



# **Overview and Scrutiny Behaviour Change and Waste Task and Finish Group**

Date: Monday, 21 January 2019

Time: 2.00 pm

Venue: Council Antechamber - Level 2, Town Hall Extension

Everyone is welcome to attend this committee meeting.

## **Access to the Council Antechamber**

Public access to the Council Antechamber is on Level 2 of the Town Hall Extension, using the lift or stairs in the lobby of the Mount Street entrance to the Extension. That lobby can also be reached from the St. Peter's Square entrance and from Library Walk. **There is no public access from the Lloyd Street entrances of the Extension.**

## **Membership**

---

**Councillors** - Hassan, Hughes, Jeavons, Kilpatrick, Lyons, Reid and Wright

## Agenda

---

1. **Appointment of Chair**  
Members will be invited to nominate a Chair for the Task and Finish Group.
  
2. **Keep Manchester Tidy Update** 3 - 18  
Report of the Strategic Lead (Waste, Recycling and Street Cleansing)  
  
This report provides the Task and Finish Group with an update on national and local campaigns, and the lessons learnt to address the issue of waste and influence behaviour change.
  
3. **Term of Reference and Work Programme** 19 - 22  
Report of the Governance and Scrutiny Support Unit  
  
To review the Terms of Reference and work programme of the Task and Finish Group.

## Further Information

---

For help, advice and information about this meeting please contact the Committee Officer:

Lee Walker  
Tel: 0161 234 3376  
Email: [l.walker@manchester.gov.uk](mailto:l.walker@manchester.gov.uk)

This agenda was issued on **15 January 2019** by the Governance and Scrutiny Support Unit, Manchester City Council, Level 3, Town Hall Extension (Mount Street Elevation), Manchester M60 2LA

**Manchester City Council  
Report for Information**

**Report to:** Behaviour Change and Waste Task and Finish Group – 21  
January 2019

**Subject:** Keep Manchester Tidy Update

**Report of:** Strategic Lead (Waste, Recycling and Street Cleansing)

---

**Summary**

To provide the Task and Finish Group with an update on national and local campaigns and the lessons learnt to address the issue of waste and influence behaviour change.

**Recommendations**

To consider and comment on the content of the report.

---

**Wards Affected:** All

---

**Contact Officers:**

Name: Emma Krijnen-Kemp  
Position: Keep Manchester Tidy - Project Manager  
Email: e.krijnen-kemp@manchester.gov.uk

Name: Heather Coates  
Position: Strategic Lead: Waste, Recycling and Street Cleansing Services  
Email: h.coates@manchester.gov.uk

## **1.0 Introduction**

- 1.1 The consultation on The Manchester Strategy showed how passionately people feel about environmental issues and this feedback has been incorporated into the 'Our Manchester' vision to reduce littering, increase recycling and create a cleaner city. Whilst the City has a statutory obligation to keep streets clean – residents, businesses and visitors to Manchester have a key role to play in keeping it tidy.
- 1.2 In February 2017, Department for Environment, Food & Rural Affairs (DEFRA) launched England's first Litter Strategy. The strategy has been developed in response to the huge challenge litter poses to the nation. The paper sets out aspirations to reduce the impact of littering in every aspect of the environment and deliver a national campaign intended to drive a significant behaviour change. KBT have developed this campaign which launched in November 2018.
- 1.3 Following the broadcasting of BBCs Blue Planet II at the end of 2017, there has been an extraordinary impact in raising awareness of the threat of plastics to our oceans and wider environment. A shift in consumers' attitudes towards single use plastic items is now starting to build momentum for positive environmental change. The City recognises that if this awareness could be linked to littering - this could provide the catalyst to achieving the stepped change in behaviour required to achieve a cleaner city.
- 1.4 In order to achieve our ambition to be a cleaner, litter-free city, recycling more, with better-quality parks, green spaces and waterways; and play our part in limiting the impacts of climate change – the City recognised it needed a clear plan of action to affect a behaviour change. In March 2018, Manchester City Council and Keep Britain Tidy formed a partnership 'with the aim of making Manchester the country's first 'Tidy City' by 2020.

