

**Manchester City Council
Report for Information**

Report to: Neighbourhoods and Environment Scrutiny Committee – 10 October 2018

Subject: Keep Manchester Tidy Update

Report of: Chief Operating Officer

Summary

To provide the Scrutiny Committee with an update on the Keep Manchester Tidy campaign.

Recommendations

To consider and comment on the content of the report.

Wards Affected: All

Manchester Strategy outcomes	Summary of how this report aligns to the OMS
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	
A highly skilled city: world class and home grown talent sustaining the city's economic success	
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	
A liveable and low carbon city: a destination of choice to live, visit, work	Increasing recycling rates across the city will reduce Manchester's carbon footprint. Reducing litter will make the city cleaner.
A connected city: world class infrastructure and connectivity to drive growth	

Contact Officers:

Name: Heather Coates

Position: Strategic Lead: Waste, Recycling and Street Cleansing Services

Email: h.coates@manchester.gov.uk

Background documents (available for public inspection): None

1. 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.
- 1.3. Following the broadcasting of BBC's 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. 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.
- 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 Citys' 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 Citys' committed and hardworking residents and community groups are also key partners in translating these campaigns into action across the City.

3. Campaign Schedule (2018/19)

3.1. The table below provides an overview of the campaign schedule

Month	Campaign Launch / Event	Notes
March	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 th July 2018 13-22 July
August	Smoking related litter campaign	National campaign launched 28 th August 2018
September	Eco Schools	New Eco School website launched. Work stream to commence
October	Flytipping Dog Fouling campaign	'Insights into flytipping behaviour' – KBT workshop in Manchester. Wider research to commence in October 2018. Target: end of October 2018
November	MCC Be Proud Awards – 16 th November 2018	Friday 16 th November, 6pm at the Midland Hotel
February	KBT Annual Conference and Awards in Manchester	

3.2. Further detail about these campaigns are provided in Appendix A.

4. Measuring & Monitoring Progress

- 4.1. 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.

Local Environment Quality Survey of England (LEQSE)

- 4.2. 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.
- 4.3. 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.
- 4.4. 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 KBT's 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.

Local Environment Quality Survey of Manchester (LEQS)

- 4.5. 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.

5. Next Steps

- A dedicated 'Keep Manchester Tidy' Project Manager will be in post from early October 2018.
- Support for resident and community groups to deliver the litter interventions in their neighbourhood.
- Further work with the Litter Task Force to deliver litter interventions and identify how stakeholders can work together to make the City cleaner.
- KBT to undertake research into behaviour of flytippers in Manchester to gain insights which can be used to develop a Manchester specific campaign.

