

**Manchester City Council
Report for Information**

Report to: Environment and Climate Change Scrutiny Committee –
9 February 2023

Subject: Household Waste and Recycling Campaigns and Engagement

Report of: Strategic Director (Neighbourhoods)

Summary

This report provides an update on information on the campaign and engagement programme with residents on the issue of household waste and recycling.

Recommendation

The 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 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, reusing 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's 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 and 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

Contact Officers:

Name: Sam Davies
Position: Project Manager – Service Improvement
Telephone: 07733125596
E-mail: sam.davies7@manchester.gov.uk

Name: Fiona Turner
Position: Communication Business Partner
Telephone: 07940753882
E-mail: fiona.turner@manchester.gov.uk

Name: Heather Coates
Position: Strategic Lead – Waste, Recycling & Street Cleansing
Telephone: 07736448108
E-mail: heather.coates@manchester.gov.uk

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 four 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

Introducing a Deposit Return Scheme for drinks containers in England, Wales and Northern Ireland Government response, 20 January 2023, Defra.

1.0 Purpose of the report

- 1.1 The purpose of this report is to provide an update on the approach to communications and engagement with Manchester residents to reduce their own carbon impact by reducing the waste they produce, reusing what they can and disposing of or recycling items using legitimate routes.

2.0 Background

- 2.1 Over the past 18 months the city has started to recover from the impact of the pandemic, which negatively affected recycling performance. Changes to behaviours and lifestyles during the pandemic led to increases in household waste in the city. This was also reflected at a national level, where recycling rates reduced on average by 3.5% (Defra, 2021). The Manchester recycling rate for 2020/21 was 36.6%. In 2019/20 Manchester's recycling rate was 40.4% (the city's highest rate achieved), but performance dipped due to the impact of the pandemic on waste behaviours. In 2021/22 general waste tonnages reduced, and the recycling rate increased to 39.7% (subject to final approval from Defra).
- 2.2 There is increasing awareness of the connection between the things we buy, then throw away and the impact this has on the environment. People are increasingly aware that by recycling everything they can and wasting less, they 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 reducing the impact on future generations and working together is vitally important to protecting the environment. There remains a significant opportunity to divert recyclable materials and food waste from general waste bins.
- 2.3 Becoming a cleaner, litter-free city, which recycles more and wastes less 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.
- 2.4 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 communal areas and apartments.

2.5 These audiences need different communication messages and engagement depending on the behaviours we'd like to change. The differences in messages can be stark. For our non-recyclers the simple message is 'put your rubbish in a bin'. For our committed recyclers it is about encouraging them to move up the waste hierarchy and do more to reuse items and reduce waste.

2.6 In Manchester, leading sustainability non-government organisation WRAP (Waste and Resources Action Programme) 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 recyclers* 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 Greater Manchester.

2.7 In Manchester, household 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 for 157,000 or 70% of households.
- *Communal passageways*: Households with limited space to store their own bins (terraced streets) share communal collection containers, which are in the alleyways. The service is provided for 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. The service is provided for 65,000 or 27% of households.

2.8 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 tracker 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 recycling labels indicate on product packaging.

2.9 Nationally recycling rates have plateaued, in order to achieve the aims of circular economy a step change is required. The Resource and 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 (placing cash deposits on drinks bottles and cans from 2025) and extended producer responsibility (where the producers of packaging are responsible for financially supporting the collection, treatment, recycling, and disposal of their products from households and businesses). The proposals have been subject to various rounds of consultation since 2019 and delays due to Brexit and the pandemic.

3.0 Resource & Waste Strategy (2018) – Update

Deposit Return Scheme (DRS)

3.1 On 20 January 2023, the Government provided a response to the DRS consultation and set out next steps. Moving towards a circular economy is a priority for the government to maximise resources and reduce waste, they identify DRS as a step to deliver this. Increasing the capture of drink containers and improving the quality of material collected through segregation will help reduce packaging manufacturers reliance on virgin materials. Defra report that the UK recycles around 70% of drink containers, lower than other countries with DRS in place. The government believe a well-designed scheme will achieve 90%+ recycling rates. It is also expected to reduce littering of in-scope containers on our streets and green spaces. A report by Keep Britain Tidy found that small plastic bottles and non-alcoholic cans make up 43% of the volume of all litter. The government believe that through the financial incentive provided to consumers to return drink containers, 85% fewer will be littered.