## **2.0 Keep Manchester Tidy: Background**

- 2.1 Keep Britain Tidy (KBT) are an independent environmental charity with three goals to eliminate litter, improve local places and prevent waste. In 2015, the charity established a Centre for Social Innovation. The Centre's work focuses on understanding the root causes of problems and uses behavioural science to create real and lasting change. They work in partnership with private, public and academic organisations across the country to better understand why people behave the way they do and use this evidence to help develop positive and impactful interventions. KBT rigorously evaluate their interventions in the real world and scale those that work for application by partners at a local and national level. The charity is part of a new global movement of policy-makers, academics and practitioners looking at the application of behavioural insights to encourage pro-social and environmental behaviour.
- 2.2 The City has a longstanding relationship with KBT, with shared values that closely align with our vision for Manchester. The "Keep Manchester Tidy" campaign is the first formal partnership between a UK city and the national

charity and is a potential trailblazer for a national network of 'Tidy Towns & Cities' in the future. It will involve public sector organisations, businesses, schools and residents' groups working together to tackle littering in all its forms.

- 2.3 Part of the City's partnership work is to assist Keep Britain Tidy to launch some National litter focused campaigns in Manchester. This provides us with an opportunity to engage with their campaigns and have some conversations about litter in our city. To support engagement with these campaigns, an independent taskforce has been formed, with local organisations and businesses invited to get involved to make their contribution to keeping Manchester tidy. These partners have been identified because they have responsibility for managing infrastructure, buildings and open spaces which are impacted by litter; deliver key public services and / or have the ability to amplify key messages through their communications platforms. The City's committed and hardworking residents and community groups are also key partners in translating these campaigns into action across the City.

### 3.0 Campaign Schedule (2018/19)

- 3.1 The table below provides an overview of the KBT national and KMT local campaign schedule:

2018/19	Campaign Launch / Event	Notes
March 18	Keep Manchester Tidy	Partnership launched 15 March 2018
May	Vehicle littering campaign	National campaign launched w/c 21 May
July	Left Behind Litter campaign Love Parks Week	National campaign launched 18 <sup>th</sup> July 13-22 July (Annual National Campaign)
August	Smoking related litter campaign	National campaign launched 28 <sup>th</sup> August 2018
September	Eco Schools	New Eco School website launched.
October	Flytipping	'Insights into flytipping behaviour' – KBT workshop in Manchester. Wider research to commence from October 2018.
November	MCC Be Proud Awards – 16 <sup>th</sup> November 2018	Friday 16th November, 6pm at the Midland Hotel
January	Dog Fouling Campaign	City wide campaign launching 1st Feb
February	KBT Annual Conference and Awards in Manchester	Manchester has been shortlisted for a Great British Spring Clean Award

March 19	GB Spring Clean	National campaign running from 22nd March to 23rd April
----------	-----------------	---

#### 4.0 Keep Britain Tidy - National Campaigns

4.1 During 2018/19, Keep Britain Tidy launched three new national campaigns in Manchester including:

- Littering from Vehicles
- Cigarette Litter
- Left Behind Litter

Information about these campaigns was shared at the Neighbourhood & Environment Scrutiny meeting on 10th October 2018 and is included in Appendix 1.

In November 2018, Keep Britain Tidy announced a new government backed campaign to encourage people to take their litter home with them when there is no bin. The 'Keep it, Bin it' campaign has a clear call to action: if there's not a bin, keep your rubbish and then bin it when there is one. This campaign is being delivered as part of DEFRA's objectives detailed in the Litter Strategy 2017. The campaign highlights the devastating impact of litter on wildlife and notes the high number of litter related incidents attended by the RSPCA. The campaign will be shown at railway stations including Manchester Piccadilly. It will also feature at till-points in Gregg's stores and at Cineworld cinemas through the partnership with PepsiCo UK. The campaign video can be viewed at: <https://youtu.be/PmbOizXQtSY>

#### 4.2 Volunteering

Keep Britain Tidy has a strong focus on volunteering and seeks to engage and support volunteers through their Litter Hero and Litter Ambassador schemes.

