

## Greater Manchester Combined Authority

### Waste and Recycling Committee

Date: 16 October 2024

Subject: Communications & Engagement Behavioural Change Plan 2025/26

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

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### Purpose of Report

To seek feedback from members on the Recycle for Greater Manchester Communications & Engagement Behaviour Change Plan 2025/26.

### Recommendations:

The Committee is requested to:

- Note and provide comments and feedback on the proposals set out in the Communications & Engagement Plan and key priorities for the next financial year.

### 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.

## **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 2024/25 given the additional processing costs associated with removing contamination.

## **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 – Appendix A Communications Plan R4GM Plan25/26

## **Comments/recommendations from Overview & Scrutiny Committee**

N/A

## **Background Papers**

N/A

## **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?

No

## **GM Transport Committee**

N/A

## Overview and Scrutiny Committee

N/A

# 1. Introduction/Background

The draft Recycle for Greater Manchester Communications & Engagement Behavioural Change Plan 2025/26 focuses on delivering communications and engagement on the main priorities highlighted by the 9 local authorities, the GMCA's Waste and Resources team and our contractor: SUEZ UK.

## 2. Key Priorities

These priority areas set out in the Plan at Appendix A are:

- Textiles – the waste composition analysis shows that textiles remain a significant proportion of the residual waste bin. The analysis shows that clothes and other textiles are continuing to be treated as residual waste by residents when they can still be recycled if damaged and/or dirty. From 2028, energy from waste will fall under the Emissions Trading Scheme (ETS), whereby fossil carbon based emissions will be liable for charges. Textiles made from man made fibres will be classed as fossil based carbon so it is imperative that we encourage residents to recycle textiles and remove them from the residual waste stream.
- Pots, Tubs and Trays – the Longley Lane Materials Recovery Facility (MRF) is being modified to enable the acceptance of pots, tubs and trays (PTTs) from October 2024. Residents are used to only recycling plastic bottles so there is a need for engagement to guide and advise what other types of packaging materials can now be accepted.
- Fly tipping – the Plan includes proposals to support District comms on reducing fly tipping through provision of advice on how to use HWRCs and other services that are available to residents.
- Battery disposal – fires in the waste stream remain a significant risk and the incorrect disposal of batteries and waste electrical items is a major contributor to this. Campaigns will continue to disseminate information on correct disposal.
- Food waste – based on the waste composition analysis, around 30% of the residual bin is made up of food waste, much of which is avoidable. Campaigns will focus on buying choices, using leftovers, home composting, the environmental benefits of reducing food waste. and promotion of the council's food waste recycling service.
- Waste prevention – top of the waste hierarchy is waste prevention and we will focus on the development of reuse and repair through the promotion of the activities carried

out at the Hub and through the Renew shops as well as challenging current consumption habits

### **3. Next Steps**

The draft plan attached in Appendix A, outlines the key priorities for the next financial year and the proposed activities in each area. However, it should be noted that at the time of writing, Defra have not provided clarity yet on how the new government proposes to move forward with the policies outlined in the National Resources and Waste Strategy and this may mean that we will need to revisit the activities and priorities later in the year if announcements are made.

Members of the Committee are invited to review the draft Plan and consider:

- Are these the right priorities or are there other areas for inclusion?
- Are the proposed delivery activities suitable?
- Are there other activities Committee members would like to see in the Plan?

Following the discussion at the Committee meeting, the Plan will be updated and finalised and activities costed to feed into the budget setting process for the Waste Levy.