

**Manchester City Council
Report for Information**

Report to: Environment and Climate Change Scrutiny Committee – 13 October 2022

Subject: Waste, Recycling and Street Cleansing Update

Report of: Strategic Director (Neighbourhoods)

Summary

This report provides an update on progress in delivering waste, recycling, and street cleansing services. Describing how the activity contributes to the climate change agenda and key priorities for future.

Recommendations

The Environment and Climate Change Scrutiny Committee is recommended to consider and make comments on the content of the report.

Wards Affected: All

Environmental Impact Assessment - the impact of the issues addressed in this report on achieving the zero-carbon target for the city

The Manchester Climate Change Framework 2020-25 is the city's high-level strategy for tackling climate change. It sets out how Manchester will 'play its full part in limiting the impacts of climate change', a commitment in the Our Manchester Strategy 2016-25. The Framework's key aims are to be: 'a cleaner, litter-free city, which recycles more' and '...play its full part in limiting the impacts of climate change and create a healthy, green, socially just city where everyone can thrive.'

In 2021/22, 27 end-of-life diesel refuse collection vehicles collection vehicles were replaced with electric alternatives. This represents just under half the fleet and will reduce greenhouse emissions by 900 tonnes and NOx by 2,836 kg per annum.

The approach to communications and engagement aims to promote the waste hierarchy by encouraging Manchester residents to reduce their own carbon impact by reducing the waste they produce, re-using what they can and recycling the right items in the right bin.

Equality, Diversity and Inclusion - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments

Actions set out in the report recognise the need for just and equal delivery of waste and recycling collections and street cleansing services across the city, focusing on areas such as communications, engagement, education, access to recycling facilities and cleaner neighbourhoods.

Manchester Strategy outcomes	Summary of how this report aligns to the OMS/Contribution to the Strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	Supporting residents and businesses to dispose of their waste responsibly and compliantly will support the progress towards becoming a sustainable city.
A highly skilled city: world class and home-grown talent sustaining the city's economic success	The Eco Schools programme inspires young people supported development of green skills for the future.
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	Working closely with both residents and businesses to support them in improving the neighbourhoods in which they live, work and socialise.
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	Increasing recycling rates across the city will reduce Manchester's carbon footprint. Reducing litter will make the city cleaner.

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

Not applicable

Financial Consequences – Capital

Not applicable

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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

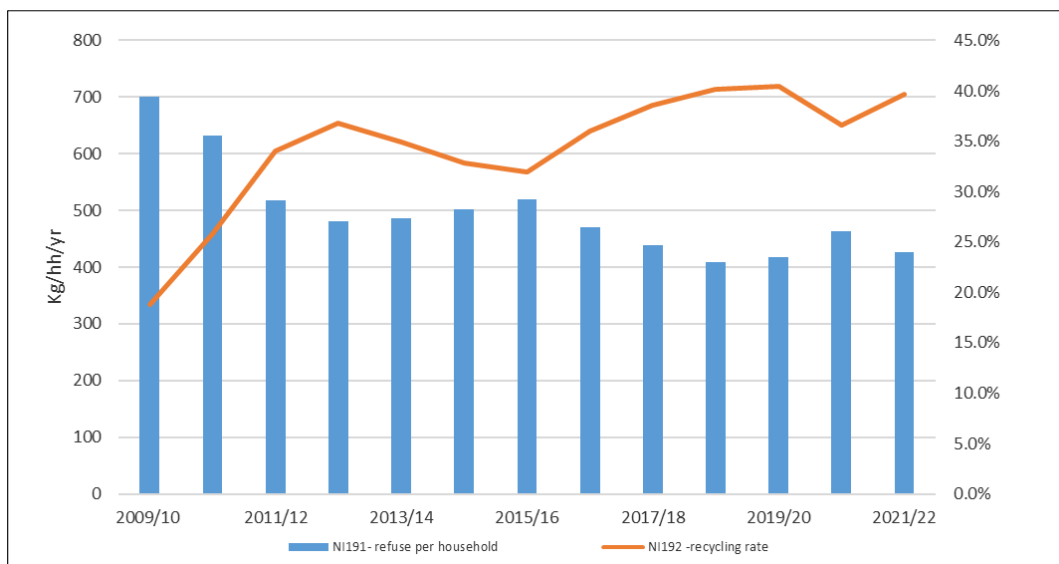
are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

'Our Waste, Our Resources: A Strategy for England' (2018), DEFRA The Litter Strategy for England, (2017), DEFRA

1.0 Purpose of the report

- 1.1 The purpose of this report is to provide an update on progress in delivering waste, recycling, and street cleansing services; describing how the activity contributes to the climate change agenda, protecting the environment and key priorities for the future.
- 1.2 Over the last 12 months the city has started to recover from the impact of the pandemic which negatively affected recycling performance and increased the number of fly-tipping incidents. Behavioural changes during the pandemic led to increases in household waste in the city, which was reflected at a national level and recycling rates reduced on average by 3.5% (Defra, 2021). In 2021/22 the refuse rates reduced, and recycling rate increased to 40% as shown in the graph below.

Graph 1 showing Kg of refuse per household and recycling rate (%)



- 1.3 There is increasing awareness of the connection between the things we buy and throw away; and that by recycling more and wasting less everyone can contribute towards achieving our target to become zero-carbon by 2038. The Our Year (2022) consultation showed how passionate young people are about environmental issues, and their desire for society to do all it can to protect their future and reduce the impact of climate change. Young people are key to eliminating litter and reducing waste for now and future generations. Working together to achieve a cleaner city is vitally important to protecting the local environment. There remains significant opportunity to divert more recycling and food waste from refuse bins.

2.0 Background

- 2.1 The Waste, Recycling and Street Cleansing Team sits within the wider Operations and Commissioning Service and is responsible for managing the waste and street cleansing collection contract, overseeing, and influencing domestic waste disposal arrangements, service improvement projects and co-

ordination of the 'Keep Manchester Tidy' project. The team works together with the wider neighbourhood services, in particular Neighbourhood Teams and Neighbourhood Compliance Teams to deliver priorities for neighbourhoods. The Keep Manchester Tidy project provides opportunities to connect people within neighbourhoods and promote civic pride.

