

**Manchester City Council  
Report for Resolution**

**Report to:** Neighbourhoods and Environment Scrutiny Committee – 9  
October 2019

**Subject:** Final Report and Recommendations of the Behaviour Change  
and Waste Task and Finish Group

**Report of:** The Behaviour Change and Waste Task and Finish Group

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**Summary**

This report presents the Neighbourhoods and Environment Scrutiny Committee with the findings of the detailed investigation undertaken by the Behaviour Change and Waste Task and Finish Group.

**Recommendations**

The Neighbourhoods and Environment Scrutiny Committee are asked to:

1. Note the findings of the Task and Finish Group and endorse the recommendations as set out in section 8 of the report.
  2. Resolve to refer the recommendations to the Executive.
  3. To request a progress report on the implementation of these recommendations at an appropriate time.
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**Wards Affected:** All

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### **Background documents (available for public inspection):**

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact the contact officer above.

Copies of the reports and meeting minutes for this Task and Finish Group are available via the Council's web-site:

<https://democracy.manchester.gov.uk/ieListMeetings.aspx?CIId=257&Year=0>

See also:

Minutes of the Neighbourhoods and Environment Scrutiny Committee – 10 October 2018:

<https://democracy.manchester.gov.uk/ieListDocuments.aspx?CIId=148&MIId=264&Version=4>

Minutes of the Neighbourhoods and Environment Scrutiny Committee – 5 December 2018:

<https://democracy.manchester.gov.uk/ieListDocuments.aspx?CIId=148&MIId=266&Version=4>

[The 'Our Manchester – The Manchester Strategy':](#)

[www.manchester.gov.uk/downloads/download/6426/the\\_manchester\\_strategy](http://www.manchester.gov.uk/downloads/download/6426/the_manchester_strategy)

[DEFRA Litter Strategy for England and 2017/18 progress report:](#)

[www.gov.uk/government/publications/litter-strategy-for-england](http://www.gov.uk/government/publications/litter-strategy-for-england)

[www.gov.uk/government/publications/litter-strategy-for-england-progress-reports](http://www.gov.uk/government/publications/litter-strategy-for-england-progress-reports)

## **1.0 Introduction**

- 1.1 In February 2017, Department for Environment, Food & Rural Affairs (DEFRA) launched 'The Litter Strategy', which recognised the huge challenge litter posed to the country. The paper set out aspirations to reduce the impact of littering on all aspects of the environment and deliver a national campaign intended to drive a significant behaviour change.
- 1.2 The consultation on The Manchester Strategy showed how passionately residents felt about environmental issues and this feedback had 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.
- 1.3 In 2018 the City embarked on a partnership with Keep Britain Tidy to develop an overarching campaign: 'Keep Manchester Tidy'. Keep Britain Tidy (KBT) are an independent environmental charity with three goals to eliminate litter, improve local places and prevent waste. Further information on Keep Britain Tidy can be viewed at: <http://www.keepbritaintidy.org/>
- 1.4 This 'Keep Manchester Tidy' campaign will encourage residents, businesses and visitors to do their bit and deliver interventions for the various types of litter issues experienced across the City.
- 1.5 At their meeting of 10 October 2018 the Neighbourhoods and Environment Scrutiny Committee considered reports on 'Waste, Recycling & Street Cleaning' and the 'Keep Manchester Tidy' campaign.
- 1.6 Members discussed the many positive examples of resident and community group involvement to tackle waste in their respective wards by organising regular litter picks and clean up events. Members were keen to consider how resident groups in other wards could be inspired and supported to replicate those activities for the benefit of their local area and environment.
- 1.7 By adopting the Our Manchester approach, residents would be empowered to initiate local solutions and community projects to keep our neighbourhoods clean and tidy.
- 1.8 Members further noted that a significant amount lot of litter that accumulated, in particular in district centres, was as a result of the night time economy. Therefore, specific consideration needed to be given to embedding good practice amongst businesses to manage their waste responsibly and ensure their activities did not negatively impact on the surrounding environment. Members of the Neighbourhoods and Environment Scrutiny Committee agreed to establish a Task and Finish Group to explore this further.
- 1.9 The Committee subsequently agreed the Terms of Reference and Work Programme at their meeting of 5 December 2018.

