) will begin to develop easy to understand messaging that links recycling to carbon savings to demonstrate how recycling household items can reduce carbon emissions which will contribute to delivering the target to become a carbon neutral city region by 2038.
- 2.3 Using available data such as the rejected loads report, Wrap's annual tracker, research and local knowledge, in partnership with the 9 local councils, R4GM will focus on the following 5 main priorities:
- Waste prevention;
 - Raising awareness of recycling across Greater Manchester;
 - Educating residents, schools, universities, colleges, community groups;
 - Reducing contamination and improving the quality of materials collected for recycling and composting; and
 - Increasing the recycling rate at the HWRCs.

3. WASTE PREVENTION

3.1 FOOD WASTE

- 3.1.1 The recent waste compositional analysis showed that approximately 20-25% of the general waste bin is made up of food waste that could have been reduced or recycled. In the UK we waste 5 million tonnes of edible food every year. This is equivalent to 40 million wheelie bins.
- 3.1.2 Food poverty is a growing issue in the UK and food waste is a significant contributor to carbon emissions. According to the Intergovernmental Panel on Climate Change (IPCC), wasted and lost food accounts for as much as a 10th of all our greenhouse gas emissions. Although we will continue to promote the food waste recycling service, we also need to provide information to residents to enable them to make better choices on how they can manage their food to reduce waste to save money and reduce carbon emissions.

- 3.1.3 R4GM will deliver a Greater Manchester wide waste prevention campaign focussed on reducing food waste. The campaign will utilise partners and existing projects to amplify the messaging.

3.2 REUSE SHOPS

- 3.2.1 In 2020, Suez will introduce 3 reuse shops at the household waste recycling centres (HWRCs). R4GM will work in partnership with Suez to develop communications to encourage residents to use the HWRCs differently, focussing on reuse and repair of household items rather than simply throwing them away. Messaging will focus on the fact that there is no 'away'. Any item deposited at the HWRC is a resource and if it's in good condition it can be resold, thereby extending its life and putting resources to good use.

4. RAISE AWARENESS OF RECYCLING ACROSS GREATER MANCHESTER

- 4.1 R4GM will continue to develop the R4GM website (www.recycleforgreatermanchester.com). The team are using a tool called Hot Jar which allows us to understand how residents use the website; it will provide a report on how residents navigate the site to allow us to improve the usability. Initially, the focus will be on the HWRC pages. New trade waste pages will be added in preparation for the HWRC access restriction policy being introduced and these pages will be developed and added to over the course of the next year.
- 4.2 Information will also be added to show the link between climate change and recycling using blog posts, regular R4GM newsletters and advertising.
- 4.3 The R4GM bin App was developed over 7 years ago, the platform it is built on is out of date and needs updating. This provides a good opportunity to explore how the App can be used in the future to support the Reuse shops and development of new recycling streams on the HWRCs for carpets and mattresses or to promote other council services. Research will be carried out on existing Apps used by other local authorities and on the development in technology that allows new functions to be introduced.
- 4.4 The budget allocated to digital advertising will also increase and the Manchester Evening News package of monthly advertising in the local papers will be replaced by bespoke advertising in local magazines, both off and online dependant on the campaign. This provides much more flexibility to vary the communication methods across different campaigns.

5. EDUCATE RESIDENTS

- 5.1 The education team will continue tours around the Materials Recovery Facility (MRF) at Longley Lane and Energy Recovery Facility at Bolton but will also focus on providing more outreach and assemblies to those schools and community groups that cannot visit the sites. Existing data will be used to develop a strategy to target those districts where visitor numbers are low.

5.2 The Longley Lane education and visitor centre will be updated with new interactive displays and a STEM (Science, Technology, Engineering and Maths) resource will also be introduced for secondary schools.

5.3 R4GM will recruit a part time education officer to enable the team to offer more evening visits at the centre to meet an increase in demand and to provide cover for holidays. There are currently 2 FTE education officers who offer visitor tours at the Longley Lane and Bolton centres during the day and evenings from Monday to Friday.

6. REDUCE CONTAMINATION AND IMPROVE THE QUALITY OF RECYCLING

6.1 Contamination remains a key priority in the R4GM communications plan. This year the communications campaigns targeted plastic contamination in the mixed recycling bin (predominantly plastic pots, tubs and trays). The Trafford contamination campaign has been put back due to the round optimisation programme implemented by Amey. The campaign will therefore start in February 2020 and run throughout 2020.

6.2 Across other districts the focus will be on paper and card. Available data will be reviewed to target resources accordingly. In addition the market for paper and card is still volatile with depressed prices as well as increasing quality requirements being imposed by reprocessors. Ensuring consistent, high quality material is collected will be key in maintaining access to markets.

6.3 R4GM will provide clear and simple information about what can be recycled in the paper and card recycling bin. Sampling data will provide insight into the type of contamination present and these material types will be targeted using a range of different communication methods.