3.2 Key details:

- Regulations will be made using powers in the Environment Act 2021 to establish the DRS in England. Government aims to take secondary legislation through Parliament which will set the framework for the schemes.
- Size of containers in-scope of DRS: 50ml – 3 litres (including individually sold products and multipack).
- Materials in scope of DRS: PET plastic bottle; steel and aluminium cans.
- Glass bottles will not be collected by DRS in England – but will be accepted in Scotland and Wales.
- In-scope containers will be labelled to allow them to be scanned.
- Retailers selling in scope containers will be obligated to host a return point and the retailer will receive a retailer handling fee.
- Government will pursue an additional permitted development right for reverse vending machines to remove planning delays.
- Regulations to be in force by the end of 2023 and the DMO (Deposit Management Organisation) appointed by summer 2024. A commencement

date for DRS of 1 October 2025 in England will be set. Scotland's DRS will commence in 2023.

- 3.3 DRS presents both risks and opportunities for Local Authorities. The scheme will divert PET bottles and metal cans from kerbside collections. This will reduce Local Authorities recycling rates and reduce income levels from the sale and processing of the material. The (Materials Recycling Facility) MRF at Longley Lane, Sharston (managed by Suez on behalf of the GMCA), currently sorts and separates plastic bottles (HDPE, PET and PVC), glass bottles and jars, steel and aluminium cans from nine councils in Greater Manchester. The effective operation of the MRF depends on a steady flow and volume of materials through the facility. DRS will change the composition and quantity of materials collected at the kerbside and subsequently processed at the MRF. Communications on what type of bottle can go to DRS may confuse some members of the public. The GMCA's ability to claim deposits disposed via kerbside recycling collections may be limited as it will depend on the condition of containers and whether labels are intact after being collected in a Refuse Collection Vehicle (RCV), crushed and then processed through the MRF. It is believed a high proportion of litter discarded in urban areas like Manchester is beverage containers and an additional measure to reduce littering is welcome.

Extended Producer Responsibility (EPR)

- 3.4 EPR is intended to transfer the full cost of dealing with packaging waste from Local Authorities to producers. EPR regulations will apply to all UK organisations that handle and supply packaging to consumers and to businesses. This covers any individual business, subsidiary, or group with an annual turnover of £1m or more which carries out 'packaging activities' and is responsible for more than 25 tonnes of packaging waste. Local Authorities will receive funds from EPR to pay for the full cost of recycling and disposal this material. Defra defines packaging as materials which cover or protect goods sold to customers, including anything designed to be filled at point of sale e.g., a coffee cup. The government has set out guidance for organisations in scope to prepare to comply with requirements and pay the scheme administrator from April 2024. The government are developing a system to pay Local Authorities, there are significant differences in costs and systems across England and there is a risk that the model may not be equitable for all. Any costs imposed on manufacturers are likely to be passed on to consumers.