- 2.2 Becoming a cleaner, litter-free city, which recycles more is a key objective for the City and forms a fundamental part of several of our major strategies, policies, and action plans for the city. This includes Our Manchester; the Climate Change Action Plan; and the Recycle for Greater Manchester Communications & Engagement Behavioural Change Delivery Plan 1 April 2022 to 31 March 2023 amongst others.
- 2.3 The contract for waste collection and street cleansing expires in 2038 but has two extension periods (2023 and 2031). As part of the commissioning cycle, in 2021/22 the Council reviewed the priorities for the next period and considered which delivery model could achieve these and Best Value. On 10th March 2022 a report detailing this process was presented to the Environment and Climate Change Scrutiny Committee (ECCSC). The continuation of the contract with Biffa was assessed as the most effective way of continuing to deliver the current waste collection and street cleansing requirements.
- 2.4 The waste disposal and recycling arrangements for Manchester and other Greater Manchester Authorities (except Wigan) are managed by the Greater Manchester Combined Authority (GMCA). The operating contract for the disposal and recycling facilities, together with Household Waste Recycling Centre's (HWRCs) is delivered by Suez.
- 2.5 The Waste & Recycling Team work closely with the Communications Team and Recycle for Greater Manchester (R4GM) to develop communications and approaches to engagement to support the delivery of services and behaviour adaptation. Our communications strategy is based on:
 - Using insight, market research from sector experts (e.g., Waste Resources Action Programme (WRAP) and Keep Britain Tidy (KBT)), and surveys, as well as results from previous campaigns to develop a targeted approach.
 - Using consistent language and providing accessible material ensuring that this is used across all communication channels, recognising that many residents in Manchester are digitally excluded.
- 2.6 The impact of the COVID-19 pandemic and Brexit has had numerous and continuing impacts on the management of waste collection and cleansing services for all Local Authorities (LAs) in the UK. The cost-of-living (COL) crisis and the energy crisis is creating further uncertainty for residents, businesses, and other organisations. Like many sectors, the availability of staff to provide essential services has been reduced and this has been further impacted by inflationary pressures and COL. These issues also impact the supply chain and commodity prices affecting the availability of vehicles, parts, and bin supplies. These issues combined with a recent change in Prime Minister and new Ministerial portfolios have led to further delays in the

implementation of the National Resources and Waste strategy (2018) and will have a direct impact on the direction of waste policy in England. The government's priority in the short-term will be in responding to the cost of living and the energy crisis.

- 2.7 The Waste Strategy (2018) includes the proposed introduction of separate weekly food waste collections, improving the consistency of recycling collections with the introduction of plastic pots, tubs and trays, a deposit return scheme and extended producer responsibility where the producers of packaging are responsible for financially supporting the collection, treatment, recycling, and disposal of their products from both households and businesses. Further details provided about the aims of the Waste Strategy (2018) in the report to the Environment & Climate Change Scrutiny Committee, on 14th October 2021.

3.0 Waste Strategy

- 3.1 Despite the ongoing delays with the implementation of the English Waste Strategy (2018), there remains significant opportunity for Manchester to recycle more and waste less. Whilst environmental concerns are increasing, and more residents are aware of climate change, the link between waste, recycling and climate change is not generally understood. In terms of household recycling, 18 million tonnes of CO₂ are saved a year by recycling, the same environmental impact as taking 12 million cars off the road. (Source: WRAP Recycle Week 2021). Recycling and reducing fly-tipping and littering plays a crucial role in protecting our environment and preserving our finite natural resources such as oil, sand, aluminium, iron ore and trees. This section provides an overview of the key areas for focus.

Recycling Contamination

- 3.2 The results of the Waste and Resources Action Programme (WRAP) tracker 2021 show that contamination is still an issue across all recycling streams; over 85% of UK households put one or more items in the kerbside recycling that is not accepted in their kerbside recycling collection (Source: WRAP Recycling Tracker 2021). There is also an urgent need to address contamination, 80% of UK households put items in the recycling that are not collected. The impact of this means that once it enters the recycling system, it can potentially contaminate clean recycling thereby reducing the overall recycling rate and increasing the demand on raw materials. Contamination of blue bins (paper and card) remains a challenge in parts of the city and leads to additional annual costs (£0.5m).

Food Waste

- 3.3 Globally, the production of food accounts for up to 37% of greenhouse gas (GHG) emissions and requires significant resources including land, energy, and water. However, up to 40% is wasted (WRAP). In the UK, 70% of UK food waste comes from households, equivalent to a value of over £14 billion a year and 20 million tonnes of GHG emissions. Waste compositional analysis

undertaken in 2019 showed that an average household in Manchester throws away 2.4kg of food in their grey bin (every fortnight). This is the equivalent in weight to approximately three loaves of bread. Supporting households to reduce food waste and recycle what is wasted will support carbon reductions and help residents to save money.

