

**Manchester City Council
Report for Information**

Report to: Behaviour Change and Waste Task and Finish Group – 21
January 2019

Subject: Keep Manchester Tidy Update

Report of: Strategic Lead (Waste, Recycling and Street Cleansing)

Summary

To provide the Task and Finish Group with an update on national and local campaigns and the lessons learnt to address the issue of waste and influence behaviour change.

Recommendations

To consider and comment on the content of the report.

Wards Affected: All

Contact Officers:

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1.0 Introduction

- 1.1 The consultation on The Manchester Strategy showed how passionately people feel about environmental issues and this feedback has been incorporated into the 'Our Manchester' vision to reduce littering, increase recycling and create a cleaner city. Whilst the City has a statutory obligation to keep streets clean – residents, businesses and visitors to Manchester have a key role to play in keeping it tidy.
- 1.2 In February 2017, Department for Environment, Food & Rural Affairs (DEFRA) launched England's first Litter Strategy. The strategy has been developed in response to the huge challenge litter poses to the nation. The paper sets out aspirations to reduce the impact of littering in every aspect of the environment and deliver a national campaign intended to drive a significant behaviour change. KBT have developed this campaign which launched in November 2018.
- 1.3 Following the broadcasting of BBCs Blue Planet II at the end of 2017, there has been an extraordinary impact in raising awareness of the threat of plastics to our oceans and wider environment. A shift in consumers' attitudes towards single use plastic items is now starting to build momentum for positive environmental change. The City recognises that if this awareness could be linked to littering - this could provide the catalyst to achieving the stepped change in behaviour required to achieve a cleaner city.
- 1.4 In order to achieve our ambition to be a cleaner, litter-free city, recycling more, with better-quality parks, green spaces and waterways; and play our part in limiting the impacts of climate change – the City recognised it needed a clear plan of action to affect a behaviour change. In March 2018, Manchester City Council and Keep Britain Tidy formed a partnership 'with the aim of making Manchester the country's first 'Tidy City' by 2020.

2.0 Keep Manchester Tidy: Background

- 2.1 Keep Britain Tidy (KBT) are an independent environmental charity with three goals to eliminate litter, improve local places and prevent waste. In 2015, the charity established a Centre for Social Innovation. The Centre's work focuses on understanding the root causes of problems and uses behavioural science to create real and lasting change. They work in partnership with private, public and academic organisations across the country to better understand why people behave the way they do and use this evidence to help develop positive and impactful interventions. KBT rigorously evaluate their interventions in the real world and scale those that work for application by partners at a local and national level. The charity is part of a new global movement of policy-makers, academics and practitioners looking at the application of behavioural insights to encourage pro-social and environmental behaviour.
- 2.2 The City has a longstanding relationship with KBT, with shared values that closely align with our vision for Manchester. The "Keep Manchester Tidy" campaign is the first formal partnership between a UK city and the national

charity and is a potential trailblazer for a national network of 'Tidy Towns & Cities' in the future. It will involve public sector organisations, businesses, schools and residents' groups working together to tackle littering in all its forms.

- 2.3 Part of the City's partnership work is to assist Keep Britain Tidy to launch some National litter focused campaigns in Manchester. This provides us with an opportunity to engage with their campaigns and have some conversations about litter in our city. To support engagement with these campaigns, an independent taskforce has been formed, with local organisations and businesses invited to get involved to make their contribution to keeping Manchester tidy. These partners have been identified because they have responsibility for managing infrastructure, buildings and open spaces which are impacted by litter; deliver key public services and / or have the ability to amplify key messages through their communications platforms. The City's committed and hardworking residents and community groups are also key partners in translating these campaigns into action across the City.

3.0 Campaign Schedule (2018/19)

- 3.1 The table below provides an overview of the KBT national and KMT local campaign schedule:

2018/19	Campaign Launch / Event	Notes
March 18	Keep Manchester Tidy	Partnership launched 15 March 2018
May	Vehicle littering campaign	National campaign launched w/c 21 May
July	Left Behind Litter campaign Love Parks Week	National campaign launched 18 th July 13-22 July (Annual National Campaign)
August	Smoking related litter campaign	National campaign launched 28 th August 2018
September	Eco Schools	New Eco School website launched.
October	Flytipping	'Insights into flytipping behaviour' – KBT workshop in Manchester. Wider research to commence from October 2018.
November	MCC Be Proud Awards – 16 th November 2018	Friday 16th November, 6pm at the Midland Hotel
January	Dog Fouling Campaign	City wide campaign launching 1st Feb
February	KBT Annual Conference and Awards in Manchester	Manchester has been shortlisted for a Great British Spring Clean Award

March 19	GB Spring Clean	National campaign running from 22nd March to 23rd April
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4.0 Keep Britain Tidy - National Campaigns

4.1 During 2018/19, Keep Britain Tidy launched three new national campaigns in Manchester including:

- Littering from Vehicles
- Cigarette Litter
- Left Behind Litter

Information about these campaigns was shared at the Neighbourhood & Environment Scrutiny meeting on 10th October 2018 and is included in Appendix 1.