##### **#LitterHeroes**

Anyone who gets involved in cleaning up can be a litter hero. #LitterHeroes is KBT's new way of supporting everyone who wants to do their bit to create a better environment on their doorstep and anyone who is already making a difference. KBT provides litter heroes with information on events in their area, as well as advice and resources to help with organising litter-picks.

##### **#LitterHeroes Ambassadors**

LitterHeroes Ambassadors work within their local community to inspire and encourage new and existing #LitterHeroes to take action by getting involved in litter picking events throughout the year, as well as the annual Great British Spring Clean.

Activities may include:

- Encouraging individuals who enquire about #LitterHeroes to join a new or existing group in their area.

- Guiding new and/or existing groups to the correct departments within their local authority to access services and resources.
- Working with Keep Britain Tidy's corporate partners to encourage employees to organise their own #LitterHeroes events.
- Developing relationships with local suppliers, enabling #LitterHeroes easier access to tools and resources.
- Encouraging local community involvement in Keep Britain Tidy campaigns, such as the Great British Spring Clean.
- Forwarding any creative ideas to Keep Britain Tidy.
- Fulfilling administrative tasks to support KBT in capturing data and feedback, to help continue to monitor and improve the programme.

Manchester currently has hundreds of active Litter Heroes and 2 Litter Hero Ambassadors.

## **5.0 Keep Manchester Tidy - Local Campaigns**

### **5.1 Dog Fouling**

Research reveals that where people feel they are being watched, they are more likely to refrain from certain behaviours. Keep Britain Tidy have therefore developed a campaign that uses glow in the dark eyes to remind dog owners and walkers to pick up dog fouling.

Officers have identified key sites in the City where dog fouling is problematic. The sites will be surveyed in January 2019 to measure the amount of fouling present. The glow in the dark eyes will then be put up at these sites. A recount of the incidences of dog fouling will then take place three to four weeks after the launch in order to measure impact.

### **5.2 Flytipping**

The presence of flytipping and the type of items tipped varies from street to street across Manchester. It is therefore important to gain further insight into the nature of flytipping. Working with internal stakeholders from Neighbourhood Teams, Compliance Teams and the Waste & Recycling Team - the Policy, Research & Information Team have undertaken a detailed analysis of flytipping in Manchester. To understand the issue from a resident's perspective, Officers have met with local people at four sites across the city inviting them to talk about waste, recycling and flytipping. Keep Britain Tidy will hold two focus groups in February to explore issues in more depth. The insights gained from these activities will help to shape communications and will enable the flytipping campaign to be tailored to meet the needs of communities. A further focus group will be held with community and resident's groups in order to explore the range and effectiveness of flytipping interventions. This will enable residents to be actively involved in shaping local solutions to flytipping.

### **5.3 GB Spring Clean and wider work with Manchester Schools (Eco Schools Programme)**

The GB Spring Clean is the national call to action which highlights the problem of litter and engages communities in being part of the solution. A steering

group of representatives from parks, neighbourhoods, leisure, communications, schools, and businesses has been set up to help coordinate activity. The aim is to encourage as many people as possible to take part. The GB Spring Clean will run from the 22nd March to 23rd April with schools taking part on the 22nd March. Schools are being encouraged to consider the environment as part of the wider curriculum. Officers are currently engaging with schools in order to highlight the Eco-school programme and to identify how best to support schools to become eco-schools and to participate in the GB Spring Clean.

#### 5.4 **Social Media**

Keep Manchester Tidy has a facebook page which is community owned and managed by a volunteer. All campaign work and community clean ups across Greater Manchester are featured on the 'Keep Manchester Tidy' page.