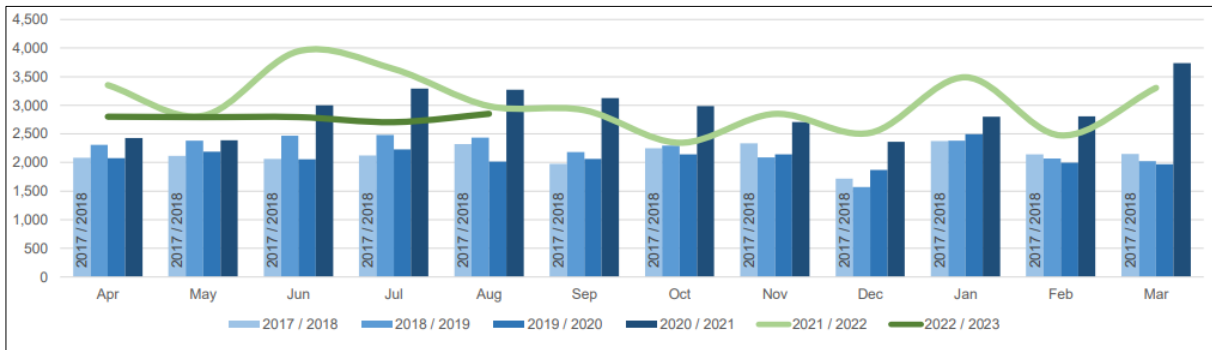
Textiles

- 3.4 Changes to the way the UK supplies, uses and disposes of clothing could reduce the carbon, water, and waste footprints of clothing consumption by 10-20% each (WRAP). The waste compositional analysis showed that in Manchester many textiles are found in the general waste or recycling bins. The amount of clothing consumed is increasing mainly due to the increase in fast fashion and because many clothes are not as durable as they used to be. Clothing and textiles found in the bins cause a problem during the processing of the waste often causing damage to shredding machinery. All textiles even damaged clothing can go in the textiles bank at the HWRCs as they can be used for a variety of different uses depending on the material they are made from. For example, cotton is made into industrial wiping rags, wool can be made into housing insulation panels and cotton/polyester blended textiles can be made into carpet underlay and mattress stuffing. During the apartment recycling project in 2019/20 Building Managers were linked with charities offering free textile recycling banks to encourage residents to divert more textiles from general waste containers. Opportunities will be explored to see how the Council can influence more Building Managers to adopt this approach – where space allows.

Reducing incidents of fly-tipping

- 3.5 Fly-tipping costs more than £2m per annum. In 2021/22 a series of internal fly-tipping deep dive sessions were undertaken with Biffa, PRI, and Neighbourhood Services. The process identified that around two-thirds of waste reported as fly-tipping in Manchester is household waste. Several factors were identified in areas most affected by the issue: transience, high proportion of private or social landlord properties, high population and housing density, bottom 10-20% of the most deprived LSOAs in England, flats above shops. This remains a key issue for Neighbourhood Services to work collaboratively with partners to tackle the underlying issues, reduce the number of incidents and encourage residents to use legitimate routes to dispose of waste.

Graph 2 showing citywide fly-tipping rates (number of incidents by financial year)



4.0 Recycle for Greater Manchester (R4GM) – Key Updates

Household Waste Recycling Centres (HWRCs)

- 4.1 A core part of R4GMs communications plan is to promote the household waste recycling centres to residents and encourage them to separate their waste to maximise recycling. 20 sites are available for residents in Greater Manchester, 3 of which are in Manchester. The sites are open 7 days a week and accept more than 40 different types of household items for recycling. No appointments are required to use these facilities, but residents visiting in a van or with a twin axel trailer must apply for a permit before they visit. Research is being carried out to provide insight to help develop the communications and understand why some residents don't use the facility. Communications will also focus on explaining what happens to the recycling, much of it being recycled locally in the North-West.

Redevelopment of Reliance St HWRC (Miles Platting & Newton Heath)

- 4.2 The redevelopment of the Reliance St household waste recycling centre in Newton Heath, Manchester is due to start in Spring 2023. This project will modernise the facility and increase opportunities to recycle. A communications and stakeholder engagement plan will be implemented well in advance of works commencing. The plan will include providing regular updates to the established client liaison group managed by SUEZ and attended by residents living closer to the site as well as information events in the local library. Local Members have recently provided feedback to the GMCA about areas for improvement which is being incorporated into plans.

Renew Hub

- 4.3 The Renew Hub in Trafford Park is a key part of SUEZ UK's social value commitments and is the largest re-use operation of its kind in the country. Items suitable for re-use can be placed in dedicated containers at the HWRC's. These items are then processed centrally at the Renew Hub which contains repair pods for repairing, upcycling or repurposing items, for example cycle repair, white goods checking and repair, upholstery, and painting. The Hub creates training and employment opportunities for the local community and as it develops will create partnerships with businesses, charities, and

other organisations. Items are then re-sold at Renew Shops located at three of the HWRCs.

Renew Shops

- 4.4 Renew Shops are located at household waste recycling centres in Oldham, Salford, and Trafford. The shops sell pre-loved household items at affordable prices. A fourth shop is planned on the Reliance Street HWRC as part of the redevelopment. A Click and Collect eBay shop will be launched by the end of 2022/23.

R4GM Community Fund

- 4.5 Up to £220,000 is available every year for community groups, schools, and voluntary groups to apply for. The money is raised from donated household items sold at the Renew Shops and the new online eBay store. The fund is open every year for applications from 1st April to 31st May. Over the last 2 years, it has funded 47 different projects including those focused on reducing food waste and providing free healthy food to those in need, such as the Manchester Urban Diggers project. Humans MCR are using the funds to break the cycle of food poverty by providing clients with the tools and resources to sustain themselves without relying on emergency foodbanks as a regular measure.

Education Centres and Outreach

- 4.6 The education centre at the Materials Recovery Facility (Longley Lane, Sharston) is a key part of the R4GM education service. The classroom has recently been refitted and brought up to date with new interactive iPads and digital screens. From March 2022, the education team resumed in-person tours. They also offer tours at the solar farm in Bolton and at the Renew Hub in Trafford Park. Throughout 2022, the virtual tour has been offered as an outreach session with local communities and schools. From 1 April 2021 to mid-February 2022, 21 education sessions were delivered to Manchester residents to 1,299 participants. In 2022/23 R4GM Officers supported the Bee Green Education Summit in June 2022, and regularly support community events across the city.

5.0 Waste Collection and Street Cleansing Contract – Key Updates

Biffa Performance Update

- 5.1 Biffa are responsible for providing domestic residual and recycling waste collection services, planned and reactive street cleansing services for defined land types. The contractor is required to provide services to an agreed standard and within a set service level agreement, which varies dependent on land type and waste type. The Grounds Maintenance Team are responsible for litter removal in the parks, except for the City Centre. There are some land types, which form part of the corporate estate and open green space network which are not included in the proactive street cleansing contract with Biffa.

These are managed by other service areas and are not included in scope of this report. This differential approach to land management has been identified as problematic and will be reviewed in 2022/23.