## **2.0 Membership**

- 2.1 The membership of the Task and Finish Group was approved by the Neighbourhoods and Environment Scrutiny Committee at their meeting of 5 December 2018 as Councillors Hassan, Hughes (Chair), Jeavons, Kilpatrick, Lyons, Reid and Wright.
- 2.2 Councillor Whiston was subsequently appointed as a member of the Group at the meeting of Neighbourhoods and Environment Scrutiny Committee held 19 June 2019 when the Task and Finish Group was formally re-established for the 2019/20 municipal year. (See minutes ref. NESC/19/23)

## **3.0 Objectives**

- 3.1 The objectives and key lines of enquiry were agreed by the Neighbourhoods and Environment Scrutiny Committee at their meeting of 5 December 2018. (See minute ref. NESC/18/56) The full terms of reference are attached as an Appendix to this report. The agreed objective was '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.'

## **4.0 Key Lines of Enquiry**

- 4.1 The Group agreed the following to undertake their review:
  - 1. Hearing from Keep Britain Tidy on campaigns that have proven to have worked.
  - 2. The group will hear from a number of invited community groups to hear of their experience.
  - 3. Examples of how businesses can be influenced to reduce levels of waste.

## **5.0 Evidence Gathering Process**

- 5.1 The Group held three meetings to consider evidence and hear from a number of invited witnesses. The full detail of what the Group considered at each meeting can be found in the work programme, attached as an Appendix to this report.

## **6.0 Formal Meetings and Themes**

### **6.1 Meeting 1 - 21 January 2019**

#### **6.1.1 Theme: Understanding what works - Keep Manchester Tidy Update**

- 6.1.2 At this meeting the Group considered a report that provided an update on national and local campaigns and lessons learnt to address the issue of waste and influence behaviour change. The group learnt of the various campaigns

designed to tackle specific issues such as dog fouling, left litter and discarded vehicle litter.

- 6.1.3 The group discussed the issue of flytipping and heard that the increase in incidents of flytipping were associated with businesses and commercial waste carriers, noting that this was a national trend. Members discussed the various actions that could be adopted to address this, including the installation of number plate recognition cameras at household waste and recycling centres.
- 6.1.4 The Group discussed the impact that irresponsible Private Landlords had on neighbourhoods, in particular in student areas. Members learnt of the work underway to address this through the extended House of Multiple Occupation licensing scheme, and the proposals to develop written guidance that could be issued to Landlords.
- 6.1.5 Members gave accounts of the groups working within their respective wards to tackle litter and acknowledged the significant contribution these groups and Litter Volunteers and Litter Ambassadors made to neighbourhoods and communities, and discussed the support that could be offered to them.
- 6.1.6 The Group had agreed that at their next meeting a number of volunteer and resident groups would be invited to attend so Members could hear of their experience in tackling waste in their community and neighbourhoods.
- 6.1.7 Following this meeting a call for evidence was sent to all Councillors asking for the contact details of residents groups. The Group wish to thank all of those Councillors that responded with suggestions for groups and representatives who could be contacted.

## **6.2 Meeting 2 - 20 March 2019**

### **6.2.1 Theme: Examples of good practice**

- 6.2.2 At this meeting the Group had invited a range of volunteer and resident groups to attend and share their experience in tackling waste in their neighbourhoods.

The Group heard from the following:

Claire Benson, Littermum  
Roxana Allison, Be Longsight  
Anna Komoniecka, Litter Ambassador  
Debbie Burton, Levenshulme Square Residents  
Sue Hare, Chair of Community Guardians  
Anne Tucker, Upping It

- 6.2.3 Each guest informed the Group of the initiatives and actions taken within their respective neighbourhoods to engage with local residents to address the issue of waste and litter. Members discussed with them the challenges they had faced and the lessons learnt.

- 6.2.4 Members acknowledged the important and invaluable work of residents groups in improving the physical environment in their respective neighbourhoods and the positive contribution they made in reducing littering, increase recycling and contributing to a cleaner city.
- 6.2.5 The Chair, on behalf of the Group thanked all of the invited guests for attending the session and contributing to the work of the Group, and stated that the oral evidence and testimonies provided would inform the Group's deliberations when considering their final recommendations.