### 6.0 **Measuring and Monitoring Progress**

- 6.1 To ensure the partnership is able to effectively and robustly measure the impact of campaigns and interventions - a monitoring framework is being developed. This will include data the City already collects as part of annual customer surveys, service request information and street cleansing surveys. Surveys will also be undertaken by KBT to establish a baseline in conditions. Individual campaigns will be measured using communications data to measure impact and reach.
- 6.2 Keep Britain Tidy have conducted an evaluation of the #Bin the Butt Campaign in Manchester. Results have shown that 85% of the smokers surveyed would think twice before throwing their cigarette end on the floor.
- 6.3 **Local Environment Quality Survey of England (LEQSE)**  
Keep Britain Tidy has carried out the Local Environmental Quality Survey of England (LEQSE) and published the results annually since 2001. There was a pause for two years during 2015/16 and 2016/17. Many stakeholders expressed an interest in this research being repeated, and so in 2017/18, Keep Britain Tidy carried out the survey again. The survey measures the presence of litter, and it also measures other indicators of cleanliness such as detritus, graffiti and fly-posting.
- 6.4 Keep Britain Tidy use a sampling framework that delivers a statistically robust sample of sites across England, using a range of structured and random sampling. This provides data that is representative of England. 7,200 sites were surveyed between April 2017 and March 2018 by a dedicated team of experienced assessors with a wealth of experience in conducting local environmental quality surveys. Sites are assessed using a grading system based on the same principles used in Defra's Code of Practice on Litter and Refuse. Using the grading system A - D. This is the same methodology employed by Biffa and Officers to monitor the cleansing contract.
- 6.5 Other information such as the type of land use and the presence or absence of particular litter types is recorded, providing further insight into the litter



issues impacting England. It is through using this type of research that KBTs Centre for Social Innovation is able to identify key issues around waste, place and litter and find innovative solutions to improve our environment As well as grading sites, supplementary data on litter and land use are recorded.

#### 6.6 **Local Environment Quality Survey of Manchester (LEQS)**

This year Keep Britain Tidy has carried out two Local Environmental Quality Surveys in Manchester during 2018. The first was carried out in Manchester City Centre in March 2018. Following on from that a city-wide survey was carried out across a total of 31 wards in Manchester in late July and early August 2018. 26 sites were surveyed in each of the 31 wards to make a city wide total of 806 transects. The surveys provide detail about the types of littering behaviours that exist across the city; types of litter dropped; and a series of recommendations to reduce these issues. This information will form a baseline for measuring the impact of litter interventions.

#### 7.0 **Lessons Learnt and Next Steps:**

7.1 Through the partnership with Keep Britain Tidy, the City has been able to help shape and inform key national littering campaigns which will now form part of our communications collateral. The ambition of the Keep Manchester Tidy project is that residents, internal stakeholders within the City Council and partners, can utilise these materials to target particular littering issues which may be a problem in their neighbourhood or place of operation. To help enable this, work will need to be undertaken with stakeholders to ensure campaign collateral is easy to access and use. Capturing information about the impact of these activities will be fundamental to understanding which approaches work and which ones don't. A mechanism to encourage sharing of experiences between stakeholders will be developed to help the KMT partnership to grow and develop.

7.2 A Keep Manchester Tidy Action Plan has been devised and sets out the next steps for each area:

<b>Campaigns, Communications and Events</b>	<ul style="list-style-type: none"> <li>● Complete Flytipping Research to inform campaign work</li> <li>● Launch Dog Fouling Campaign and monitor results</li> <li>● Co-ordinate Great British Spring Clean (national launch 22nd Jan)</li> <li>● Attend KBT Network Conference and awards (6th Jan)</li> <li>● Celebrate success - Our Mcr good news stories to be in the press</li> <li>● Create visibility of the Keep Manchester Tidy Brand</li> </ul>
<b>Working with Stakeholder and Businesses</b>	<ul style="list-style-type: none"> <li>● Re-engage the Litter Task Force members</li> <li>● work with City co to engage businesses in the</li> </ul>

