



Keep Manchester Tidy

Annual Report 2019/2020

1. Introduction

Keep Manchester Tidy is the innovative partnership between Manchester City Council and renowned environmental charity, Keep Britain Tidy. The aim of the partnership is to develop interventions to tackle all forms of littering across the city. To mark the partnership, Manchester will become the UK's first 'Tidy City' by the end of 2020. It is anticipated that other UK cities will also form similar partnerships, thereby creating a network of Tidy Cities across the country that innovate, build systems, and share knowledge in order to keep Britain tidy.

This report sets out the activities and ambition of Keep Manchester Tidy. It highlights the campaigns being delivered and developed in order to influence behaviour change. It details work underway to support communities and to encourage businesses to get involved in keeping Manchester tidy. It highlights activity being undertaken with schools and other educational settings and notes how that links in with the wider youth action on climate change. It introduces the various surveys and reports that underpin the work of Keep Manchester Tidy. Finally, the report concludes by outlining the priorities for the coming year.

2. Campaigns

Keep Manchester Tidy has focused on campaigns to tackle the following issues:

- 'On-the-go' food and drink litter
- Cigarette litter
- Gum litter
- Dog fouling
- Fly-tipping
- Littering from vehicles
- Discarded personal protective equipment (PPE).

'On-the-go' food and drink litter



Our main campaign each year is the **Great British Spring Clean**. This a national event that runs during March and April and encourages people to litter-pick in their community. The event is particularly useful in tackling 'on-the-go' food and drink litter. The 2019 event attracted over 7,000 volunteers at more than 200 clean-up events across the city. We also followed up the GB Spring Clean with the **Keep Manchester Tidy High Street Week**, in which a community clean-up was held in Cheetham Hill, Withington, the city centre, and Sale Circle. High Street funding then enabled neighbourhood teams to continue to carry out activities linked to a tidy high street. This year's GB Spring Clean was set to be even bigger than last year, with Manchester as the host for the national launch. Owing to the current pandemic, Keep Britain Tidy has rescheduled the clean-up for September, and Keep Manchester Tidy is ready to deliver this campaign as soon as it is permissible to do so.

The **#StillLittering** campaign first ran in Manchester during 2018. The aim of the campaign is to remind those people who 'politely' litter (leaving food and drink packaging behind believing it will be cleared away by someone else) to do the right thing. Some further campaign assets were purchased and have been placed at hotspots following clean-ups. Signs were also placed at strategic points throughout the 2019 Christmas Markets. Neighbourhood officers and Friends groups have reported that these campaign posters have had a positive impact.



Keep Manchester Tidy is continually responding to emerging issues and has used this campaign as part of a successful pre-test trial to encourage people to take litter home when public bins are full. A complete trial will start in June 2020 in collaboration with the parks service. It will see people being encouraged to take a free litter bag so they can easily take their litter home as well as recycle it.

Cigarette litter



Cigarette litter is the world's number-one most-littered item, and most people are unaware of the devastating environmental impact caused by a single cigarette butt. The very striking 'Flicking Blue Murder' campaign was launched in Manchester in 2018. Evaluation of this campaign by Keep Britain Tidy showed positive results, with eight out of ten smokers stating they would now think twice before throwing a cigarette end in the street.

A campaign event was held in St Peter's Square as part of the 2019 GB Spring, and this popular campaign also features on our stalls at community events and at the Christmas Markets. A group of young people from the National Citizen Service also took the campaign out onto the city centre streets in August 2019, providing smokers with free pouches in which to dispose of their cigarette ends. More recently, Keep Manchester Tidy

has been working with the construction industry, which employs high numbers of smokers, and planned campaign events with the workforce will be rescheduled for later in the year.

Gum litter



This year, Keep Manchester Tidy wanted to tackle gum litter and make the public aware of the environmental costs of plastic-based gum. We forged a research partnership with Mars Wrigley and have begun evaluating a behaviour-change campaign, which was due to be launched in the city centre in March. We also created a partnership with Gum-Tech to recycle chewing gum collected in the Northern Quarter. Surprisingly, the plastics in gum can be turned into all sorts of things, including cups and boots. Our campaign work was due to start as part of the Great British Spring Clean and will therefore take place once the go-ahead is given.