Consistency

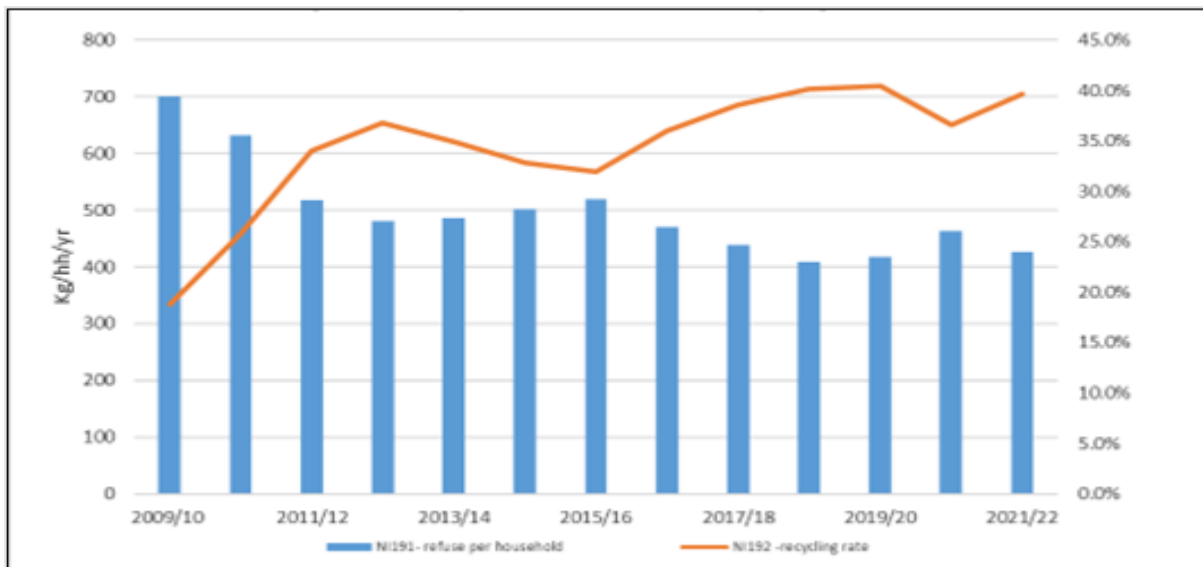
- 3.5 The recycling rate in Greater Manchester is just over 50% (2021/22 figures). Future government targets require this to increase to 65% by 2035. To drive up recycling levels, under the recycling consistency proposals in England, a core set of materials will be required to be collected from every household and business in England, specifically plastic, paper & card, metal, and food waste. We are still awaiting feedback on the consultations undertaken on these proposals – a response from the government is anticipated in spring 2023. Based on previous government publications we anticipate this will mandate the inclusion of plastic pots, tubs, and trays (PTTs) in our kerbside collection

and flexible plastics (often called ‘soft plastics’) from 2027. The government confirmed in the spending review that funding will be available to implement free, separate food waste collections from 2025. Food and organic recycling collections have been provided in Greater Manchester for more than 10 years. If a separate food weekly collection is mandated this will require significant investment in new vehicles to collect food only, provide additional receptacles and may require more depot space (this could cost in the region of £5m+). Changes to the current collection methodology would be likely. It remains unclear if all these additional costs will be supported by the government.

3.6 In summary, the piecemeal approach to implementing the strategy is creating uncertainty and preventing long term planning. To meet the needs of these policy changes, modifications will be required to the MRF plant, recycling offtake arrangements, and Biffa fleet. We need to understand the full implications of Government proposals – continued delay prevents this. Officers are actively engaging with the Greater Manchester Combined Authority (GMCA) and Government to understand next steps.

4.0 Recycling Performance

4.1 Since the 2015/16 baseline year for the Manchester Strategy, the recycling rate has increased from 32% to 39%. During the same period the amount of general waste collected from households has reduced from 519 kg to 426 kg per household per year. Manchester’s recycling performance remains one of the highest amongst the core cities.



4.2 It is important to compare Manchester’s recycling rate to comparable local authorities. We cannot easily compare to other Greater Manchester authorities because housing type and garden size contribute significantly to recycling performance. In Manchester we have a high proportion of properties without gardens. We tend to compare our performance to other core cities. The table below shows the Core City data for 2020/21. At the point of report preparation, the 2021/22 data had not yet been published.

Table showing recycling rates for Core Cities 2020/21 (source: waste data flow)

Authority	Recycling rate 2020/21	Unitary or Collection Authority*
Bristol	46.4%	Unitary
Newcastle	40.6%	Unitary
Manchester	36.6%	Collections
Leeds	35.1%	Unitary
Sheffield	32.2%	Unitary
Nottingham City	23.9%	Unitary
Liverpool	23.5%	Collections
Birmingham	22.5%	Unitary

* NB Manchester is a 'Collections Authority' – this means that the recycling % only includes material collected from households. 'Unitary' recycling rates include material collected from households and Household Waste & Recycling Centres. We are therefore most comparable to Liverpool.

- 4.3 In 2022/23, the forecast suggests a lower recycling rate is likely to be achieved due to the lower volumes of organic (food and garden) recycling. The current estimate is 37% – 38%, but if there is an early spring it could be 39%, as this leads to more organic (garden) recycling.

