

Manchester City Council Report for Information

Report to: Environment and Climate Change Scrutiny Committee –
7 September 2023

Subject: Street Cleansing Programme and Campaigns Update

Report of: Strategic Director (Neighbourhoods)

Summary

This report provides an update on street cleansing services and the Keep Manchester Tidy programme. Describing how the activity contributes to protecting the environment, climate change agenda and key priorities for future.

Recommendations

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 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.

The Waste Prevention Plan for England: Maximising Resources, Minimising Waste (2023), Defra

Our Waste, Our Resources: A Strategy for England' (2018), Defra

The Litter Strategy for England, (2017), Defra

UK Code of Practice for Litter and Refuse (CoPLAR), published by Defra, 2006

1.0 Introduction

- 1.1 This report provides an update on street cleansing services and the annual update on the Keep Manchester Tidy programme; describing how the activity contributes to the climate change agenda, protecting the environment and key priorities for the future.
- 1.2 Further reports are scheduled to be brought to the Environment and Climate Change Scrutiny committee in 2023/24 to discuss waste collection and recycling services, plus fly-tipping and seasonal services inc. leaf removal and weed control. A separate annual update on compliance and enforcement which includes activity associated with litter and fly-tipping enforcement is scheduled for later in the year. These areas are not covered within this report.

2.0 Background

- 2.1 Becoming a cleaner, litter-free city, is a key objective for the city and forms a fundamental part of several of our major strategies, 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.
- 2.2 Litter is widely recognised as an indicator of local environmental quality and has significant social, environmental, and economic impacts, and health implications. Litter is a highly visible form of pollution and is often a consequence of the things, we buy and throw away, representing a loss of valuable resources from the system. The Councils ability to tackle these issues reduced significantly over the last decade through service reductions in response to austerity measures. Over the same period there has been population growth and increased demand. This increasing environmental issue is a symptom of broader societal and economic issues including the impact of poverty and the cost-of-living crisis.
- 2.3 The government have released several strategies in recent years with the aim to tackle littering, pollution of land and waterways and to limit the loss of valuable resources. Moving from a linear economy to a circular one. In 2017, Defra launched 'The Litter Strategy', recognising the huge challenge litter poses to the country. The strategy set out aspirations to reduce the impact of littering on all aspects of the environment and deliver a national campaign intended to drive a significant behaviour change. Implementation has been piecemeal, and the implementation plan has not yet delivered the ambitions set out. The Waste Strategy (2018) included the proposed introduction of a deposit return scheme (DRS) and extended producer responsibility (EPR) which also aimed to reduced littering. There have been delays in implementation due to Brexit, the pandemic and laterally the impact of cost-of-living crisis. In July 2023 Defra announced delays to some elements of this strategy.
- 2.4 The Councils service provider Biffa are responsible for providing planned and reactive street cleansing services for defined land types. The contract for

waste collection and street cleansing expires in 2038. 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. It was recognised that street cleansing arrangements needed to be improved and enhanced.

- 2.5 As part of the 2022/23 budget setting process the Executive approved additional investment to the contract to improve basic services (£700k). In the report to Environment and Climate Change Scrutiny Committee on 10th March 2022 report, members were advised that the £700k budget investment whilst significant in the context of the financial challenges the council was facing, would not be sufficient to deliver all the improvements required. Further investment was also approved for services within the Neighbourhoods Directorate to improve visual environmental standards in City Centre, District Centres, and gateway routes (£1.2m). As part of the Neighbourhood Infrastructure Renewal Capital Investment Fund (£5m in 2023/24), all existing litter bin infrastructure will be renewed or repaired, and new additional litter bins will be procured. Timescales subject to approvals and subsequent procurement and implementation.
- 2.6 The Neighbourhoods Directorate has an important role in ensuring that the city is clean, well-maintained, safe and a vibrant place to live, work and visit. The Directorate deploys staff to fulfil several statutory functions and where appropriate services come together to jointly plan and address areas in need of greater attention and or improvement. In 2018 the city embarked on a partnership with Keep Britain Tidy to develop an overarching campaign: 'Keep Manchester Tidy'. This overarching programme was introduced to encourage residents, businesses, and visitors to do their bit and deliver interventions for the various types of litter issues experienced across the city.
- 2.7 As the city continues to see considerable and sustained growth, the ability of services to adapt is vitally important to manage increasing demand pressures and costs for the future. Equally important, is the need for cross service planning and for teams to work together to ensure the sum of the various parts is greater than the whole. It is recognised that more can be done in this regard and that this needs to be strengthened particularly in hotspot areas where currently the standards are below what Manchester are striving for. Work is underway to review this.