Dog fouling

Dog fouling is one of the most detested forms of litter, and tackling it requires a range of approaches, including education, community engagement, and enforcement. In early 2019, we launched the **We're Watching You** campaign. Underpinned by behavioural science, the campaign makes dog owners feel they are being watched and therefore they are 'nudged' into doing the right thing. Campaign assets were installed at more than twenty-five sites across Manchester. This campaign was successful, with some sites reporting a total reduction of incidences of fouling. Residents stated that they like the 'eyes', as they give a powerful message that glows in the dark – perfect for the winter evenings when dog walkers might be tempted to just walk away. However, the results could not be sustained long term. In some areas, particularly wooded areas, signs were quickly removed.



Through delivering this campaign, we learnt that success was dependent on working with community groups or key individuals and enlisting their help in monitoring the rates of dog fouling. We found that as well as checking on the signs it was important to move them to new locations to prevent dog walkers becoming 'blind' to them. We also learned that our data on dog fouling shows levels of official reporting of dog fouling is quite low, despite the scale of the issue suggested by communities. This fits with Keep Britain Tidy research indicating that the perception of the scale of dog fouling is often enlarged due to the severity of the impact it has on the community. Currently, the campaign is run in areas where the neighbourhood team have received complaints, or it is directly requested by the public by contacting Keep Manchester Tidy by email or through the Facebook page. Recent examples include requests from the Northern Quarter Forum for three locations in the city centre, requests from residents living near Nuthurst Park, and requests from residents using open green space in Ancoats.



As previously mentioned, community engagement is key to tackling dog fouling, and Keep Manchester Tidy has had the pleasure of supporting a dog fouling campaign designed by pupils at Unity Community School. Their campaign included producing a book and video animation. They even held a book launch at Waterstones book store with special guests in attendance, including Councillors Naeem Hassan, Shazia Butt and Shaukat Ali, Cath Keane from the neighbourhood team, and 'Rizzo' the Labradoodle

who helped to launch the We're Watching You campaign. Keep Manchester Tidy has also been working with residents in Chorlton, who have been monitoring dog fouling and using bright identification paint to warn the community about the potentially dangerous mess on their streets. The residents have collected data for over a year, and this has resulted in a significant reduction in fouling attributable to the campaign, combined with regular reporting and cleansing.

Keep Manchester Tidy is due to trial a new dog fouling campaign in 2020. The campaign, developed by Keep Britain Tidy, features a number of dogs, including a Mancunian Boxer. The dogs 'talk' to their owners encouraging them to pick up the poo. This new campaign will supplement the existing campaigns, meaning there will be a range of interventions available to tackle the problem. Initially, this campaign is likely to be launched on social media in July 2020. Particular hotspots will be identified through existing data, and Correx signs can be posted in those areas.



Fly-tipping



Fly-tipping has presented a significant and costly problem for the city. The **Crime Not To Care** campaign, developed by Keep Britain Tidy, reminds people that they have a duty of care when it comes to getting rid of their waste and they could end up facing criminal proceedings if their waste is fly-tipped by a third party. The campaign signs have been used on alley gates in Gorton and Levenshulme, but despite some initial success, fly-tipping still occurs significantly at those locations.

Keep Manchester Tidy undertook some preliminary research at shopping centres in north, south and central Manchester, which indicated the following:

- The majority of people know what fly-tipping is and describe it as 'dumping rubbish where it should not be'.
- Most people were unaware they have a duty of care and were very surprised when we told them about it.
- There was a high degree of satisfaction with the household recycling facility (the tip), with lack of transport being the main reason why people didn't use it.

- Leaving things out for the scrap man is the most popular method of waste disposal.
- The majority of people are happy with the Council's free collection service, although it was not widely used. Some people wished to see the service extended and wanted more clarity about the terms and conditions of service.