5.2 A breakdown of Biffa's performance for the last 12 months is provided in Appendix 1. The key points are:

- Missed collections have significantly reduced following disruption caused by the pandemic and HGV driver shortage in 2021/22.
- The number of fly-tip incidents remains higher compared to the period pre-pandemic, but Biffa are maintaining the 5-day SLA for removal.
- Challenges continue to exist with the volume of waste presented in some passageway locations, which impacts Biffa's ability to complete collections to schedule.
- Street cleansing standards have improved on arterial routes and in the City Centre. Further work is required to sustain this performance and secure further improvements. District Centres have been identified as an area for further improvement.
- The passageway clearance programme continues to be completed to the required standard.

5.3 In 2021/22, 27 end-of-life diesel refuse collection vehicles were replaced with electric alternatives. This represents just under half the fleet and will reduce greenhouse emissions by 900 tonnes and NOx by 2,836 kg per annum. The next tranche of RCVs will need to be replaced in 2026. A workstream has been established to review the replacement programme for the waste and street cleansing fleet.

5.4 The contract allows for deductions to be made via the Price Performance Model (PPM). Members have previously received the detail of this model and how it is applied. In 2020/21 application of the PPM resulted in £20,000 of deductions. The annual performance analysis is provided in Appendix 1. Further detail regarding delivery of the contract, service specification and approach to contract monitoring can be found in section 3 of the service update report to Neighbourhood & Environment Scrutiny Committee (NESC) in October 2019.

Social Value

5.5 The contract provides a highly regarded social value contribution which includes:

- An engagement and education offer for schools, Adult Education settings and community groups.
- Supporting community clean up events.
- Supporting work and skills initiatives working with young people in Colleges and Higher Education facilities.
- Supporting the University volunteer scheme.
- Apprenticeships and upskilling of the work force.
- Working with communities to increase recycling and reduce fly-tipping.

- Staff volunteer days in Manchester.

Investment in Waste Collection and Street Cleansing Services

5.6 On 10th March 2022 a report detailing the priorities for the next phase of the Biffa contract was presented to Environment and Climate Change Scrutiny Committee. Investment of £700k was agreed to fund waste collection and street cleansing services for 2022/23. This included:

- Enhancement to the client-side function which equates to 5 new posts. This includes expansion of the Keep Manchester Tidy (KMT) work, increasing from 1 FTE to 3 FTE. An additional 1 FTE contract monitoring officer to ensure Biffa are meeting the standards within the contract (City Centre focus), a communications officer and a business analyst (which will support Resident and Business Digital Experience Programme (RBDxP)).
- Additional large mechanical sweeper for arterial routes and district centres.
- Improvement to passageways – options under review with Biffa.
- Increased flexibility and provision of (200) litter bins and pilot options to address issues with flats above shops.
- Additional street washing – including district centres.
- Trial of new sweepers, including electric, to inform procurement of replacements required from July 2023.

5.7 Following this agreement there has been a sharp and continued rise in inflation that has led to increase pay demands from staff across all sectors and an exponential increase in energy costs. The time required for mobilisation has enabled surplus funds to offset the in-year inflationary pressures given the overall budget pressures. The Service Improvement Innovation Group leads a programme for continuous service improvements. SIIG takes a partnership approach (the Council and Biffa), to tackling both short and long-term performance issues with the aim of bringing sustainable and measurable improvements. The priorities identified for improvement in the next phase form workstreams within this programme. An update on improvement measures introduced in 2022/23 is detailed below:

- **District Centre** cleansing approach has been reviewed and an adjusted model is to be implemented to increase the number of place based ped-orderlies. It is expected that detailed cleansing will improve and provide a visible presence in District Centre's. Biffa are currently recruiting to these roles.
- **Arterial Routes** cleansing model has been reviewed to bring together manual cleansing, sweeping, cycle lane cleansing and weed management on arterial roads. Bringing this together with a dedicated team and schedule is expected to bring about an increased standard of cleansing. Part of the improvements here will be seen through changes to Biffa's fleet with the utilisation of more Large Mechanical Sweepers and smaller sized sweepers that can access segregated cycle lanes.

- **City Centre** cleansing model is currently being reviewed by Biffa and changes being made to how resources are deployed. More operatives being dedicated to detailed cleansing (implemented since August 2022). A comprehensive review and overhaul of the litter bin infrastructure and bag collection points is currently underway. Furthermore, recognition that washing both streets and bins needs more of a focus and reviewing Biffa's current machinery around this area is ongoing. The aim being a clear and transparent City Centre cleansing model that delivers the expected contractual cleansing standards. Local Members have suggested a working group be established to consider factors impacting staining of the paving to see what else can be done to reduce this issue. This will be established in Quarter 3 2022/23. In 2022/23 a graffiti working group has been established with City Co, GMP, and other Neighbourhood Services in response to increases in graffiti across the city.
- **Litter bin infrastructure** will be upgraded with 200 new litter bins and a review being undertaken of the City's litter bin infrastructure. In the City Centre some of the new bins will replace infrastructure with larger capacity bins. In 2023/24 the litter bin collection rounds outside of the City Centre will be enhanced to provide more capacity so that additional bins can be placed in wards. Requests for new locations are being reviewed.
- **Flats above shops** – baseline study completed.
- **Passageway** - baseline study in progress.

6.0 Waste & Recycling Campaigns and Initiatives – Key Updates Approach to Increasing Recycling and Reducing Contamination

6.1 Bin collection services are split into three categories:

- **Four-bin households:** Households with enough space have their own general rubbish bin and three recycling bins. This service is provided to 157,000 or 70% of households.
- **Communal:** Households with limited space to store their own bins (terraced streets) share communal collection containers which are in the alleyways. This service is provided to 16,000 or 7% of households.
- **Apartments:** Residents living in apartments have shared communal rubbish and recycling facilities. Depending on the size of the buildings they either have containers or wheelie bins. This service is provided to 52,000 or 23% of households.

6.2 Research has shown that residents demonstrate several different attitudes and behaviours towards waste and recycling. Broadly, they can be split into the following categories.