3.0 Cleansing Standards

- 3.1 The standards of street cleanliness are described in the UK Code of Practice for Litter and Refuse (CoPLAR), published by Defra, 2006. The Code of Practice uses a grading system (A-D) to measure street cleanliness and provides a description and visual example for each grade. Defra have commissioned Keep Britain Tidy to review and update this code of practice as

it is 17 years since the guidance was developed and they committed to do this as part of its Litter Strategy (2017). Consultation is now taking place with landowners including Local Authorities to shape a revised code. Officers are engaging in this process and will review the impact of any proposed changes.

- 3.2 As previously discussed at the Neighbourhood & Environment Committee, the city's street cleansing service specification for different land types was developed in line with guidelines and grading system set out in CoPLAR for litter and detritus. The contract specification requires that a defined land type must be assessed at a Grade B or higher – if standards fall below this there is a rectification period in which Biffa are required to take appropriate action. The rectification period is a sliding scale dependent on land type – for example 2 working days for arterial roads centre and 5 working days for a residential area.

- 3.3 The CoPLAR methodology sets out key grading principles for litter and detritus.

Litter: includes materials often associated with smoking, eating, and drinking, that are improperly discarded in the environment. The code does not apply to trodden-in chewing gum. Local Authorities are not required to employ special cleansing methods to remove compacted gum or gum staining over and above normal cleansing regimes.

Detritus: comprises small, broken-down particles of synthetic and natural materials. Detritus includes dust, mud, soil, grit, gravel, stones, rotted leaf and vegetable residues, and fragments of twigs, glass, plastic, and other finely divided materials. Leaf and blossom falls are regarded as detritus once they have substantially lost their structure and have become mushy or fragmented.

- 3.4 The accumulation of litter and detritus depends on several factors which can vary significantly in speed and intensity. These can include the levels of pedestrian and vehicular traffic, natural physical features and location, the weather, the time of year, the nature and condition of the surface, the structural and physical items that affect the ability to clean, and the nature and condition of the surrounding areas including the effectiveness of domestic and commercial refuse arrangements. These are further affected by the intensity of activity in the area, from people and vehicles and health and safety limitations. Climatic changes because of climate change are starting to impact these factors including the increased loss of leaf and blossom during extended dry periods, increased staining of paved areas in prolonged dry periods and increased growth of weeds and grass due to prolonged wet and warm periods.

4.0 Street Cleansing Contract

- 4.1 Biffa are responsible for providing 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 street cleansing contract with Biffa. It should be noted these areas and the approach to clean them is currently under review.

Investment in Waste Collection and Street Cleansing Services

- 4.2 In the 2022/23 finance settlement, £700k was earmarked for investment to deliver service improvements. It was agreed that the investment would fund an enhancement to the client-side function which equates to five new posts. Additional large mechanical sweeper for arterial routes and district centres and a dedicated sweeper for cycle lanes. Increased fly tip removal resource. Increased flexibility and provision of (200) litter bins and pilot options to address issues with flats above shops. Additional street washing – including district centres.
- 4.3 In the report to Environment and Climate Change Scrutiny Committee on 10th March 2022, members were advised that the £700k budget investment, whilst significant in the context of the financial challenges the council was facing, would not be sufficient to deliver all the improvements required. It has previously been reported how this investment was deployed in 2022/23, partially offsetting some inflationary pressures. The table below shows how the full £700k allocation is being utilised in 2023/24 – the projection is that this will be fully allocated.
- 4.4 Table 1 showing allocation of £700k investment in 2023/24