5.0 Communications and Campaigns

- 5.1 The Waste, Recycling and Street Cleansing (WRSC) Team work closely with the Corporate Communications Team and Recycle for Greater Manchester (R4GM) to develop communications and approaches to engagement, to support the delivery of services and behaviour change. Our communications strategy is based on:

- Using insight, market research from sector experts (e.g., WRAP and Keep Britain Tidy (KBT)), surveys and results from previous campaigns to develop a targeted approach.
- Using consistent language, plain English and pictures or graphics where possible to allow our communications to be easily understood by all.
- Providing accessible material ensuring that this is used across all communication channels, recognising that many residents in Manchester are digitally excluded.

- 5.2 Whilst communications and engagement have a clear role in improving recycling rates, it must be noted that the largest recycling rate increases in Manchester have been prompted by operational service changes. These changes forced people to recycle more by limiting the collection frequency of their general waste bin (2010/11) and then changing the size of their general waste bin (2016/17).

- 5.3 Our communications aim is to reduce the amount of waste created in the first place and to encourage as much waste as possible to be reused or recycled. Work in recent years has primarily focused on:
- Increasing capture of good recycling
 - Tackling / preventing contamination
- 5.4 A number of key communication campaigns run throughout the year. National action weeks related to recycling are also shared and celebrated with local and national partners. Links are made to other key strategies including climate change and Our Manchester. The Corporate Communications team work closely with the WRSC team to identify and plan targeted communication campaigns to segment our audience and deliver key messages to help influence behaviour change.
- 5.5 However, since 2020 there have been numerous challenges with service disruptions caused by the COVID-19 pandemic and HGV driver shortages. In May 2022 critical planning for potential industrial action was required. Additional communication support has been provided. The joint work and thinking across the WRSC and Corporate Communications service has helped to use our resources in a timely manner for the best effect, keeping residents up to date with their bin services, keeping complaints low and service satisfaction levels high. The aim in 2023 is that we will be able to spend more time and resources to target messages to specific audiences we can influence.
- 5.6 Lessons learned during this challenging time are used with service issues that arise such as severe weather as an example. Information is shared immediately and communications act rapidly to provide in time information to residents. There is a dedicated webpage for any bin issues so residents can quickly find out what has happened and what they need to do. Corporate channels can be used to communicate issues if they are widespread and local neighbourhood teams and partners are also contacted to help share messages and answer queries quickly locally. Our *BINFO* bin day e-mail reminder subscribers can also be contacted to update on any service issues per area.
- 5.7 In terms of evaluating our communications work, due to the very nature of the call to action, it is difficult to measure the direct impact of behavioural change campaigns on resident behaviour. Measuring changes in behaviour without direct conversation and monitoring is not possible. In addition, there are many different factors outside of our control, such as personal circumstances, housing types, car ownership, or even the types of recycling containers residents have access to. All of this can impact on an individual's intent and ability to take action. Whilst our aim is to reduce waste and increase recycling primarily, ensuring that contamination and the costs incurred do not rise must also be a priority.
- 5.8 Our webpages provide vital service information and allow residents to report issues and order bins. The '*check your bin day*' page is the second most

visited area of the website (behind only the site's home page) with 658,463 visits over the last 12 months. For our customers with digital access the website offers a host of easy access information, whether that be to check bin collection days, what you can recycle, how to recycle large items or even to find out where your closest HWRC (Household Waste & Recycling Centre) is. Translated 'how to recycle' videos developed with Biffa and the communications team are hosted on the site and provide a valuable engagement tool.

- 5.9 Our webpages provide an opportunity to speak to a captive audience already engaged, allowing us to cross promote information that may help them. It's recognised that residents sometimes need a 'nudge' at a time that suits them, not necessarily responding to broadcast information in order to change their behaviour. Our BINFO bin day e-mail reminder service is promoted on our 'Check you collection day' page and within e-mail receipts when residents order a new bin or report a missed collection. On our 'Get rid of a large or bulky item' page, there is information first about giving items in good condition to a charity (with details) to encourage reuse, before giving details of our bulky collection service.
- 5.10 The Waste, Recycling & Street Cleansing (WRSC) service is one of the only services the council provides which all resident's access. A bin calendar is delivered to circa 157,000 properties with their own bins, with a separate communication delivered to 16,000 properties with shared bins every summer. An information leaflet is tailored to current priorities and this messaging is delivered with the calendar each year. For example, in 2022 the message was how and why to recycle food and explained the link to climate change. August 2022 saw the number of food recycling caddies ordered triple, rising from an average of 400 per month in May, June and July to more than 1,300 in August.