- *Committed Recyclers* - residents who recycle consistently.
- *Unreliable Recyclers* - residents who do recycle sometimes but are not committed.

- *Non-Recyclers* - Residents who are not recycling and not willing to engage with us. They will need compliance or service change to force them to change their behaviour.
- *'Aware but undermined Recyclers'* - Residents who are engaged (or want to be engaged) but are undermined by neighbours through communal facilities where recycling isn't used correctly. This covers some residents within container areas and apartments.

6.3 In Manchester, WRAP have previously advised there are a mix of all four categories, but there is a higher prevalence of the *'Unreliable Recyclers'* and *'Aware but Undermined'* due mainly to the property stock type and tenure. This is similar to other Core Cities, but less comparable to most GM Authorities. This is reflected in the differences in recycling rates across the conurbation.

6.4 The WRAP tracker is an annual survey of UK citizens that gathers evidence and insight on recycling attitudes, knowledge, and behaviour. The main findings of the report are:

- Recycling is a normalised behaviour - 85% of UK citizens regularly recycle.
- Over half (57%) miss opportunities to recycle items from home.
- 64% recall receiving recycling information from their local council (leaflet/calendar).
- Almost nine in ten (87%) dispose of an item in the recycling that is not accepted.
- Contamination has increased since the pandemic.
- The survey identified that a council leaflet is the main source of information about what can and can't be recycled (cited by 29% of UK households), followed by recycling labels on product packaging (22%).
- There is a national misunderstanding about what the labels indicate

6.5 The Councils bin web pages provide key service information and are the second most visited area of the website with 615,952 visits over the last 12 months. Translated 'how to recycle' videos developed with Biffa and the communications team are hosted on the site and provide a valuable engagement tool. Annual recycling calendars and service leaflets are delivered to all 4 bin-households (157,000) and communal passageway households (16,000). Digital service leaflets are regularly provided to Building Managers and Registered Providers for apartment collections (52,000). Our relationships with partners have helped to get messages to our varying audiences but often this is when there is mutual need, rather than partners being proactive advocates of the service. This is an area that has been identified for further development.

Blue Bin Contamination Campaign (Paper & Cardboard)

6.6 Paper and cardboard contamination across GM has been an issue for several years now. Recycle for Greater Manchester has been exploring ways to support GM Authorities tackle this issue and recruit officers to carry out intense periods of monitoring and door knocking to engage with residents who

are contaminating the paper and card bin. Areas in GM with the worst levels of contamination are being targeted as a priority. In October 2022, the campaign began in Manchester, targeting 2,000 households where contamination issues are regularly reported. This approach will be monitored, and impact measured, if successful this will be targeted towards other problematic rounds in 2023.

Food Waste

- 6.7 This year's service leaflet focused on how to recycle food waste which led to an increase in requests for kitchen food recycling caddies and caddy liners. R4GM's Buy, Keep, Eat, repeat campaign (GM wide) has provided further focus in this area and aims to educate residents on how to reduce food waste by only buying what you need, storing food correctly and using up leftovers. The campaign will continue into next year but will focus more on how to correctly recycle unavoidable food waste using the council food waste service. The Council will support the National Food Waste Action week.

Bin Alerts

- 6.8 In July 2021 a new email reminder service was launched for bin collection days. Residents can sign up to receive an email the day before their bins are due for collection to remind them to put the correct bins out in time. The most visited page on the Manchester City Council website is the bin collection day checker. Email bin alerts will deliver this information directly to resident's inbox in a timely manner. In time, it will provide another communication channel to provide very targeted communication to improve recycling performance, share information about service changes and reassure residents in the event of disruption (such as spells of inclement weather). Sign up to this service is now available via the online bin collection day checker.

Fly-Tipping

- 6.9 Following work undertaken in Manchester to understand the factors affecting fly-tipping (see section 3.7), a GM Fly-tipping Working Group was established including the GMCA, Environment Agency and other GM Authorities (Quarter 3 & 4, 2021/22). The purpose of the group was to understand the scale of the challenge across the conurbation and approaches being used to tackle the issue. One area highlighted for joint working was development of a GM campaign. A fly-tipping workshop was organised by GMCA and facilitated by Keep Britain Tidy. The workshop held on 16th August 2022, attended by council officers from each of the 9 councils heard the results of 5 years of research into fly-tipping behaviour which has been published in a report called 'Beyond the Tipping Point: Insights to Tackle Householder Fly-tipping'. The GMCA has agreed to develop communication assets to raise awareness of householders' duty of care and the impact of using rogue traders who often advertise on social media to remove household waste for a small fee, the waste is then often fly-tipped. The assets will be localised by the Councils communications team to use on our channels. Communications around a householders' duty of care and rogue traders will continue into 2023/24.

Tackling Rogue Traders (Private Domestic Waste Removal)

- 6.10 A further development, intended to tackle the scourge of rogue waste collection providers is a new platform which Trading Standards has recently signed up to: 'Buy with Confidence'. This will allow the Council to signpost residents to use legitimate waste removal businesses who have undertaken a comprehensive vetting process. This represents a significant step forward for the Council and will help householders to make more informed decisions about which private waste removal companies they use. Work has commenced on this project (September 2022) – timescale for launch to be confirmed.