Allocation of £700k (2023/24)		
Large Mech Sweeper (Biffa funding driver)	£50k	In place
Cycle Lane (small sweeper)	£89k	In place
Additional litter bin vehicle / flats above shops solution	£130k	Awaiting vehicle (£175k)
Additional fly tip crew	£175k	In place
Scrubber Washer	£75k	Trial proved unsuccessful steam clean schedule enhanced.
Enhanced client team including 5 FTE's (KMT, Communications & Engagement, Business Analyst (to support RBDxP), City Centre Monitoring, Eco Schools)	£181k	3 FTE's in post, 1 FTE scheduled for interview for Sept and 1 FTE out to advert in Sept.
Total	£700k	

- 4.5 The £1.2m investment has been utilised to enhance arterial teams (£355k), increase the steam cleansing programme (£140k), increase target hardening of infrastructure through improvements inc. anti-graffiti coating of bins and enhanced specialist cleansing (not provided as part of the Biffa contract) inc. sticker removal from various types of infrastructure – proposals for this are currently being developed (£100k), additional ped-orderlies in the City Centre

(£78k). As previously stated, this investment is being utilised by different service areas and the projection is that this will be fully allocated.

- 4.6 The Neighbourhood capital infrastructure programme (£5m 2023/24) will include a work package to renew or repair all litter bin infrastructure across the city. It is expected that the capital programme will be approved for spend from September 2023 – this will include litter bin infrastructure in the city centre. 200 litter bins have been replaced in the city centre during 2022 and 2023, there are 750 litter bins in total in the City Centre. The remaining 550 bins in the City Centre and the citywide litter bin infrastructure will be reviewed, increased, and replaced where needed in 2023/24.

5.0 Improvements to the Street Cleansing Model

5.1 City Centre

- The cleansing model is regularly reviewed by Biffa, with support from the client team and external data analysts to where possible adapt to the current litter demands which have changed since the contract was let in 2015 across the different zones due to increased residential growth, increased food and drink / nighttime economy sector, investment in public squares, changes in commuter and visitor patterns and an increasing events programme. For example, in 2022/23 Biffa targeted more resource to improve key routes from the key transport hubs and more recently additional pedestrian crossings have been put in place to support areas where there is additional residential growth.
- The model has been further enhanced by the new Accommodation BID cleansing team (two operative and a supervisor), providing enhanced cleansing above the contract standard on key routes. The waste client team, City Co, and its contractors are working closely together to trial new approaches and maximise available resource. It is not yet six months since this additional resource has been implemented, improvements are starting to be seen but this needs to be strengthened further, particularly in known hotspot areas.
- Commercial waste management practices are contributing negatively to the look and feel of the city centre. An options appraisal is being developed to consider what alternative approaches could be implemented in the city centre. City Co will be a key partner to support delivery of this. It is likely that small, targeted trials will be undertaken to test potential solutions.
- A comprehensive review and overhaul of the litter bin infrastructure and bag collection points is currently being implemented. 200 litter bins have been replaced with larger capacity bins which house a wheeled bin which helps reduce the impact of liquid spillage from discarded beverages. In the city centre bins have been significantly affected by graffiti which negatively impacts the visual amenity. Successful trials have been undertaken over the last 12 months to add an anti-graffiti protective coating to bins which

makes it easier for bins to be cleaned if graffiti is applied. This will be further expanded over the next 12 months to 120 litter bins in key areas.

- Litter bin guidance has been developed with the accessibility officer to ensure the placement of bins is in the 'furniture zone' of the pavement wherever possible and not obstructing the footway 'clear zone'. We are also careful not to block utilities, parking bays (particularly disabled bays), junctions and crossing, bus stops and other transport interchanges.
- Street washing trials were undertaken by Biffa through 2023/24 utilising different types of scrubber washing machines. These trials have not delivered the enhancements expected and has proven unsuitable for the city centre public realm, as a consequence the steam washing schedule has been increased 100% to increase the frequency of cleaning in public squares and to include parts of the city such as Northern Quarter and Castlefield which have not previously benefited. This enhanced schedule has helped tackle staining in public realm areas which are particularly prominent in dry periods of the year.