The benefits of sending an annual paper calendar include:

- A regular reminder of what residents can recycle and how to use waste and recycling services.
 - An opportunity to try and increase recycling capture and limit contamination.
 - For residents with no digital access, a paper copy of the calendar is a vital piece of service information.
 - An opportunity to engage with a high number of either transient or new residents to ensure they understand how waste services work in Manchester
- 5.11 Our communication materials have a distinct look and feel. We use plain English and diagrams to easily show how to participate in our services. During the pandemic our communities requested easy read documents – simple plain English and pictures – more than translated materials. This is being backed up by recent census data which tells us that 89.3% of households reported that they have at least one person (adult or child) who speaks English as their main language. It should also be noted that of the people who did not identify

English as their main language, 77.9% said they spoke English well with 22.1% saying they could not speak English well or at all. Any requests for translated materials will continue to be assessed on an individual basis.

- 5.12 Digital service leaflets are regularly provided to building managers and social housing providers for apartment collections (65,000). There is a commitment from us to support any partners or stakeholders with the communication materials needed to help them engage and support behaviours change with their residents. This is an area that that has been identified for further development.
- 5.13 In July 2021 a new email reminder service was launched for bin collection days – this has been badged and branded as ‘BINFO’. 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. Residents are also updated about issues affecting their collections, such as severe weather. Email bin alerts 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 and share information about service changes. 6,372 residents have signed up to this service at the time of writing (3.72% of those eligible). There is a commitment to continue to promote this service. Direct promotion has been difficult whilst dealing with service disruption, but recent communications related to Christmas 2022 has shown a good level of take up.
- 5.14 Communication activity serves to amplify local, regional and national messages. Working in collaboration with engagement teams and partners, opportunities are maximised, and consistent messages are delivered across the city. The Corporate Communications Team, WRSC team and R4GM meet quarterly to discuss campaign work and any issues. R4GM run a number of campaigns focusing on key issues including food waste reduction, contamination, tips, composting, furniture reuse and any current issues such as battery recycling. These campaigns are amplified via our corporate social channels and shared with our communities and stakeholders when appropriate too.
- 5.15 The Corporate communication team uses a range of channels at a corporate level to share information with our residents, partners and stakeholders. This allows us to share messages about what we’d like residents to do, why and where they can go to find out more. Campaigns are promoted via our e-bulletin, internal communications with staff, corporate social media channels and when we can proactively press.
- 5.16 With all waste and recycling campaign work we seek to develop communication toolkits and share information locally to partners, stakeholders and key community influencers. This can include housing providers and associations, elected members, neighbourhood teams, community groups, faith groups and leaders. This sharing of information is to help others to get our messages to grass roots of communities and ensure it is shared as far and wide as possible.

- 5.17 The press office works with the WRSC team to look at any positive stories we can promote proactively. There is a commitment to publicising our prosecutions too, highlighting that we will use enforcement where necessary and that poor behaviour will not be tolerated. These prosecutions are managed by our Compliance and Enforcement team, and it should be noted that these prosecutions are for issues including litter dropping, fly-tipping and commercial waste prosecutions. There are no penalties for not recycling household waste.
- 5.18 This table provides a summary of recent communications and engagement activity to increase and improve the quality of recycling and reduce waste and some of the outcomes of this valuable work.

Action	Audience	When	Outcomes
Annual recycling calendar and service leaflet (Hard copy delivered)	157,000 households with their own bins 16,000 households who share communal bins	June – August 2022	August saw the number of food caddies ordered triple, rising from an average of 400 in May, June and July to more than 1,300 in August. It is difficult to equate this to tonnage difference due to the variety of other factors such as weather, but it shows more people are using the service.
Recycling service leaflet (Digital and hard copy)	Building Managers / Registered Providers as needed	Ongoing	Made available to colleagues and partners where engagement is required
BINFO – email bin collection day and collection issue notification system	157,000 households with their own bins	Ongoing	Currently 6,372 subscribers. Promotion will continue via: <ul style="list-style-type: none"> • Social media • Dedicated webpage • Mentions in any ebulletin articles about bins or recycling • Inclusion of sign-up details in email replies to people ordering bins or reporting missed bin collections
Bin pages on Council web pages	All residents	July 2021 – August 2022	658,463 visits over the last 12 months to our check your bin day pages – second most visited page on the website after the home page.

