

Waste and Recycling Committee Meeting

Date: 13th July 2023

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 plan.

Recommendations:

Members of the Committee are recommended to:

1. Note the progress made on the Communications Plan including on the In the Loop campaign, the R4GM Community fund, the educational tours and the paper and card campaign.

Contact Officers:

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Head of Communications and Behavioural Change

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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.

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 2022/23 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 - 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?

N/A

GM Transport Committee

N/A

Overview and Scrutiny Committee

N/A

1. Introduction/Background

This report provides an update on specific projects being delivered as part of the Recycle for Greater Manchester (R4GM) Communications & Behavioural Change Plan and will cover updates on the R4GM Community Fund, the In the Loop and the paper and card contamination campaign and our education service. The report also provides a forward look for projects and events coming up in the next three months.

2. R4GM Community Fund

This year is the third year that the Community Fund has been run offering £220,000 of funding for projects which aim to repair, reuse or recycle household waste. The money is raised through the sales of goods at the 3 Renew shops and the eBay shop which sell pre-loved household items which have been donated at the household waste recycling centres (HWRCs).

2.1 R4GM Community Fund 2023/24

The fund opened for applications on Monday 3rd April and closed on Friday 26th May. 71 applications were received and at the time of writing, these are being scored by representatives from GMCA, SUEZ UK and the Lancashire Wildlife Trust who administer the scheme. The final decision on which projects will be funded is made at the end of July, and those successful will be notified in August.

2.2 R4GM Community Fund 2023/24 Communications

To communicate the fund and advise groups on how to complete the application form, several online workshops were held, in total 94 people attended these sessions. Social media advertising was also used to communicate the fund to relevant groups which generated over 40,000 impressions. Details about the fund were also shared with our network of organisations who work closely with the volunteer, faith, and community sector. A press release was issued which was picked up by 5 media outlets, leaflets were distributed in the Renew shops and at the education centres. Leaflets were also distributed by the 6 Green Spaces Fund Advisors. They work to support the Green Spaces Fund, they help groups to apply for the Green Spaces Fund and ensure their project ideas are realistic and achievable.

3. In the Loop Campaign

In the Loop is a new campaign which aims to increase recycling by explaining the link between recycling and the Circular Economy in which we demonstrate the value of waste and how everyday household items are recycled into new products. Recycling is one of the most tangible ways that residents can make a positive impact on the environment.

3.1 Campaign Progress

The campaign launched on 15th May for an initial 6 weeks of advertising. Advertising ran on 200 buses across Greater Manchester, in all local newspapers including the Asian Leader and Metro which are GM wide. Digital advertising was also procured to appear on relevant websites used by the target audience. This generated over 300,000 unique impressions and led to 904 click throughs to the website landing page. Social media toolkits were shared with the council communications teams and in total, the combined reach of the posts to date is 179,000 with the total number of views of the video at over 80,000.

The next phase of the campaign will run later in the year to coincide with national Recycle Week in October.

4. Paper and Card Campaign

Last year the team ran a targeted paper and card campaign aimed at tackling contamination in the kerbside recycling bin. During the campaign, one of the items regularly found to be contaminating the paper and card bin was takeaway packaging with food left inside. Examples of items found included a cardboard pizza box with half the pizza remaining, a paper McDonalds bag with food and other packaging inside it and on one memorable occasion, an entire kebab complete with metal fork in a takeaway box. The team are currently working on some targeted work at tackling this issue. This includes designing advertising reminding residents about removing leftover food/napkins/plastic cutlery before putting the cardboard box or paper takeaway bag in their paper and card bin. The team are also planning targeted adverts based on location, near takeaway hubs in each district, as well as targeting digital adverts to residents most likely to order takeaways based on digital

activity. Finally, the team are meeting with a company who advertise directly on take-away packaging.

5. Education Service Update

The education team have reviewed visitor figures from last year, these are shown below by visitor centre and by council area.

	Longley Lane	Solar Farm	Outreach	Online	Renew Hub	Other	Total
No of Visits	160	8	22	35	6	5	236
No of People	2963	134	786	1439	76	126	5524
Primary School	66	1	7	17	0	0	91
Secondary School	11	0	0	2	0	0	13
Mixed Schools	0	0	1	0	0	0	1
HE/FE	12	2	1	4	2	0	21
Community	31	0	12	7	2	5	57
Professional	27	2	1	2	2	0	34
Public	12	3	0	2	0	0	17
Business	1	0	0	1	0	0	2

The table above shows the number of visits to the education centres as well as outreach or online sessions delivered from April 2022 to March 2023.

District	No of visits	No of People
Bolton	24	616
Bury	5	164
Manchester	64	1648
Mixed GM	46	565
Oldham	3	52
Rochdale	9	540
Salford	16	378
Stockport	26	646
Tameside	14	337
Trafford	29	578
Total	236	5524

The table above shows the same data but split by council area. April 2022 to March 2023. The education pod at the Renew Hub opened in March, tours can now be booked by secondary schools, colleges and universities and community groups. A tour at the Hub consists of an activity in the education pod which is designed to look like a room in a house or apartment. Visitors learn about the wider environmental impacts of the manufacture, use and disposal of certain items and why reuse and repair are so important to reduce waste. This is followed by a tour of the Renew Hub where visitors can see how donated household items are repaired and upcycled by experts to be sold in the shops.

The education team are also meeting with the council officers to identify opportunities to increase engagement with their local schools and community groups, in particular targeting those areas where participation is lower.

6. Forward Look

A summary of activity coming up in the next three months is shown below:

- A fire safety campaign is being developed in partnership with the Greater Manchester Fire Service. This focusses on the dangers of disposing batteries and vapes in household bins as they can cause fires under certain conditions. Print and digital advertising is being developed which will run in the coming months;

- The R4GM team have a stand at the Sustainability Show which is on 8th and 9th July at Manchester Central. This is the first year that this show has come to Manchester. It includes stands, workshops, a main stage and a little green minds zone for children. Tickets are free. The R4GM stand includes information on the latest campaign, In the Loop, the Renew Shops and Hub and the team will be running recycling and reuse workshops;
- R4GM are supporting the Bolton Food and Drink Festival in August, this time by sponsoring the school's competition to design hats for lions at the town hall. School children are being encouraged to design hats out of sustainable materials; and
- Later in the year a textiles campaign will be launched aimed at reducing textiles that are thrown away in the general waste bin. The campaign will encourage residents to repair, donate or recycle textiles at charity shops and at the household waste recycling centres.