This research was used by Keep Britain Tidy to inform two focus groups, which helped to formulate insights into fly-tipping behaviour in Manchester. A number of recommendations followed. These were:

- Use value-based communications that highlight how the money spent on clearing fly-tipping could be better spent on the things that matter to communities.
- Include images of side waste (black bags), because people do not recognise this as fly-tipping.
- Trial the use of crime tape to show that fly-tipping is a crime.
- Conduct journey mapping to understand the different routes for bulky disposal, and promote the bulky waste service.
- Consider trialling a service that acts as a direct competitor to the 'white van man'.
- Develop the website to provide information on the social, environmental and economic consequences of fly-tipping.

Keep Manchester Tidy is now working with internal and external partners to implement these recommendations.

Targeted campaign – 'Fly-tipping is a crime'



Our internal communications team developed and delivered a targeted campaign to reduce fly-tipping at known hotspots. This focused on the following objectives:

- To raise awareness of lesser known criminal fly-tipping behaviour, namely leaving out white goods for scrap and dumping bin bags
- To promote the bulky waste service
- To encourage residents to report fly-tipping via the website
- To provide a strong message for communities that all forms of fly-tipping are a crime and that the local authority will take action against offenders.



The campaign ran in two phases. Phase 1 ran in December 2019 to mid-January and consisted of animated and static creatives on social media. Phase 2 ran in March 2020 and included billboard advertising at ten sites, as well as social media. Keep Manchester Tidy was due to

stage a fly-tip crime scene to complement the campaign, but unfortunately this was cancelled because of the current pandemic.

The campaign was deemed to have had mixed success. Some reduction in fly-tipping was noted at four of the sites, while it remained or increased at others. The campaign had good reach, with 8,808 views on the website for the bulky collection service during the campaign period. It was shared more than 100 times. However, some of the comments on Facebook were very negative. Some respondents deemed the campaign to be an excuse for the Council to make money and defended their right to leave things out for the scrap man, who they believe provides a worthwhile service for the community. Some respondents were angry that the Council has not done more to tackle fly-tipping. Overall, the campaign received more likes than negative comments, and several respondents said they wanted to see more of this type of campaigning in their area.

Developing values-based messaging



Keep Manchester Tidy has been part of a small group working with Keep Britain Tidy to develop a values-based messaging campaign. People who displayed fly-tipping behaviour in Longsight, as well as in Hackney and Bradford, were recruited to help inform the campaign. The messaging will focus on the idea that less money spent on cleaning up rubbish means more money is available for things the community really value, such as green spaces. The final designs are still to be worked on (the image shown here is a mock-up of what the final campaign might look like) and designers are looking at images taken of real fly-tipping sites across Manchester.

Keep Britain Tidy additional material

Keep Britain Tidy is keen to support local authorities through the coronavirus pandemic and has produced various kinds of free material that can be downloaded and used as posters or as part of a social media campaign. Keep Manchester Tidy will therefore be using these to supplement our existing campaigns.



Littering from vehicles



The controversial **Don't be a Tossler** campaign has featured on Manchester billboards since 2018. The campaign reminds motorists that the registered keeper of the vehicle could face a fixed penalty notice if the driver or passengers throw litter. It is targeted at young adult males who are deemed most likely to engage in this type of littering behaviour. Campaign material has been put up at a small number of litter hotspots, namely car parking areas adjacent to green spaces. Signs on Church Street in Moston, Brookdale Park in Newton Heath, Piccadilly, and Ancoats Green, for example have seen a reduction in litter. However, more clarification is required from central government regarding enforcement action, before this campaign can be more fully utilised.

Keep Manchester Tidy participated in the trialling of the new Keep Britain Tidy **Death Trap** campaign. This campaign highlights the fact that 2.8million small mammals are killed every year by discarded litter. Although the trial showed a reduction in litter by more than half (in both quantity and weight) at the test site, it was felt that much of the reduction was due to the high level of cleansing involved in the trial. Feedback indicated that the death of wildlife struck a chord, particularly with young people in Manchester, but that there was little sympathy for the mammal in the campaign poster, which most people thought was a rat. Keep Britain Tidy will now further develop this campaign based on this feedback.