	<p>Great British Spring Clean</p> <ul style="list-style-type: none"> <li>● Support the University Go Green Week (Feb)</li> </ul>
<b>Volunteering</b>	<ul style="list-style-type: none"> <li>● Calendar of events for staff</li> <li>● Support for Litter Ambassadors and the Keep Manchester Tidy Facebook Page</li> </ul>
<b>Specific Projects in Each Ward</b>	<ul style="list-style-type: none"> <li>● Continue to Identify and Support specific litter-related projects e.g Beautification of Sale Circle, Designing out drug litter on Ancoats Green</li> </ul>
<b>Eco Schools and Schools involvement in the Great British Spring Clean</b>	<ul style="list-style-type: none"> <li>● Communications with schools (21st Jan, Head teachers forum)</li> <li>● Hold Schools information and learning event</li> <li>● Support curriculum for Life schools with Spring Clean Challenge</li> </ul>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>● Monitoring of GB Spring clean</li> <li>● Collect materials to record our 'Tidy City' journey</li> </ul>

## Appendix 1: Further detail about the KBT campaigns

### 1. Vehicle Litter - 'Don't be a Tosser'



Littering from vehicles has become a costly and problematic issue in both urban and rural areas. Litter also becomes a death-trap for creatures such as voles, shrews and hedgehogs who crawl into discarded cups and bottles and then can not get out and birds are at risk of becoming entangled in discarded plastics. In April 2018, local authorities gained new powers to fine the registered keeper of the vehicle from which litter has been thrown.

#### Intervention objectives

- Raise awareness that littering from vehicles is not acceptable
- Raise awareness that the registered keeper is responsible for litter from the vehicle regardless of who has thrown it
- Reduce the incidents of small mammal deaths
- Reduce litter in target areas

#### Audiences

This is a behaviour change intervention; it targets those who allow litter to be thrown from their vehicles.

#### Key messages

- Littering from vehicles is not acceptable
- Litter damages the environment and kills wildlife
- If litter comes from your vehicle, you are responsible

#### Available intervention materials (part of pilot interventions)

- Billboards
- A3 Correx signs/posters – with a supporting message
- Banners
- Vehicle livery
- In-car bins
- Car air fresheners
- Car stickers
- Social media materials

## Channels

- PR
- Social media
- Keep Britain Tidy website
- Email

## 2. Left Behind Litter



## Background

KBT's research has shown that people often litter by carefully placing or leaving their rubbish behind, such as on a bench where they have been sitting or on a surface they are walking past, like an electricity box.

KBT believe that leaving litter behind is a behaviour that has not previously been effectively targeted with behaviour change interventions. They think that this is a less overt and more disguised way of littering and that people litter in this 'careful' way as it is seen as a more acceptable to do so than throwing or blatantly dropping items.

The charity's new intervention addresses this behaviour directly, highlighting that 'leaving is littering' at the moments at which people are likely to carry out this behaviour. For example, using large floor stickers which can be used around seating areas, benches and bus stops; wall and window stickers to be used on ledges and window sills and; posters to be used on lampposts and fences in high street areas where people tend to eat on the go. These eye-catching materials feature those items which tend to get left behind including coffee cups, sandwich boxes and drinks cans.



### Intervention objectives

- Raise awareness that leaving litter behind is still 'littering'
- Reduce litter in target areas

### Audiences

This is a behaviour change intervention; it targets those who eat 'food on the go'. This is a wide range of audiences. However, our insights show this tends to be younger age groups. This was considered in the design of intervention materials.