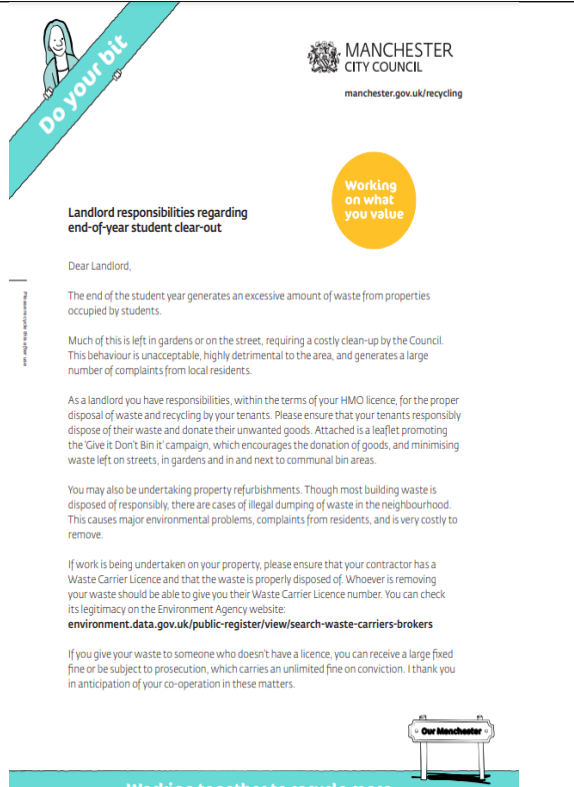
Fly-Tipping Intervention Investment

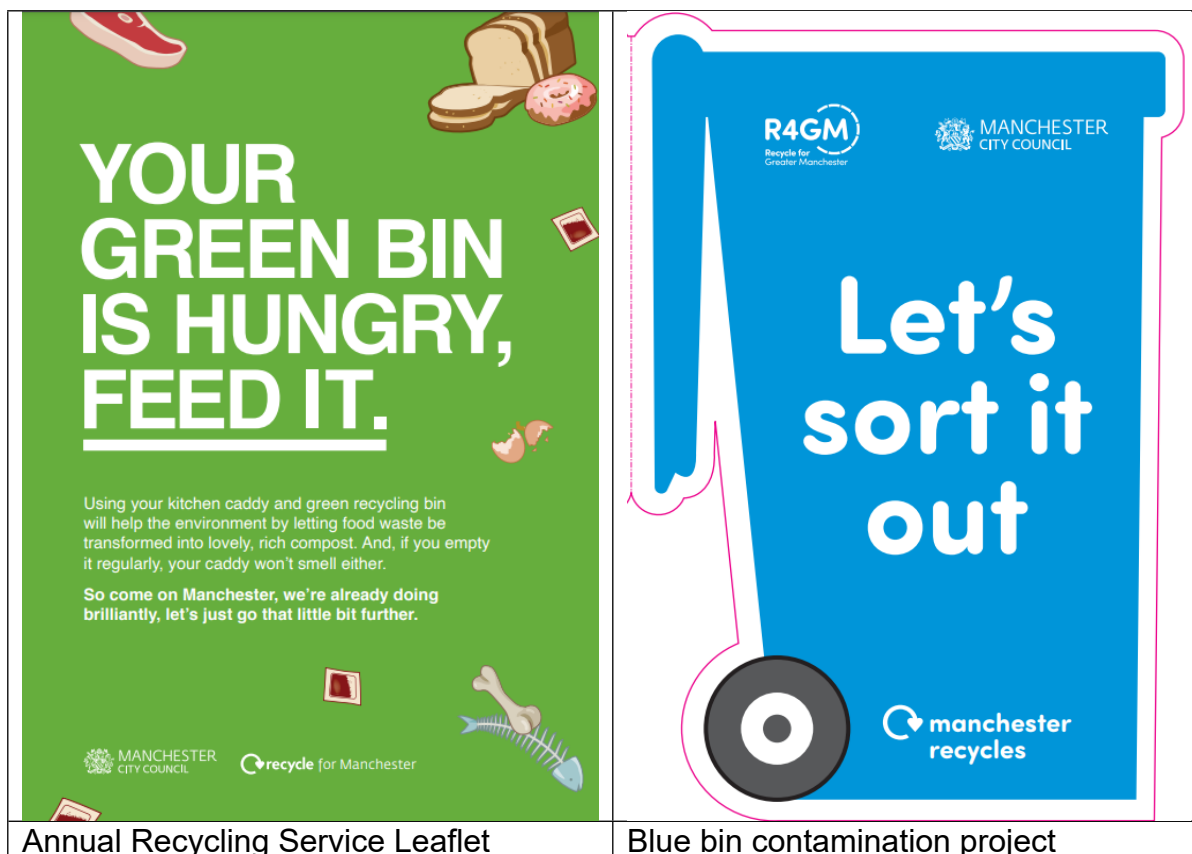
- 6.11 In 2019-20 an extra £0.5m was committed by the city to tackle fly-tipping through additional compliance officers, CCTV and 'target hardening' projects. Regular updates have previously been provided to Members about this investment. This update focuses on 'target hardening', which is the process of installing physical deterrents that make a fly-tipping target harder to access or less desirable (such as bollards, barriers, and beautification). So far, 50 fly tip intervention projects have been completed and 10 further projects are in progress.
- 6.12 Table 1 provides a progress update for communications and engagement to increase and improve the quality of recycling and reduce waste (2022/23)

Action	Audience	When
Annual recycling calendar and service leaflet (Hard copy posted)	157,000 households	June – August 2022
Annual recycling calendar and service leaflet (Hard copy posted)	16,000 households	August – September 2022
Recycling service leaflet (digital and hard copy)	Building Managers / Registered Providers as needed	Ongoing
BINFO – email alert system	4,469 subscribers	Ongoing
Bin pages on Council web pages	615,952 visits	July 2021 – August 2022
Translated 'how to recycle' videos created in top 10 most widely spoken languages. A collaboration between Biffa and the Communications Team.	3,500 visits (Most popular language is English, followed by Cantonese).	July 2021 – August 2022
Targeted campaign to reduce contamination in blue bin. (Letter drop, door knocking and engagement with community groups)	2,000 households	Commenced in October 2022
Student end-of-year campaign. Led by South Neighbourhood Team working	500 Landlords	May – June 2022

together with W & R, the Universities and Manchester Student Homes (Letter to Landlords, letter drop to students, door knocking and engagement with community groups, social media campaign)	5,000 student households 69,356 impressions (Instagram) 10,920 impressions (Facebook)	
Student start-of-year campaign (Hard copy posted and door knocking)	5,000 student households	October 2022
National Recycle Week Citywide Digital campaigns and outdoor advertising.	Not available	17 – 23 October 2022
National Food Recycle Week Citywide Digital campaigns and outdoor advertising.	Not available	6-12 March 2023