Discarded personal protective equipment (PPE)



Within weeks of the start of the coronavirus lockdown, changes in littering behaviour became very noticeable. The city centre was almost litter-free. However, elsewhere, a new litter issue started emerging. Disposable gloves and masks began appearing on pavements, at kerbsides, along grass verges and in parks. In response, Keep Manchester Tidy worked with colleagues in Communications to develop a campaign that was delivered through the Council's Facebook

page.

This generated:

45,042 impressions, 96 likes, 85 shares, 34 link clicks

There were also 16 comments that mainly highlighted residents' frustration with this type of littering, including:

'The amount of discarded disposable gloves I'm seeing around the city is infuriating indeed.'

'As I was going to work today there were 20 gloves discarded on my road. It's getting worse every day.'

'I have seen so many disposable gloves taken off outside and thrown on the pavements and in grassy areas – so thoughtless.'

Keep Manchester Tidy also helped develop the creative for a national campaign, which has been shared over a thousand times via Keep Britain Tidy's Facebook page.

The campaigns have been shared widely and are being used, eg. by Adactus Housing and CityCo, as part of their communications with residents and businesses preparing for the easing of the lockdown.



3. Communities and volunteering

A priority for Keep Manchester Tidy is to engage with communities and to promote volunteering. To achieve this, Keep Manchester Tidy attends community events and informs residents about campaigns and how to get involved in reducing litter. Keep Manchester Tidy often works directly with Biffa to provide a co-ordinated and comprehensive approach to informing residents about waste and recycling. Particular examples include engaging the public at Eid in the Park, Benchill and Mersey Bank Community Days, and keynote speaking at the Our Faith, Our Planet conference.

Keep Manchester Tidy also attends several Active Streets events every year, where residents meet, have a clean-up, and then enjoy socialising, street games, and refreshments. These events provide a great opportunity to speak directly with residents and encourage them to get involved. As part of this, Keep Manchester Tidy will run its own on-street cafés designed to get residents talking about how they can get more involved in tackling litter on their street.



Keep Manchester Tidy also enjoys supporting established community groups and has built relationships with groups such as Wythenshawe Waste Warriors and Sustrans, as well as with groups like Clean Team Prestwich, which is based outside Manchester but comes into the city to help clean up. It was great to be able to celebrate the valuable contribution of these groups at a networking event held at the People's History Museum last summer. The work of litter heroes is also acknowledged as part of the Manchester Be Proud Awards and the national Keep Britain Tidy Network Awards. In 2019, Manchester won the Great British Spring Clean Award, and Claire Benson, aka Littermum, made the Litter Hero shortlist.

Employers supported volunteering



Keep Manchester Tidy is keen to provide opportunities for employer-supported volunteering and employee group clean-ups. Some employee groups are happy to arrange their own clean-ups and just require equipment loan and bag collections, while others require advice and guidance to organise a suitable clean-up. We always provide groups with support and advice around risk assessments for their clean-up.

Some examples of recent employee group clean-ups include Selfridges department store at Platt Fields,

TK Maxx at Philips Park, and Cloudwater Brew Co at Piccadilly. Many employee groups also took part in the GB Spring Clean, such as McDonald's, Marks & Spencer, Tesco, Crowne Plaza Hotel, National Car Parks, and Frog and Bucket Comedy Club, to name just a few.

Working with parks and Friends groups

Keep Manchester Tidy continues to work with parks and Friends groups to offer campaign assets and support with litter-picking. Following an independent survey of Manchester's parks, Keep Manchester Tidy arranged for park staff to access NI195 training, enabling them to grade the quality of cleanliness of their parks.