Translated 'how to recycle' videos created in top 10 most widely spoken languages and BSL.	All residents	July 2021 – December 2022	5,839 total visits (Most popular language is English, followed by Cantonese).
Targeted campaign to reduce contamination in blue bin. (Letter drop, door knocking and engagement with community groups)	2,000 households	Commenced October 2022	Results for this campaign are not known yet
Student end-of-year campaign. Led by South Neighbourhood Team working together with WRSC, Communications, the Universities and Manchester Student Homes (Letter to Landlords, leaflet drop to students, door knocking and engagement with community groups, social media campaign)	500 Landlords 5,000 student households	May – June 2022	<ul style="list-style-type: none"> • Fly-tipping reduced in Fallowfield, Moss Side and Rusholme, in comparison with students moving out in 2021. It increased in Old Moat and Withington. • Up to 10,000 students engaged with via leaflet and door knocking from Council staff. • Social media saw 69,356 impressions (Instagram) & 10,920 impressions (Facebook) • We had 1,200 bags donated to British Heart Foundation • We had 5,672kg of items donated to White Rose clothing banks which amounts to £31,000
Student start-of-year campaign (Hard copy posted and door knocking)	5,000 student households	October 2022	<ul style="list-style-type: none"> • Social media posts got 9,113 impressions and 89 link clicks to page set up on our website • 10,000 leaflets printed and delivered

			<ul style="list-style-type: none"> Bin calendars delivered to addresses with highest student population
National Recycle Week	All households	17 – 23 October 2022	Along with GM authorities we amplified the R4GM campaign materials
Targeted Fly-tipping Campaign (hyper-local targeted Facebook messaging to areas identified by neighbourhood teams and city-wide social media awareness raising)	Targeted areas and city wide	October / November 2022	<p>Across the targeted areas 116,111 people saw the advert at least once. The video was played 137,647 times. City wide posts in total spread out over four weeks. Totals:</p> <ul style="list-style-type: none"> - 20,355 people saw the posts - 91 people clicked the link through to the reporting fly-tipping page on the council website - 32 comments were made - 82 people 'liked' the posts - 51 people shared the posts. <p>Website – between 28 October and 29 November:</p> <ul style="list-style-type: none"> - There were 13,909 visits to the reporting fly-tipping page - 1,559 of these were unique (ie different people) - Total visits were up 4.6% on the previous month and unique visits were up 10.6% <p>An in-depth evaluation meeting with KMT, Neighbourhoods teams and comms is being held in February.</p>
Christmas Recycling Campaign – (promotion of bin day changes, hints and tips on managing and recycling extra waste over Christmas and information on how to recycle real Christmas trees)	All households	1 December – mid January 2023	<p>Residents were not confused by the change of collection days during Christmas week with the service running smoothly. Our Christmas recycling webpage was visited 9,178 times from 21 November to 25 January</p> <p>Organic social media was seen by 115,681 people, with 545 clicking links to our Christmas recycling webpage. 477 people shared or liked our posts.</p>

			Our targeted Facebook advert (aimed at those in post code areas Biffa identified as having the most trees recycled in the past few years) was seen 93,489 times, with 657 people clicking links to find out more.
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6.0 Engagement

- 6.1 It is important to note that communication and campaigns are not the same as engagement. Engagement is key to sustained behaviour change outcomes. Neighbourhood level messaging from trusted sources is vital to the success of the communities aspect of decreasing waste and increasing recycling. It is important to recognise that use of behaviour change techniques to work with communities and change their behaviour requires a sustained level of engagement resource and commitment over time in order to achieve the outcomes required. Several teams and partner organisations support engagement with residents in relation to waste, recycling, litter and the environment. This includes the Neighbourhood Teams and Compliance Teams for each ward, the Waste, Recycling & Street Cleansing Team (inc. Canvassers and Keep Manchester Tidy (KMT)), Biffa Social Value Officers, social housing providers and Recycle for Greater Manchester (R4GM).
- 6.2 The Neighbourhood Teams and Compliance Teams for each ward engage with residents and businesses on a range of issues – this includes waste, recycling, litter and the environment. This engagement tends to focus around areas of concern for each ward. This engagement takes the form of door-knocking, information sharing events and days of action, where a number of partners will target an area, discuss a range of issues with residents, and in some cases carry out enforcement and compliance action.
- 6.3 The Waste, Recycling and Street Cleansing (WRSC) Team has a small canvassing resource available for engagement. This resource supports other teams in their engagement activities, and it is made available to partners, building managers and social housing providers. The WRSC Team also work closely with Corporate Communications to inform and support campaigns and provide important service information and expertise.
- 6.4 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.
- 6.5 Keep Manchester Tidy links up with volunteers through a Facebook Page which now has over 2,000 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.