6.13 Table 2 provides a visual overview of some of the recycling campaigns delivered in the last 12 months

 <p>GIVE IT DON'T BIN IT</p> <p>Donate your clothes, books, electricals and large items to charity to help those in need</p> <p>DO YOUR BIT AND RECYCLE AS MUCH AS POSSIBLE</p> <p>www.giveitdontbin.it.co.uk</p>	 <p>MANCHESTER CITY COUNCIL manchester.gov.uk/recycling</p> <p>Do your bit</p> <p>Working on what you value</p> <p>Landlord responsibilities regarding end-of-year student clear-out</p> <p>Dear Landlord,</p> <p>The end of the student year generates an excessive amount of waste from properties occupied by students.</p> <p>Much of this is left in gardens or on the street, requiring a costly clean-up by the Council. This behaviour is unacceptable, highly detrimental to the area, and generates a large number of complaints from local residents.</p> <p>As a landlord you have responsibilities, within the terms of your HMO licence, for the proper disposal of waste and recycling by your tenants. Please ensure that your tenants responsibly dispose of their waste and donate their unwanted goods. Attached is a leaflet promoting the Give it Don't Bin it' campaign, which encourages the donation of goods, and minimising waste left on streets, in gardens and in and next to communal bin areas.</p> <p>You may also be undertaking property refurbishments. Though most building waste is disposed of responsibly, there are cases of illegal dumping of waste in the neighbourhood. This causes major environmental problems, complaints from residents, and is very costly to remove.</p> <p>If work is being undertaken on your property, please ensure that your contractor has a Waste Carrier Licence and that the waste is properly disposed of. Whoever is removing your waste should be able to give you their Waste Carrier Licence number. You can check its legitimacy on the Environment Agency website: environment.data.gov.uk/public-register/view/search-waste-carriers-brokers</p> <p>If you give your waste to someone who doesn't have a licence, you can receive a large fixed fine or be subject to prosecution, which carries an unlimited fine on conviction. I thank you in anticipation of your co-operation in these matters.</p> <p>Our Manchester</p> <p>Working together to recycle more</p>
Student Leaflet (end-of-year)	Student Landlord Letter (end-of-year)



Annual Recycling Service Leaflet

Blue bin contamination project

6.14 Priorities for 2023/24

- Support annual global communications to residents inc. annual calendar, service reminder and student campaign.
- Increasing the number of subscribers to BINFO.
- Reducing contamination and increasing capture of recycling through more engagement with residents, linking activity to climate change zero carbon plan.
- Reducing fly-tipping of household waste and supporting residents to use legitimate routes for excess household waste and bulky items. Seeking to prioritise re-use and recycling options first.
- Signposting residents who need to use a private waste removal contractor to 'Buy with Confidence' through awareness raising activity.
- Work with Registered Providers and Landlords to amplify recycling messages and support residents to reduce incidents of household fly-tipping.
- Support development of a communications plan for the implementation of the English Waste Strategy (2018) – subject to Government direction.

7.0 Keep Manchester Tidy – Key Updates and Progress to date

Keep Manchester Tidy (KMT) Update

- 7.1 In 2018, Manchester City Council set up a partnership with environmental charity Keep Britain Tidy with the aim of developing more creative ways to tackle litter and fly-tipping. The Keep Manchester Tidy partnership has since

evolved to become a partnership of residents, schools, businesses, community groups and organisations, all working together to help achieve a clean and green city. The partnership is staffed by one full time Project Manager and one full time Neighbourhood Officer (Officer post funded by the £700k investment).

Volunteer Support

- 7.2 Manchester benefits from a huge number of residents who freely give up their time to litter pick their local area. Keep Manchester Tidy support these residents to carry out litter picking safely and provide equipment, guidance, and any practical support that is required. Where residents are litter picking regularly, they may keep the equipment. For groups and events, equipment is usually loaned. Following a litter pick, volunteers can contact Keep Manchester Tidy who will then arrange for the bags of litter to be picked up. Volunteers have said that having this direct link with Keep Manchester Tidy makes it easier for them to get involved and they value having a direct contact for issues to do with litter and volunteering.

Volunteer Achievements

- 7.3 Over the last 5 months, 2,950 bags of volunteer picked litter have been collected. This does not include bags that are reported to Biffa or the city council via other routes, of which we know there are many. On average it takes 15 minutes to fill a bag and therefore it can be estimated that more than 730 hours of volunteer time have gone into helping keep Manchester tidy in recent months. Keep Manchester Tidy links in with volunteers through a Facebook Page which now has over 2000 members. A membership scheme has also been set up which will be promoted in 2023. It is anticipated that the membership scheme will help to formalise the support given to volunteers and improve communication links. In addition, a new campaign that highlights the work of volunteer litter pickers has been produced and is now available for volunteers to use after their litter picks.

Eco Schools

- 7.4 Last year, Keep Britain Tidy relaunched Eco schools making it easier for schools to participate in the programme. KMT began promoting Eco Schools by providing a direct offer of practical and/or financial support for schools and early years establishments. Keep Manchester Tidy also worked with the MEEN (Manchester Environmental Education Network) to support schools. A total of 106 schools and early years settings registered to take part in Eco schools in October last year. Once a school has completed the 7 steps of the programme, they can apply for a green flag award during the application window which is opened annually in June. 26 Schools and early years settings achieved their green flag award this year.

7.5 Neighbourhood Teams, Education, and Climate Change

Scientists are beginning to understand the link between litter and climate change, particularly the impact of litter entering our waterways and seas. KMT is keen to focus on this link and stress that tackling litter is an achievable part of any climate change measures. KMT is working with the Neighbourhood Teams to support their climate change events where residents are asked to make changes in their daily living to reduce carbon. KMT has also been part of the Love Your River Irk project which has brought partners together from other local authority areas. Through the project, KMT supported volunteers to focus on removing litter before it enters our waterways. As part of work within education, KMT identified significant gaps in the approach to litter and waste management planning within schools. A workshop was delivered as part of the Green Bees Education Summit to help strengthen understanding in this area

Campaigns

7.6 Keep Manchester Tidy uses a variety of research led campaigns that have been developed by, or with, Keep Britain Tidy.