A good example of co-ordinating work between Friends groups and the Council has been Bury New Road. A call to action was advertised by a member of the public on the Keep Manchester Tidy Facebook page. The call was answered by community clean-up groups and Friends of Parks groups. Activities were then co-ordinated by Keep Manchester Tidy and the Neighbourhood Team with the support of Salford City Council. Greater Manchester Police also got involved litter-picking on the day and engaged with volunteers and shop traders. Members of the public joined the litter-pick as it headed towards the Manchester arena, and some 100 bags of litter were collected and disposed of. Businesses such as Grosvenor Casinos and Travelodge provided volunteers with access to facilities and refreshments. A further clean-up was carried out by Manchester Cathedral interfaith conference to help maintain a positive presence in the area. Although it was not possible to carry out clean-ups as part of this year's GB Spring Clean, Biffa has concentrated clean-up efforts in the area, and volunteers have expressed interest in working on long-term solutions later in the year.



Working with CityCo and other partners



CityCo are committed to supporting the city's clean and green agenda and have become strong partners of Keep Manchester Tidy. CityCo have delivered environmental audits, clean-up days and drugs litter training; they also arranged jet washing of 20,280sq.m of retail areas, removing 608,400 pieces of chewing gum. A key aspect of this partnership is the communication gateway with the business community in Manchester, which has helped to link Keep Manchester Tidy with flagship retailers and independent stores, securing their commitment to Keeping Manchester Tidy.



Keep Manchester Tidy has developed a growing partnership with veterans' charity **Walking with the Wounded**. Litterforce is Walking with the Wounded's joint initiative with Keep Britain Tidy. Recently, Litterforce was rebranded as OpReg, with the aim of getting veterans involved in wider regeneration projects rather than just litter-picking. This means the organisation has much to offer in terms of sustaining the tidiness of the city. Keep Manchester Tidy and Walking with the Wounded were set

to galvanise their partnership by co-hosting the now postponed GB Spring Clean national launch event. However, we are still looking forward to other collaborative events later in the year, which will involve engaging communities in improving their local area.

Keep Manchester Tidy continues to work on clean-ups and projects with a range of partners, such as Lancashire Wildlife Trust, which can share its specific skills and expertise, adding value to Keep Manchester Tidy's activities.

Helping to develop litter-picking equipment

Keep Manchester Tidy has been working with leading supplier Helping Hand Environmental to help develop litter-picking equipment. Keep Manchester Tidy has sought feedback from groups about new products at the prototype stage, including a community litter cart and gel-handle litter-pickers. This feedback has been used to help develop the products further, better meeting the needs of the litter-picking community. Keep Manchester Tidy also joined Helping Hand Environmental at the Chartered Institute of Waste Management's Cleaner Communities Day 2019 in Wigan, giving a presentation on the true value of volunteer litter-picking.



Securing social value and corporate social responsibility

Businesses understand the importance of 'giving something back' and are keen to demonstrate how they can benefit the community. By working with Keep Manchester Tidy, businesses have been involved in the following activities:

- building work, free of charge, at a park to help tackle drugs litter and antisocial behaviour
- tarmacking land outside a school, free of charge, to help reduce dog fouling
- free transportation and siting of planters to help reduce fly-tipping
- free skips for community clean-ups
- volunteer staff hours to assist with clean-ups and community projects
- free access to facilities and refreshments for clean-up volunteers
- free access to city centre digital screen to advertise campaigns.



4. Schools, education, and climate change



Children and young people are passionate about the planet and keen to be involved in environmental activities and programmes. Keep Manchester Tidy has worked with colleagues to promote litter-picking as part of the **Skills for Life** programme in schools. By participating in clean-ups, children and young people develop organisational skills, team skills, communication skills, problem-solving skills, and self-belief – all of which are sought by employers. Most of all,

children and young people seem to enjoy litter-picking, which is evident when they are reluctant to hand back the equipment they have borrowed.