In November 2018, Keep Britain Tidy announced a new government backed campaign to encourage people to take their litter home with them when there is no bin. The 'Keep it, Bin it' campaign has a clear call to action: if there's not a bin, keep your rubbish and then bin it when there is one. This campaign is being delivered as part of DEFRA's objectives detailed in the Litter Strategy 2017. The campaign highlights the devastating impact of litter on wildlife and notes the high number of litter related incidents attended by the RSPCA. The campaign will be shown at railway stations including Manchester Piccadilly. It will also feature at till-points in Gregg's stores and at Cineworld cinemas through the partnership with PepsiCo UK. The campaign video can be viewed at: <https://youtu.be/PmbOizXQtSY>

4.2 Volunteering

Keep Britain Tidy has a strong focus on volunteering and seeks to engage and support volunteers through their Litter Hero and Litter Ambassador schemes.

#LitterHeroes

Anyone who gets involved in cleaning up can be a litter hero. #LitterHeroes is KBT's new way of supporting everyone who wants to do their bit to create a better environment on their doorstep and anyone who is already making a difference. KBT provides litter heroes with information on events in their area, as well as advice and resources to help with organising litter-picks.

#LitterHeroes Ambassadors

LitterHeroes Ambassadors work within their local community to inspire and encourage new and existing #LitterHeroes to take action by getting involved in litter picking events throughout the year, as well as the annual Great British Spring Clean.

Activities may include:

- Encouraging individuals who enquire about #LitterHeroes to join a new or existing group in their area.

- Guiding new and/or existing groups to the correct departments within their local authority to access services and resources.
- Working with Keep Britain Tidy's corporate partners to encourage employees to organise their own #LitterHeroes events.
- Developing relationships with local suppliers, enabling #LitterHeroes easier access to tools and resources.
- Encouraging local community involvement in Keep Britain Tidy campaigns, such as the Great British Spring Clean.
- Forwarding any creative ideas to Keep Britain Tidy.
- Fulfilling administrative tasks to support KBT in capturing data and feedback, to help continue to monitor and improve the programme.

Manchester currently has hundreds of active Litter Heroes and 2 Litter Hero Ambassadors.

5.0 Keep Manchester Tidy - Local Campaigns

5.1 Dog Fouling

Research reveals that where people feel they are being watched, they are more likely to refrain from certain behaviours. Keep Britain Tidy have therefore developed a campaign that uses glow in the dark eyes to remind dog owners and walkers to pick up dog fouling.

Officers have identified key sites in the City where dog fouling is problematic. The sites will be surveyed in January 2019 to measure the amount of fouling present. The glow in the dark eyes will then be put up at these sites. A recount of the incidences of dog fouling will then take place three to four weeks after the launch in order to measure impact.

5.2 Flytipping

The presence of flytipping and the type of items tipped varies from street to street across Manchester. It is therefore important to gain further insight into the nature of flytipping. Working with internal stakeholders from Neighbourhood Teams, Compliance Teams and the Waste & Recycling Team - the Policy, Research & Information Team have undertaken a detailed analysis of flytipping in Manchester. To understand the issue from a resident's perspective, Officers have met with local people at four sites across the city inviting them to talk about waste, recycling and flytipping. Keep Britain Tidy will hold two focus groups in February to explore issues in more depth. The insights gained from these activities will help to shape communications and will enable the flytipping campaign to be tailored to meet the needs of communities. A further focus group will be held with community and resident's groups in order to explore the range and effectiveness of flytipping interventions. This will enable residents to be actively involved in shaping local solutions to flytipping.

5.3 GB Spring Clean and wider work with Manchester Schools (Eco Schools Programme)

The GB Spring Clean is the national call to action which highlights the problem of litter and engages communities in being part of the solution. A steering

group of representatives from parks, neighbourhoods, leisure, communications, schools, and businesses has been set up to help coordinate activity. The aim is to encourage as many people as possible to take part. The GB Spring Clean will run from the 22nd March to 23rd April with schools taking part on the 22nd March. Schools are being encouraged to consider the environment as part of the wider curriculum. Officers are currently engaging with schools in order to highlight the Eco-school programme and to identify how best to support schools to become eco-schools and to participate in the GB Spring Clean.

5.4 Social Media

Keep Manchester Tidy has a facebook page which is community owned and managed by a volunteer. All campaign work and community clean ups across Greater Manchester are featured on the 'Keep Manchester Tidy' page.