7.7 Table 4 provides an overview of KMT campaigns and events delivered in 2022/23

Campaign / Event /	Aim
Great British Spring Clean	Keep Britain Tidy's annual national clean-up campaign. Bringing together residents, businesses, community groups and schools – to get rubbish off the ground, safely collected and recycled.
The Keep Manchester Tidy Platinum Picks	To celebrate the Queen's Jubilee, Keep Manchester Target set an ambitious challenge to host or support 70 'Platinum' litter picks.
Love Parks Week	Love Parks Week is set up to celebrate and support the efforts of volunteers and workers up and down the country to maintain and protect our green spaces.
City Centre Litter Campaigns	Focused on litter caused by cigarettes, chewing gum and on the go food packaging. Campaign saw us target mobile phones in litter dropping hotspots, with messages that people can be fined for littering.
Bin the Butt	KBT campaign which educates smokers about the environmental impact of discarded cigarette litter.
Corporate Volunteers	KMT support corporate volunteers to participate in litter picking and greening events.
Clean & Green	Long term interventions working with partners on place-based projects to address environmental issues & increase community pride.
Dog Fouling interventions	KBT campaigns utilised including 'Do it for your dog' and 'We're watching you'.

Manchester Day Parade	Celebration event for litter picking volunteers and an opportunity to shine a light on their cause: to Keep Manchester Tidy.
Volunteer Campaign	Campaign to highlight work of litter picking volunteers cleaning up in their local area – to increase civic pride and reduce littering behaviors.

7.8 Table 5 provides a visual overview of some of the litter and fly-tip reduction campaigns delivered in the last 12 months



City Centre Litter reduction campaign

Great British Spring Clean 2022



Shared Container Areas Leaflet

Litter picking volunteer campaign

7.9 Case studies of KMT campaigns

Case Study 1: Community Clean and Green Projects – Narbuth Drive, Cheetham

This project started with the installation of the Crime not Care campaign and was backed up with regular visits, bulb planting and litter picking. It did not take long for residents to become curious about the presence of Keep Manchester Tidy on the streets which then led to conversations. To continue those conversations and inspire action, Keep Manchester Tidy hosted 3 litter picking fun day events which were well attended. The work has been supported by the Housing Operations, the neighbourhood officer, and the local school. During these longer-term projects, Keep Manchester Tidy also works with compliance teams and the Biffa Fly-tipping investigation team and has located evidence to identify offenders on 6 occasions in the last 5 months.

Case Study 2: St Chad's RC Primary School's Eco Journey

St Chad's were one of the first schools to respond to Keep Manchester Tidy's offer of support with the Eco-School programme. Having been provided with some compost bins, the school then worked with MEEN to explore ways of reducing their waste. They worked on auditing their waste and immediately set up schemes to recycle paper and compost fruit waste. They also improved biodiversity and air quality by planting hedges and trees in the school grounds which they fertilised using a solution made from the nettles that they had cleared.

KMT helped the school to take part in the Great Big School clean by setting up a GB Spring Clean litter picking station outside the school. Residents and the Cheetham

Ward Councillors were invited to join in too and they collectively gathered 55 bags of litter. KMT were delighted that St Chad's Eco Committee agreed to be part of the Manchester Day Parade. The children helped make the props for the event and delighted the crowd with their litter related chants and choreography.

The school completed the 7 steps of the Eco School programme in record time and were able to apply for a green flag award in July 2022. Having demonstrated outstanding effort and achievement, St Chads were awarded a green flag with distinction. Head Teacher Stacey Brackenridge was keen to stress how involvement in Eco Schools has opened many doors for St Chads and that the children have experienced opportunities that they would otherwise never have had. This has helped to build a positive reputation for St Chads as a thriving primary school that focuses on faith, the local community, and the environment.

In addition, KMT paired St Chads with Pell Frischmann, a corporate volunteer firm. As part of their social value contribution, Pell Frischmann paid the school's green flag application fee.

7.10 Table 6 provides an overview of participation in KMT campaigns during 2022/23 (April-Aug)

Campaign	Measure
Litter pickers loaned	544
Litter pickers donated to active groups	124
Requests for bag collections following community litter picks	276
Number of bags of community picked litter collected	2,950
Volunteer time supporting community litter picks (assumes 15 mins per bag of litter).	730 hours
Keep Manchester Tidy Facebook group members	2,000+
Corporate volunteer events	20+
Great British Spring Clean – Keep Manchester Tidy hosted events across the city	13
Queens Jubilee Celebrations – Platinum Litter Picks completed or scheduled for completion by December 2022.	70*
Smokers engaged as part of the 'Bin the Butt' campaign to encourage disposal of cigarette litter in the bin.	120
Dog fouling campaigns	9 areas targeted
Manchester Day Parade – KMT float	70 volunteers
Eco Schools – number of Manchester schools and early years settings registered onto the programme in Autumn 2021/22	106
Eco Schools – number of green flags awarded to Manchester schools in July 2022	26
City Centre litter campaign *How many times the adverts appeared on people's screens	511,338 impressions* 2,506 clicks
Long term – place-based 'Clean and Green' projects	5

7.11 **Priorities for 2023/24**

Keep Manchester has previously defined its priorities as responding to littering behaviours, focusing on fly-tipping, building stakeholder engagement, and becoming a 'Tidy City'. Much work remains to be done across these four areas and there is a need for more active partnerships to be able to deliver lasting results. In addition, having declared a climate emergency in Manchester, it is imperative that environmental activity is approached within a framework for carbon reduction. Keep Manchester Tidy will therefore review its progress and direction before producing a new strategy document in 2023. This document will guide the next phase of our tidy journey which will support Manchester's journey to becoming a cleaner and greener city by 2025.

8.0 **Recommendations**

The Environment and Climate Change Scrutiny Committee is recommended to note, comment upon, and support the content of the report and the appendices

Appendices

Appendix 1 – Waste Collection and Street Cleansing Contract Performance