6.4 Data from Suez indicates that lithium batteries are the cause of most of the fires on the waste treatment sites. Batteries cannot be put into any of the household bins and should be taken to the HWRCs or to battery drop off points at supermarkets and electrical retailers. R4GM will develop communications to remind residents about how to correctly dispose of batteries and will look at partnering with the Greater Manchester Fire and Rescue Service to work together on a joint communications plan.

7. INCREASE THE RECYCLING RATE AT THE HWRCs

7.1 In early 2020 the HWRC access restriction policy will be introduced to deter traders from using the HWRCs unlawfully. In addition, communications will be developed to encourage residents to separate their waste before they visit the HWRC to allow them to recycle more.

7.2 A separate HWRC communications plan is being developed in partnership with the 9 local authorities and Suez. A HWRC sub group meeting has been set up; the first of which was on Thursday 31st October. This group will focus on developing a communications and implementation plan to target traders along with clear guidance for residents on how to recycle correctly at the HWRC.

7.3 Carpet and mattress recycling will be introduced to the HWRCs following a trial (dates to be agreed with Suez).

8. JOINT SUEZ COMMUNICATIONS

In addition to the above activities, there will also be a range of joint communications with Suez as the waste and resources contracts develop, some examples are:

- Street sweeping facility, this new Greater Manchester street sweeping plant will be operational from mid-2020 and will recycle street sweepings;
- A Greater Manchester based paper and card recycling facility will start accepting and recycling Greater Manchester's paper and card following modifications to the plant to increase its capacity; and
- Electric vehicles will be introduced for Suez site managers along with charging points across the sites.

8.1 AIMS

- To raise awareness of recycling and use nudge marketing to encourage behaviour change. To improve the quality of recycling collected by educating residents on what items can be recycled in each bin; and
- To raise awareness of the link between recycling, waste prevention and climate change to influence improved recycling behaviour.

8.2 OBJECTIVES

- Increase the average recycling rate across Greater Manchester. Current rate is 47% 2018/19. (2019/20 rate will be verified by Defra and confirmed Nov/Dec 19);
- Increase the average recycling rates at the HWRCs. Current rate for Lot 1 37%, Lot 2 is 47% (Sep 2019);
- Reduce confusion of what can be recycled at home using the Wrap tracker as a measure;
- % of residents who put something in their recycling bin that is not collected;

2017	2018	2019
88%	86%	87%

- Reduce serious contamination of recycling at home using the Wrap tracker as a measure;
- % of residents who put something in their recycling bin that is classed as a serious contaminant. (Includes electrical items, glassware, pots, pans, textiles, nappies and sanitary products);

2017	2018	2019
61%	51%	53%

- To increase the number of visitors attending the visitor centres at Longley Lane MRF, Bolton Energy Recovery Centre and the Solar Farm; and
- To increase the number of outreach sessions delivered to schools and community groups.

8.3 MONITORING AND EVALUATION

- Regular updates will be provided for each local authority using dashboards and updates at POG and SOG meetings;
- Analytics will be used to measure and evaluate the R4GM website, R4GM Bin App and social media channels. Media coverage will also be reported on;
- Visitor numbers at the visitor centres will be measured and regular feedback collected and analysed; and
- For all activities shown below, a process of PDCA (Plan, Do, Check, Act) will be followed to ensure continuous improvement.

9. RECOMMENDATIONS:

- 9.1 Members of the Committee are recommended to note the strategy and associated action plan.

Appendix A

Action Plan April 2020 to March 2021

Waste Prevention			
Activity	Timescale	KPIs	Budget
<p>Run a food waste prevention campaign across all 9 districts. The behaviour change campaign will be tailored to address specific behaviours; e.g buying too much food, misunderstanding of use by dates, etc.</p> <p>Research will be carried out Nov 2019 – March 2020</p> <p>A mix of communications method will be used including digital advertising</p>	<p>Research Nov 2019 to March 2020</p> <p>April 2020 to March 2021</p>	<p>Reduction in food waste arisings</p> <p>Increase in awareness monitored via surveys</p>	£100,000
<p>Develop communications to support the launch of the 3 Reuse shops and Reuse Hub that are being introduced by Suez at the HWRCs. Messaging will promote repair and reuse to encourage residents visiting the HWRCs to separate their waste so that items in good condition can be resold.</p>	<p>Reuse shops - Mid 2020 (date to be confirmed once installation plan has been agreed)</p>	<p>Visitor numbers</p> <p>Sale figs</p>	£20,000
<p>Support the Plastic Free GM campaign by encouraging residents to reduce the use of single use plastic and look for alternatives where possible.</p> <p>Develop education resources for schools to encourage them to reduce single use plastic in schools.</p>	<p>April 2020 to March 2021</p> <p>Resources developed April 2020</p>	<p>Website pages visits</p> <p>No of schools engaged with</p>	£3,000
		Total	£123,000