### Key messages

- Leaving litter behind is still littering
- Litter should be put into a bin

### Available intervention materials (part of pilot interventions)

- Floor stickers (approx.  $\frac{3}{4}$  metre<sup>2</sup>)
- Wall/other surface stickers
- Window stickers
- A3 Correx signs/posters – with a supporting message

### Additional materials to up-weight the intervention

- Social media assets
- Digital artwork to be used in digital advertising spaces bus stops/billboard
- Bin stickers
- Smaller posters or stickers (e.g. inside local businesses, outside on lampposts)

### Communications channels

- Intervention materials
- Outdoor advertising
- PR
- Social media
- Keep Britain Tidy website
- Email

### 3. Cigarette Litter - # Bin the Butt



## Background

Research shows that 80% of the litter found in the sea was originally dropped on land. Following David Attenborough's Blue Planet 2, there has also been a surge of public and media interest in the issue. However, we felt that there was a disconnect between people's concerns about the environment and the impact of their own behaviour, particular in relation to how items littering inland, such as cigarette butts, can become marine litter.

This year KBT have developed a new national campaign to focus on the important issue of cigarette litter. In addition to being a priority litter issue for local authorities, there are wider impacts which make this a key issue we have chosen to focus on. These include the fact that cigarette butts can easily wash into the water system and seas through processes such as run-off and via the sewerage system, becoming marine litter and causing wider environmental damage. The extent of this damage is only now beginning to be understood, for example, with new studies demonstrating that metals such as arsenic and cadmium trapped in cigarette filters leach into the water causing acute harm to organisms.

To underpin the development of the new campaign, we carried out research with YouGov comprising a national survey with 2000 adults with further questions being asked of 500 smokers. This explored in particular, the perceived acceptability of littering cigarette butts on street and into drains and gutters and whether people understood that cigarette butts littered on street could make their way into waterways and seas.

The research was successful in uncovering new and relevant insights. The research confirmed that people don't like to see cigarette butts – 89% of people hate to see them on street and 93% hated to see them floating in the sea. However, public perceptions of cigarette littering is not consistent – 93% of respondents to the research think it is unacceptable to through a butt from a car window but only 75% think it is unacceptable to put a butt down a drain. A significant 22% of the public actually classed putting a butt down a drain as acceptable, rising for those who smoke every day to 52%. Linked with this, there is inconsistency in what people consider 'littering' with 90% of people classing dropping a cigarette butt on street or throwing it from a car as littering, but only 63% classing putting a cigarette butt down a drain as littering. Looking just at smokers responding to this question, only 38% of smokers classed putting a cigarette butt down a drain as littering.

Encouragingly, KBT found that 77% of smokers surveyed are concerned that cigarette butts dropped on the ground may end up in the sea and leach toxins into the water, killing or injuring marine life and 70% saying that knowing this would be more likely to take the time to find a bin or ashtray for their cigarette butt. This insight has therefore formed the basis of our new campaign.

All campaign creatives are being tested with smokers as part of the development process.

### Campaign objectives

- Raise awareness of the fact that smoking-related litter can enter waterways from drains and gutters
- Encourage smokers to dispose of the cigarette butts correctly
- Stimulate public debate about smoking-related litter

### Audiences

- Smokers
- Wider public

### Key messages

- Smoking-related litter contains toxins and microplastics that can enter the waterways and seas via gutters and drains having a devastating effect on marine life.
- Cigarette butts constitute litter and should be correctly disposed of in a bin like other types of litter

### Channels

- Outdoor advertising
- PR
- Social media
- Keep Britain Tidy website
- Email

## 4. Dog Fouling - 'We're Watching You'



### Background

The award-winning We're Watching You campaign is an innovative, eye-catching, glow in the dark poster campaign that reminds thoughtless dog owners that "we're watching you". The campaign works on the premise that when people feel they are

being watched, they are more likely to do the right thing. The campaign has been trialled by several local authorities and has successfully reduced dog fouling by up to 77%.