Keep Manchester Tidy is working with partners Biffa to support the Eco Schools programme, the largest international educational programme, which is managed in the UK by Keep Britain Tidy. It has been particularly good to be involved with Dean Trust Ardwick, which went on to win an Eco Schools Award thanks to its efforts in tackling plastic waste. Eight members of the Council have now been trained as Eco Schools Assessors and will help to promote Eco Schools across the city.

Keep Manchester Tidy also worked with young people on the National Citizen Service Challenge programme. This led to a fly-tipped area outside a school in Newton Heath being redesigned and physically transformed into a flowering nature spot. The group also learned about litter campaigns and delivered the Bin the Butt campaign to the public in the city centre.





Keep Manchester Tidy has developed links with further and higher education establishments and has delivered workshops at adult education classes and information stalls at Manchester University. More recently, Keep Manchester Tidy acted as the client for students studying for a Masters degree at Hyper Island, which is an innovative international education provider for the digital age. The students were tasked with applying design thinking in order to create practical solutions to littering in Manchester. The students presented their products and ideas at a workshop held in the Council Chamber. A panel of professionals chose the winning pitch, which aimed to tackle cigarette litter, and it is hoped the students' work could be implemented in the city centre.

Youth action on climate change

There is an important role for Keep Manchester Tidy in tackling climate change, particularly as scientists are just beginning to uncover the true impact litter has on the production of greenhouse gases. Keep Manchester Tidy has helped to organise the two youth summits that have been held in the city, and has delivered workshops focusing on campaigning for change. Keep Manchester Tidy will remain a partner in sharing good practice and encouraging dialogue and action to help the city achieve its carbon-reduction targets.



5. Surveys, reports and scrutiny

Keep Manchester Tidy has been guided by independent work and scrutiny. Below are brief details of the guiding reports produced over the past year:

Neighbourhood and Environment Scrutiny Committee, Behaviour Change and Waste Task and Finish Group – The group considered a range of evidence about campaigns, the experience of community groups, and waste options for businesses. Recommendations included a focus on tackling fly-tipping, working with the student community, working with landlords, and adopting an integrated management approach to improve the local environment. These recommendations are now being implemented, with the priority being tackling fly-tipping.

Keep Britain Tidy has produced a number of independent surveys. These are detailed below:

Street Survey – The survey was undertaken in August 2019 and covered 919 transects of 50-metre length randomly selected across all wards, including 103 in the city centre. The survey assessed the four key elements from the NI195 assessment: litter, detritus, fly-posting and graffiti, as well as staining, weed growth, and leaf and blossom fall. Information was also collected on litter bin fill, condition and cleanliness, and the individual types of general litter found on each transect. Overall, graffiti and flyposting were assessed as good, while bin cleanliness and detritus were deemed unsatisfactory. All other elements, including litter, were assessed as satisfactory. Smoking-related litter was the most prevalent across the city, affecting 83% of transects. Just over half of transects contained soft drinks and confectionery packaging. The survey also noted a high number of nitrous oxide canisters. Cheetham ward was identified as having significant litter issues, and Didsbury West,

which had scored well in previous surveys, showed far fewer good scoring transects. Chorlton and Chorlton Park had the highest number of good scoring transects. The state of carriageways was cited as an issue in creating detritus across the city, with Rusholme being noted as an area of high detritus. The Wilmslow Road area of Fallowfield was highlighted as having graffiti. Overall, standards have improved compared to previous years. The city centre also had good scores, which were higher than transects across other parts of the city. Industrial areas were identified as requiring some attention. Recommendations included focusing on cigarette litter and cleansing tree pits and cigarette bins. Jet washing was advised for high-footfall areas and bin cleansing. Enforcement was recommended to deter flyposting, graffiti and fly-tipping, which had been noted across the city.