6.6 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 MEEN (Manchester Environmental Education Network) to support schools. A total of 134 schools and early years settings are now registered to take part in Eco schools. 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.

6.7 This table provides an overview of participation in KMT campaigns during 2022/23 (April-Dec)

Campaign	Measure
Litter pickers loaned	787
Litter pickers donated to active groups	124
Requests for bag collections following community litter picks	560
Number of bags of community picked litter collected	4,700
Volunteer time supporting community litter picks (assumes 15 mins per bag of litter).	1,175 hours
Keep Manchester Tidy Facebook group members	2,000+
Corporate volunteer events (for the year)	69
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*
Dog fouling campaigns	10 areas targeted
Manchester Day Parade – KMT float	70 volunteers
Number of schools and early years registered as Eco Schools	134
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	9

6.8 As part of Biffa’s street cleansing and waste and recycling collection contract, they provide a highly regarded social value contribution which includes dedicated officers who:

- An engagement and education offer for schools, Adult Education settings and community groups. (1,035 pupils engaged in 2022)
- Supporting community clean up events. (132 events in 2022)
- 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. (2,721 people engaged and 243.5 hours spent at events).
- Staff volunteer days in Manchester.

6.9 We work closely with Recycle for Greater Manchester (R4GM) to promote positive recycling behaviours, use of Household Waste and Recycling Centres (HWRCs), the Renew Hub, Renew shops, Education and Outreach Centres and the R4GM Community Fund.

6.10 Recycling contamination is a problem. 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). 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).

6.11 Paper and cardboard contamination has been an issue across Greater Manchester for several years now. R4GM have been exploring ways to support GM Authorities in tackling this issue and have recruited 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 the impact measured. If successful, this will be targeted towards other problematic rounds in 2023.

6.12 A core part of R4GM's communications plan is to promote HWRCs 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 this communication 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.

6.13 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.

- 6.14 28% of Manchester residents live in social housing and 39% live in a private-rented property. Housing officers and landlords often have strong engagement channels with their tenants. They know when tenants are starting a tenancy or leaving a tenancy and it is important to engage with residents at the most opportune moment. We work closely with social housing providers and our Selective Licensing team, to utilise existing engagement channels, ensuring new tenants have everything they need to manage their waste well.

7.0 Priorities for 2023/24

- 7.1 Our WRSC communication, campaigns and engagement priorities for 2023/24 include:

- Supporting annual communication to residents inc. annual calendar, service leaflet and student campaign.
- Increasing the number of subscribers to BINFO – the free bin collection e-mail reminder service.
- Reducing contamination and increasing capture of good 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.
- Working with social housing providers and private landlords to amplify recycling messages and support residents to reduce incidents of household fly-tipping.
- Delivering a communications plan for all stages of the implementation of the English Waste Strategy (2018) – subject to Government direction.
- Encouraging proper use of HWRCs, the Renew hub and Renew shops to increase rates of recycling and reuse (this includes supporting the communication around the new refurbishment of Reliance Street, with the introduction of a Renew shop).
- Engage with residents living in areas where recycling rates are high to move further up the waste hierarchy to reuse items, reduce waste or not create waste in the first place. These messages and conversations will need to be targeted but are likely to be shared by our engaged recyclers.
- Promote the use of staff volunteer days to support Keep Manchester Tidy campaigns.

- Promote the annual Great British Spring Clean to target events in every ward and surpass last year's efforts.
- Increase the number of members to the Keep Manchester Tidy Facebook page.

8.0 Recommendations

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