### **Campaign objectives**

- Reduce incidences of dog fouling
- Raise awareness of the fixed penalty fine of £100
- Raise awareness with the public that the local authority will exercise its powers to tackle dog fouling

### **Audiences**

- Dog owners and walkers
- Wider public

### **Key messages**

- Dog owners and dog walkers are responsible for cleaning up
- Dog fouling constitute litter and should be correctly disposed of in a bin like other types of litter (Bag that poo, any rubbish bin will do)

### **Available intervention materials (part of pilot interventions)**

- Floor stickers (approx.  $\frac{3}{4}$  metre<sup>2</sup>)
- A3 Correx signs/posters – with a supporting message
- Social media

### **Channels**

- Outdoor advertising
- PR
- Social media
- Keep Britain Tidy website
- Email

## **5. Flytipping - #Crime Not to Care**



#CrimeNotToCare is focused on helping the public understand that they have a legal responsibility when handing over waste to another person (classically the 'man with a van').

Keep Britain Tidy will undertake a research project in Manchester. This will include focus groups, analysis of current services provided, review of communications used and analysis of flytip data.



On 24th September, KBT hosted an event in Ardwick, Manchester - 'Using Behavioural Insights to Tackle Flytipping'.

Keep Manchester Tidy will formulate the campaign following the outcome of the research.

## 6. Eco Schools



### Background:

Eco-Schools is a global programme engaging millions of children across 64 different countries, making it the largest environmental schools programme in the world. 18 million children attend an Eco-School worldwide. The scheme is run by Foundation for Environmental Education (FEE) was launched in 1994 in response to the 1992 UN Rio Earth Summit. Keep Britain Tidy is the Eco-Schools National Operator for England, where more than 18,000 schools are registered and 1,200 schools currently hold the internationally recognised Eco-Schools Green Flag.

### How it works:

The Eco-Schools Programme follows a very simple international Seven Step process that forms the criteria for the Eco-Schools Green Flag Award. The Eco-Schools Programme is pupil-led; involves hands-on, real-world learning and gets the whole school and the wider community involved in exciting environmental projects.

#### Seven steps:

- STEP 1: Set up an Eco-Committee
- STEP 2: Undertake an Environmental Review
- STEP 3: Develop an Action Plan
- STEP 4: Monitoring and evaluation
- STEP 5: Informing and involving
- STEP 6: Link the Eco Schools programme to the curriculum
- STEP 7: Eco-Code - the Eco Committee's Mission Statement

The programme provides Schools with free resources for each of the Seven Steps to help the school progress to the internationally recognised Eco-Schools Green Flag Award within 12 months of registration. Along the way, the school can achieve a Bronze Award, followed by a Silver Award, through self-assessment. This provides recognition of the work pupils have completed towards their Eco-Schools Green Flag.

The programme covers ten topics. Schools can achieve bronze status by completing the first three steps above - to progress further they must cover one topic for the Silver Award, three topics to gain a first Green Flag and five topics for Green Flag renewals, every two years. All topics can be easily incorporated into school life and curriculum regardless of the age of your pupils.

**Topics covered:**

1. Waste (opportunity to promote 'recycle more, recycle right' message)
2. Litter (Keep Manchester Tidy campaigns)
3. Energy
4. Biodiversity
5. Transport
6. Healthy Living
7. School Grounds
8. Air
9. Marine (plastic litter - link to sea. Marine also includes canals)
10. Global Citizen

**The webpages have recently been updated:**

<https://www.eco-schools.org.uk/>

**Next steps:**

There are c168 educational establishments in Manchester including primary, secondary and specialist schools. 78 of these schools are registered with the scheme. Eco Schools presents MCC an opportunity to engage young people to understand the key priorities for the city. It's free for Schools to register with the scheme and no fees are incurred until a School applies for 'green flag' status - £200. Working with the Head Teachers forum, Officers will engage with Schools about the City's aspiration to develop and grow the Eco School scheme as a vehicle to engage with young people about the key priorities for the city. The proposal is to develop an Eco Schools forum and invite representatives from all Manchester schools to engage with Officers from various MCC departments and GM bodies to showcase and promote how schools can receive support to achieve Eco Schools status by supporting campaigns and initiatives which link to Our Manchester priorities.

**7. Love Parks Week**

This campaign is designed to celebrate our parks. KBT provides guidance on the types of activities that can be held in a park and how to communicate events to the public. The overall aim is to encourage people to make use of and care for local parks. Last year's theme was 'It started in a park'.