Greater Manchester Wide Digital Support			
Activity	Timescale	KPIs	Budget
Continue to develop the R4GM website to improve the user experience. Hot jar is being used to track user journey through the website to make it easier for users to find information. Update the content regularly with blogs, and content related to the campaigns.	April 2020 to March 2021	Google analytics used to monitor page visits Hot Jar report Online survey	£12,000 website retainer £20,000 web development
Develop the R4GM Bin App Investigate how to improve the functionality of the current App by: <ul style="list-style-type: none"> providing push notifications on latest campaigns, facility updates, council updates etc via postcode targeting Integrate a report function for users to report fly-tipping, missed bins etc. Add additional functions relating to the reuse shops 	April 2020 to March 2021	No of new users No of active users	£50,000
Hosting R4GM Bin App			£10,000
Promote R4GM Bin App			£10,000
Support services (e.g. mailchimp subscription, google maps, social media management)			£15,000
			£117,000

Educate residents, schools, universities, colleges, community groups			
Activity	Timescale	KPIs	Budget
Recruit a part-time Senior Education Officer to support tours at visitor centres and outreach and to provide cover for holidays.	April 2020		
Update Longley Lane visitor room with new interactive displays	April to Sep 2020	Feedback from users	£50,000
Develop interactive games for visitor centre and website	April to Sep 2020	Feedback from users	£20,000
Develop, produce and deliver a STEM (science, technology, engineering and maths) resource for secondary schools	Develop resource April to August 2020	No of schools engaged with	£5,000

	Delivery from Sep 2020		
Continue to deliver tours at MRF, Longley Lane, Energy Recovery Facility, Bolton, Solar Farm, Bolton for schools, colleges, universities, professional groups and community groups. Day to day running costs for the education centres and solar farm tour, including PPE, headsets, cleaning, stationary.	April 2020 to March 2021	Monitor and report visitor numbers	£5,000
		Total	£80,000

Reduce contamination and improve the quality of recycling			
Activity	Timescale	KPIs	Budget
Run behaviour change campaigns focussed on improving the quality of paper and card collected. Sampling data will be used to identify the main contaminants Resources will be targeted in areas identified using data and local authority insight. The communications plan will be developed using a range of different communication methods; e.g. leaflets, bin stickers, on and offline advertising, targeted digital advertising, vehicle livery, community engagement messaging will be amplified by working closely with partner organisations; e.g. housing associations, Health and social care partnership (in relation to correct disposal of soiled nappies) Work in partnership with United Utilities around correct disposal of wet wipes.	April 20 to March 21	Reduction in rejected loads Improvement in sampling data	£90,000
Run the Got to be a bottle campaign in Trafford. The campaign focusses on reducing plastic contamination (plastic pots, tubs and trays) in the mixed recycling bin.	Feb 2020 to March 2021	Reduction in rejected loads	Carried over from 2019/20
Develop a communications plan and key messages regarding correct disposal of household batteries. Work in partnership with GMFRS to develop key messages for residents.	Jan 2020 ongoing		Carried over from 19/20
			£90,000

Increase recycling at the HWRCs			
Activity	Timescale	KPIs	Budget
<p>Develop a communications plan to support the introduction of the trade waste access policy in early 2020 and continue to communicate to residents about how they should use the HWRC.</p> <p>Carpet and mattress recycling will be introduced in 2020 following a trial run by Suez. Communications will be developed to advise residents that these materials can now be recycled.</p> <p>Develop video and content for the website that explains what happens to the recycling from the HWRC</p>	Feb 2020 to March 2021	<p>Recycling rate at each HWRC</p> <p>Landfill diversion</p> <p>Tonnage of general Waste</p>	£30,000
		Total	£30,000

Joint Suez Communications			
Activity	Timescale	KPIs	Budget
<p>Introduce a new brand of compost made out of Greater Manchester's food and garden waste.</p> <p>Develop supporting communications to promote district food waste recycling service</p>	<p>April to June 2020</p> <p>Promote June 2020 to March 2021</p>	Sale figs	Carry over from this years budget £20,000
<p>Introduce a compost donation scheme for community groups and schools.</p> <p>Develop online application form on the R4GM website</p>	April to June 2020	No of community groups and schools engaged with	As above
Joint promotion of new street sweeping facility in Tameside – press release and social media	Mid 2020	Media coverage	Nil
Introduction of electric vehicles at facilities – link to 5 Year Environment Plan and carbon neutrality target 2038		Media coverage	Nil

General			
Activity	Timescale	KPIs	Budget
Promotional items for events (banners, give-aways)			£20,000
Videos and photography			£20,000
Supporting national campaigns (e.g. Recycle Week, WEEE {waste electric and electronic equipment} Campaign)			£20,000
		Total	£60,000

Budget Summary

	£
Salaries	469,000
Waste prevention	123,000
Digital support	117,000
Education	80,000
Reduce contamination	90,000
Increase recycling at HWRC	30,000
General	60,000
Total	969,000