6.0 Measuring and Monitoring Progress

6.1 To ensure the partnership is able to effectively and robustly measure the impact of campaigns and interventions - a monitoring framework is being developed. This will include data the City already collects as part of annual customer surveys, service request information and street cleansing surveys. Surveys will also be undertaken by KBT to establish a baseline in conditions. Individual campaigns will be measured using communications data to measure impact and reach.

6.2 Keep Britain Tidy have conducted an evaluation of the #Bin the Butt Campaign in Manchester. Results have shown that 85% of the smokers surveyed would think twice before throwing their cigarette end on the floor.

6.3 Local Environment Quality Survey of England (LEQSE)

Keep Britain Tidy has carried out the Local Environmental Quality Survey of England (LEQSE) and published the results annually since 2001. There was a pause for two years during 2015/16 and 2016/17. Many stakeholders expressed an interest in this research being repeated, and so in 2017/18, Keep Britain Tidy carried out the survey again. The survey measures the presence of litter, and it also measures other indicators of cleanliness such as detritus, graffiti and fly-posting.

6.4 Keep Britain Tidy use a sampling framework that delivers a statistically robust sample of sites across England, using a range of structured and random sampling. This provides data that is representative of England. 7,200 sites were surveyed between April 2017 and March 2018 by a dedicated team of experienced assessors with a wealth of experience in conducting local environmental quality surveys. Sites are assessed using a grading system based on the same principles used in Defra's Code of Practice on Litter and Refuse. Using the grading system A - D. This is the same methodology employed by Biffa and Officers to monitor the cleansing contract.

6.5 Other information such as the type of land use and the presence or absence of particular litter types is recorded, providing further insight into the litter

issues impacting England. It is through using this type of research that KBTs Centre for Social Innovation is able to identify key issues around waste, place and litter and find innovative solutions to improve our environment As well as grading sites, supplementary data on litter and land use are recorded.

6.6 Local Environment Quality Survey of Manchester (LEQS)

This year Keep Britain Tidy has carried out two Local Environmental Quality Surveys in Manchester during 2018. The first was carried out in Manchester City Centre in March 2018. Following on from that a city-wide survey was carried out across a total of 31 wards in Manchester in late July and early August 2018. 26 sites were surveyed in each of the 31 wards to make a city wide total of 806 transects. The surveys provide detail about the types of littering behaviours that exist across the city; types of litter dropped; and a series of recommendations to reduce these issues. This information will form a baseline for measuring the impact of litter interventions.

7.0 Lessons Learnt and Next Steps:

7.1 Through the partnership with Keep Britain Tidy, the City has been able to help shape and inform key national littering campaigns which will now form part of our communications collateral. The ambition of the Keep Manchester Tidy project is that residents, internal stakeholders within the City Council and partners, can utilise these materials to target particular littering issues which may be a problem in their neighbourhood or place of operation. To help enable this, work will need to be undertaken with stakeholders to ensure campaign collateral is easy to access and use. Capturing information about the impact of these activities will be fundamental to understanding which approaches work and which ones don't. A mechanism to encourage sharing of experiences between stakeholders will be developed to help the KMT partnership to grow and develop.

7.2 A Keep Manchester Tidy Action Plan has been devised and sets out the next steps for each area:

<p>Campaigns, Communications and Events</p>	<ul style="list-style-type: none"> ● Complete Flytipping Research to inform campaign work ● Launch Dog Fouling Campaign and monitor results ● Co-ordinate Great British Spring Clean (national launch 22nd Jan) ● Attend KBT Network Conference and awards (6th Jan) ● Celebrate success - Our Mcr good news stories to be in the press ● Create visibility of the Keep Manchester Tidy Brand
<p>Working with Stakeholder and Businesses</p>	<ul style="list-style-type: none"> ● Re-engage the Litter Task Force members ● work with City co to engage businesses in the

	<p>Great British Spring Clean</p> <ul style="list-style-type: none"> ● Support the University Go Green Week (Feb)
Volunteering	<ul style="list-style-type: none"> ● Calendar of events for staff ● Support for Litter Ambassadors and the Keep Manchester Tidy Facebook Page
Specific Projects in Each Ward	<ul style="list-style-type: none"> ● Continue to Identify and Support specific litter-related projects e.g Beautification of Sale Circle, Designing out drug litter on Ancoats Green
Eco Schools and Schools involvement in the Great British Spring Clean	<ul style="list-style-type: none"> ● Communications with schools (21st Jan, Head teachers forum) ● Hold Schools information and learning event ● Support curriculum for Life schools with Spring Clean Challenge
Evaluation	<ul style="list-style-type: none"> ● Monitoring of GB Spring clean ● Collect materials to record our 'Tidy City' journey