Title	Behaviour Change and Waste Task and Finish Group
Membership	Councillors Hassan, Hughes, Jeavons, Kilpatrick, Lyons, Reid and Wright
Lead Executive Members	Councillor Akbar, Executive Member for Neighbourhoods
Strategic Directors	Fiona Worrall, Chief Operating Officer – Neighbourhoods
Lead Officers	Heather Coates, Strategic Lead: Waste, Recycling and Street Cleansing Services
Contact officer	Lee Walker, Scrutiny Support Officer
Objectives	To examine examples of good practice, the lessons learnt and how this experience can be used to support groups across the city and businesses to influence behaviour change.
Key Lines of Enquiry	<ol style="list-style-type: none"> <li>1. Hearing from Keep Britain Tidy on campaigns that have proven to have worked.</li> <li>2. The group will hear from a number of invited community groups to hear of their experience.</li> <li>3. Examples of how businesses can be influenced to reduce levels of waste.</li> </ol>
Operation	This Task and Finish group will report its findings to the Neighbourhoods and Environment Scrutiny Committee by submitting minutes to the Committee. The Committee will be asked to endorse any recommendations from the Task and Finish group.
Access to Information	<p>Meetings of the Task and Finish group will be open to members of the media and public except where information that is confidential or exempt from publication is being considered.</p> <p>Papers for the Task and Finish group will be made available to members of the media and public on the Council's website and the main entrance to the Town Hall except where information which is confidential or exempt from publication is being considered.</p>
Schedule of Meetings	To hold three substantive meetings with one additional meeting to agree the final report.
Commissioned	December 2018

This page is intentionally left blank

**Neighbourhoods and Environment Scrutiny Committee – Behaviour Change and Waste Task and Finish Group  
Work Programme – 2018**

<b>Meeting 1: Monday 21 January 2019, 2pm in the Council Antechamber</b>				
<b>Deadline for reports: 10 January 2019</b>				
Item	Purpose	Lead Executive Member	Lead Officer	Comments
Understanding what works	The group will hear from Keep Britain Tidy on national and local campaigns and the lessons learnt to address the issue of waste and influence behaviour change.	Councillor Akbar	Fiona Worrall Heather Coates	Invitation to be sent to representatives of Keep Britain Tidy
Terms of Reference and Work Programme	To review and agree the Subgroup's terms of reference and work programme, and consider any changes or additions that are necessary.		Lee Walker	

<b>Meeting 2: Date / Time and Venue to be confirmed</b>				
<b>Deadline for reports:</b>				
Item	Purpose	Lead Executive Member	Lead Officer	Comments
Examples of good practice	The group will hear from a range of residents groups from across the city to learn of their experience in tackling waste in their community and neighbourhoods.	Councillor Akbar	Fiona Worrall Heather Coates	Invitations to be sent to a number of resident groups
Terms of Reference and Work Programme	To review and agree the Subgroup's terms of reference and work programme, and consider any changes or additions that are necessary.		Lee Walker	

<b>Meeting 3: Date / Time and Venue to be confirmed</b>				
<b>Deadline for reports:</b>				
Item	Purpose	Lead Executive Member	Lead Officer	Comments
Influencing Businesses	The group will review examples of good practice amongst businesses to manage their waste and ensure their activities do not negatively impact on the surrounding environment. Identify further opportunities to support businesses to help reduce waste and associated litter.	Councillor Akbar	Fiona Worrall Heather Coates	
Feedback from members on their findings	Members are invited to feed back on the findings of this investigation and make recommendations that will inform the final report of the Task and Finish Group.	-	Lee Walker	

<b>Meeting 4: Date / Time and Venue to be confirmed</b>				
<b>Deadline for reports:</b>				
Item	Purpose	Lead Executive Member	Lead Officer	Comments
Final Report and recommendations	To agree the final report and recommendations of the Task and Finish Group.	-	Lee Walker	