### **6.3 Meeting 3 – 24 July 2019**

#### **6.3.1 Theme: Businesses and Management of Waste**

- 6.3.2 The Group considered a report that provide the Group with further information about the work being undertaken to encourage and support businesses to effectively and responsibly manage their commercial waste.
- 6.3.3 Noting the success that had been achieved in the China Town are of the city centre through an integrated management approach that had engaged and worked with both local business and residents to deliver physical improvement and establish relationships, Members were keen to discuss how this model could be used to influence behaviour change and deliver physical improvements in district centres.
- 6.3.4 Members also heard from a representative from City Co who attended and described the range of activities undertaken with both local and national businesses and residents to improve the local physical environment.

### **7.0 Agreement of Final Report and Recommendations**

- 7.1 The Task and Finish Group were invited to consider the final report that presented the findings of the investigation undertaken by the Group. The report had been circulated electronically to all Members and they were invited to consider the content of the report and the agree the recommendations.

### **8.0 Conclusions and recommendations**

- 8.1 Following careful consideration of all of the evidence presented throughout the course of their investigation the Behaviour Change and Waste Task and Finish Group agreed the following recommendations:

#### **Recommendation 1:**

That the Executive Member for Neighbourhoods, in consultation with the Executive Member for Housing and Regeneration make representations to the Residential Landlord Association and the Association of Residential Letting Agents to recommend that they raise awareness amongst their membership of the responsibilities in relation to waste management associated with privately rented properties.

**Recommendation 2:**

That the Executive Member for Neighbourhoods lobbies the Greater Manchester Combined Authority and the provider Suez Recycling and Recovery UK Ltd (Suez) to install number plate recognition systems at all Greater Manchester household waste and recycling centres to assist in the identification of flytippers.

**Recommendation 3:**

That the Executive Member for Neighbourhoods considers the options for deploying mobile CCTV equipment in those areas identified as flytipping hotspots to assist with the detection and prosecution of perpetrators.

Any prosecutions are to be subsequently publicised in the local press and social media to reinforce the message that this anti-social activity will not be tolerated.

**Recommendation 4:**

Noting that food hygiene is indicative of a business's waste management arrangements the Executive Member for Neighbourhoods explores the options to make it a requirement that all food and take away businesses prominently display their current food hygiene rating certificate.

**Recommendation 5:**

That the Executive Member for Neighbourhoods works with the Universities of Manchester to raise awareness amongst the student population of their responsibilities regarding waste and recycling, and litter.

This information is to be widely disseminated at key times of the academic year, such as Fresher's Week and repeated throughout the year via appropriate social media and at appropriate student events.

**Recommendation 6:**

Noting the incidents of flytipping that is associated with student households at the end of the academic year, the Executive Member for Neighbourhoods to work with both the Universities of Manchester, and appropriate charitable organisations to coordinate the collection of unwanted or surplus household goods from student homes.

Information and details of such collections are to be widely publicised in advance, using a variety of mediums to maximise the uptake of this offer by both students and landlords.

**Recommendation 7:**

That the Executive Member for Neighbourhoods explore options for promoting the bulky waste collection service.

**Recommendation 8:**

Acknowledging the positive outcomes of an integrated management approach as adopted in the China Town area of the city centre to deliver physical improvements and develop positive relationships between residents and local businesses.

The Group recommended that information and good practice on this approach is shared with all Members so this can be tailored and utilised in their respective wards to engage with the local community, stakeholders and businesses to deliver projects and maintain physical improvements to the local environment.

**9.0 Acknowledgements**

9.1 The Behaviour Change and Waste Task and Finish Group would like to thank the following people for their advice and support during this investigation:

Councillor Akbar, Executive Member for Neighbourhoods  
Heather Coates, Strategic Lead: Waste, Recycling and Street Cleansing Services  
Emma Krijnen-Kemp, Project Manager Keep Manchester Tidy  
Claire Benson, Littermum  
Roxana Allison, Be Longsight  
Anna Komoniecka, Litter Ambassador  
Debbie Burton, Levenshulme Square Residents  
Sue Hare, Chair of Community Guardians  
Anne Tucker, Upping It  
Alex King, City Co  
Claire Myatt, Compliance Team Manager