Airport Survey – The survey was undertaken in August 2019 and covered 130 transects of 50-metre length close to Manchester Airport. The survey assessed levels of litter, detritus, flyposting and graffiti, as well as taxi-related litter, signs of urination, and poor parking. The highest form of littering noted was smoking-related litter, which was found at 95% of the transects surveyed. Confectionery and soft drinks packaging were evident at more than half of the transects. Levels of detritus were low across the area, with the exception of detritus in grassed public-land areas. Flyposting and graffiti were not an issue in the area. Taxi-parking hotspots (Sunbank Lane, Hasty Lane and Wilmslow Road) suffered significantly from littering and signs of urination. Partnership working was highlighted as key to addressing the taxi-related issues, and this is something the area neighbourhood team has been involved with. Overall, poor parking was not deemed to be a problem across the area.

Parks Survey – This survey was also undertaken in August 2019 and covered 291 transects of 50-metre length within the city's parks and green spaces. As well as assessing litter, detritus, flyposting and graffiti, the survey looked at the condition of public bins, weeds, staining, and leaf and blossom fall.

Overall, parks scored well, with satisfactory levels of litter and little sign of flyposting and graffiti. Confectionery wrapping, smoking-related litter and soft drinks packaging were the main littered items found in nearly half of all transects. There were more balloons found (20) than coffee cups (9) and glass bottles (8). Dog fouling was found at 3% of transects, with bagged dog fouling found at a further 5%. Gartside Gardens Ardwick, Hulme Park, and Philips Park Clayton were found to have had the highest unsatisfactory gradings for litter. Longsight and Brooklands wards had the highest number of unsatisfactory sites: 5 and 4 respectively. Many of the wards scored well for detritus, staining, and leaf and blossom fall. There were marginally more unsatisfactory scores for weed growth, with Gorton and Abbey Hey having four sites that failed. The majority of bins surveyed were adequate. Seven out of 66 bins were in poor condition, and three were deemed below the required standard of cleanliness. Keep Manchester Tidy is currently engaged with the Parks service, particularly in relation to tackling on-the-go food and drink litter.

6. Keep Manchester Tidy: priorities for 2020/2021

This report has highlighted the range of activities undertaken by Keep Manchester Tidy for the period 2019/2020. Much of the work has focused on developing and delivering campaigns, and establishing Keep Manchester Tidy as the leading partnership tackling all forms of litter across the city. Four key priorities have been identified that will steer Keep Manchester Tidy into 2021. These are outlined in the table overleaf.

Keep Manchester Tidy key priorities 2020/2021

<p>Responding to the impact of lockdown on littering behaviour</p> <ul style="list-style-type: none">• Maintain awareness of current issues through regular communications and on-street observation• Design, deliver, share and evaluate campaigns, including PPE litter campaign and Left Behind Litter campaign• Deliver support for new and existing volunteers to engage in litter-picking within the current coronavirus guidelines.	<p>Focus on fly-tipping</p> <ul style="list-style-type: none">• Lead on high-level fly-tipping action plans underpinned by data from PRI• Continue to develop and deliver fly-tipping campaigns• Implement recommendations from Keep Britain Tidy insights• Ensure community engagement is a key factor in fly-tipping solutions• Complete case studies on areas of high fly-tipping, illustrating the interventions used and highlighting the use of the fly-tipping intervention fund.
<p>Stakeholder engagement</p> <ul style="list-style-type: none">• Develop and launch a membership scheme that enables businesses and organisations to pledge their support for Keep Manchester Tidy and become actively involved in helping to make Manchester a Tidy City• Work with a wide range of partners to boost participation in the Eco Schools programme and to support youth action on climate change• Explore new areas for engagement, such as the construction industry, the sport and leisure sector, and community health• Create a calendar of events for 2021 that showcases stakeholder engagement, such as the GB Spring Clean and Manchester Day Parade.	<p>Becoming a Tidy City</p> <ul style="list-style-type: none">• Work with the Comms Team and Keep Britain Tidy to develop the narrative around becoming a Tidy City• Capture the Tidy Journey through case studies and evaluation• Explore results of previous Environmental Quality Surveys and implement actions. Conduct in-house survey for 2020 and compare the results with previous years to give an evidence base for environmental quality of the city• Link with other Tidy Cities to share good practice• Host a celebration event to mark becoming a Tidy City.