

Waste and Recycling Committee Meeting

Date: 23 March 2022

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;
2. Note the progress on the joint SUEZ and R4GM communications and engagement plan; and
3. Note the Recycle for Greater Manchester Communications & Behavioural Change delivery plan 2022/23 attached at Appendix A.

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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 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: 1

R4GM Communications & Behavioural Change Plan – Appendix A

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

This report provides an overview on progress against the Recycle for Greater Manchester Communications & Behavioural Change Delivery Plan 2021/22 and the Joint SUEZ/R4GM plan for the same period.

2. Communications & Behavioural Change Plan

All actions on the Communications & Behavioural Change Delivery Plan will have been completed by the end of March 2022, however some projects were adapted or had a delayed start due to COVID restrictions. For example, the educational tours around the materials recovery facility (MRF) in South Manchester were delivered as virtual tours for several months. The food waste campaign was adapted and activity focused on outdoor and digital advertising rather than face to face events or engagement. It is hoped that during the 2022/2023 financial year the team can move back to on the ground, direct engagement and resume educational tours at the MRF on a full-time basis.

2.1 Waste Prevention

2.1.1 A home composting campaign has been running since August 2021 to encourage residents to start home composting. Residents can get £10 off a bokashi bin or home composting bin plus free delivery. From August 2021 to January 2022 a total of 394 bokashi and home composting bins have been sold.

2.1.2 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 18 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. Electricals are now also being collected; these are being repaired by Recycling Lives who operate in one of the repair pods

at the Hub. This type of waste would otherwise have gone into the general waste container destined for energy from waste or landfill.

2.2 Education

2.2.1 A breakdown of educational sessions delivered is shown in the table below, the data is from 1 April 2021 to the middle of February 2022. The sessions are a mix of tours at the MRF, online sessions, outreach and visits to the solar farm in Bolton. The total number of participants that attended a session is similar to the total number in previous years despite being unable to run tours at the MRF for several months due to COVID restrictions.

District	No of sessions run	Total no of participants
Bolton	16	994
Bury	8	271
Manchester	21	1299
Oldham	4	89
Rochdale	9	388
Salford	10	617
Stockport	18	772
Tameside	4	126
Trafford	4	797
Mixed Greater Manchester	23	254
Total	118	5,622

2.2.2 The refit of the Longley Lane education centre was completed in September 2021. The photo below shows the new classroom, with new interactive digital screens. The new classroom also features a games area with new iPads where visitors can take part in interactive recycling games and quizzes.



2.3 Reduce Contamination and Improve the Quality of Recycling

2.3.1 The R4GM team have supported a number of national campaigns. For World Environment Day (5 June 2021), the team partnered with Alupro to run the Every Can Counts campaign. The campaign focused on the infinite nature of aluminium can recycling, encouraging residents to recycle cans.

2.3.2 In September 2021, National Recycle Week focused on the link between recycling and climate change; 18 million tonnes of CO₂ are saved each year by recycling, the same environmental impact as taking 12 million cars off the road. Adverts ran on the tram network and this was supported by regular posts on R4GM and councils social media channels.

2.3.3 During the summer 2021, the team worked in partnership with Bolton Council to deliver leaflets and bin stickers to over 113,000 households in Bolton aimed at improving the quality of paper and card recycling. 6

recycling collection vehicles also carried new livery advertising the campaign.

2.3.4 The Buy, Keep, Eat, Repeat food waste campaign has been running since August last year. This campaign aims to raise awareness of the problem of food waste, it provides simple advice on how to reduce food waste at home and how to use the food and garden waste service to recycle unavoidable food waste. Over 70% of food waste in the UK comes from households. Recent waste compositional analysis shows that approximately 25% of the general waste bin is made up of food waste despite most households having access to the food and garden waste collection service.

2.3.5 R4GM are supporting national Food Waste Action Week 7 to 13 March 2022. The campaign aims to raise awareness about the impact of food waste on climate change. The production, consumption, transportation and unnecessary disposal of food uses up a huge amount of energy which creates a huge carbon footprint. Advertising will feature on the tram network, local newspapers and will be supported by social media and digital display advertising. The R4GM website will show a campaign page of tips on how to reduce food waste including better planning and storage.

2.4 Increase Recycling at Household Waste Recycling Centres

2.4.1 The van and twin axle trailer permit scheme was successfully rolled out from 1 December 2021. 40,000 leaflets were handed out across the network of 20 household waste recycling centres. A new web page was created to host the new application form where residents could apply for the free permit. Since 1st December, the page has had over 94,000 visits.

3. Joint Suez and R4GM Communications Engagement Plan

- 3.1 In May and June 2021, three Renew shops opened at Woodhouse Lane HWRC in Trafford, Boysnope Wharf HWRC in Salford and at Arkwright Street in Oldham. The shops raise money for the R4GM Community fund and for the GM Mayors charity. An annual fund of £220,000 is available for the Community Fund and each year £100,000 will be given to the GM Mayors charity. Communications has focused on raising awareness of the shops by leafleting the households in surrounding area and developing a Renew Facebook and Instagram channels.
- 3.2 The Renew Hub, which is located in Trafford Park, 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 have been introduced which now enables furniture, bikes and electrical good to be repaired and sold in the shops. The final phase will see the introduction of a visitor centre and events space. A launch event is being planned for later in the year.
- 3.4 The R4GM community fund closed on 31 May 2021 and 60 applications were received. 21 projects were successful in receiving funding, including a community repaint scheme, a visual art project in Salford and an intergenerational theatre company. The fund will open again on 1 April 2022 with another £220,000 available for community groups, schools and charities to apply for. The fund is for projects that reduce recycle or reuse household waste.

4. Monitoring and Evaluation

- 4.1 A range of analytical tools are used to determine the effectiveness of different communication channels, for example, website and social media analytics provided insight into which pages are being viewed on the R4GM website, which posts, tweets are achieving the most engagement. This enables the team to adapt and tailor the content accordingly.
- 4.2 Operational data is also used to provide insight such as the number and type of complaints received at the household waste recycling centres, number of visits made by vans, numbers of rejected loads due to contamination etc. This data is also monitored throughout the campaigns.
- 4.3 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.
- 4.4 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 the end of February 2022.

Budget allocation	Budget £ 2021/22	Actual spend and commitments to date £ 2021/22
Advertising	£60,000	£65,646
Campaigns	£202,000	£212,598
Digital	£120,000	£57,514
Education	£55,000	£46,309
Total	£437,000	£382,067