5.2 District Centre

- The cleansing approach has been reviewed and adjusted to increase the number of place based ped-orderlies (+3 FTE), to improved detailed cleansing standards and improve sweeping using an additional large mechanical sweeper. Detailed cleansing has improved and additional staffing provides regular visible presence in District Centre's. The client team continue to work with Biffa to ensure standards are maintained and improved upon.
- In 2022/23 steam cleaning was trialed in three District Centre's (Cheetham Hill Road, Moston Lane and Withington), to test the suitability and impact of this enhanced cleanse. The trial of District Centre locations will continue in 2023/24 including Rusholme District Centre in autumn.

5.3 Arterial Routes /Gateways

The 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 has increased the standard of cleansing. A 6-month review will be conducted at the end of September 2023 to review impact and consider whether the model needs to be adjusted. Whilst there have been some improvements to central reservations, there is opportunity to strengthen this and improve co-ordination of works with other services which maintain these spaces.

5.4 Residential areas

Biffa have adjusted elements of the proactive street cleansing model to deliver an improved standard of cleanse. This has not yet been adopted across the whole city, but the first six months have shown improvements where applied,

mainly in the north of the city. It is recognised that across the city the factors impacting street cleansing vary significantly. In parts of the city there are known issues with removal of detritus which is not currently meeting the expected standard. Biffa have been formerly requested to make improvements in this area. This workstream will continue to expand across the city in 2023/24, recognising that services may need to be adjusted to deliver proportionate universalism to deliver a consistent cleansing standard across the city.



Image showing litter bin before anti-graffiti coating is applied



Image showing litter bin after the anti-graffiti coating is applied



Image showing old style litter bag collection points.

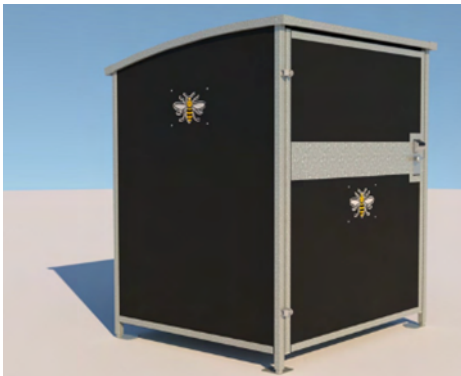


Image showing new litter bag collection point housing.



Image in the Northern Quarter showing before steam cleaning



Image in the Northern Quarter showing after steam cleaning

6.0 Street Cleansing Performance

- 6.1 The table below shows Biffa's performance against achievement of the service standard SLA for a range of reactive street cleansing requests which have been reported to the Council over the last 12 months. Jobs not completed within SLA have been closed outside of the contractual time allowed. The table below includes a measure to show number of reports of 'OJNDs' (original jobs not done), which is used as another measure to monitor quality of the service provided. It is expected that improvements to the CRM system via the Resident Business Digital Experience Programme (RBDXP) will help improve the accuracy of job reporting and feedback to customers.

Table 2 shows Biffa performance against SLA for completion of reactive street cleansing service requests (Aug 2022 – July 2023)

Aug '22 - Jul '23	Requests	SLA Met	% SLA Met	OJNDs	% OJNDs
Litter Bin Empty Request	433	409	94%	13	3%
Remove Dead Animal	915	898	98%	7	1%
Street Cleansing	8911	8812	99%	210	2%
Fly-Posting	230	163	71%	15	7%
Graffiti	3640	3197	88%	77	2%

- 6.2 As described in section 3.0, the performance measure for assessing the proactive street cleansing service utilises the CoPLAR street cleansing methodology. A breakdown of the results of inspections by land type is provided in Appendix 1, this shows the grade achieved post cleanse. The results show that since the additional investment has been made in 2023/24 improvements to street cleansing scores has been achieved in the District Centres, Arterial Routes and in residential areas.
- 6.3 It is understood that whilst Biffa broadly deliver a street cleansing methodology which meets the outcomes of the service specification, the rate of deterioration and frequency of cleanse does not always meet citizen expectation. The

survey methodology is consistent across Biffa Supervisors and Council Monitoring Officers – but it is mostly focused on day of cleanse activity. It is recognised that more interim surveys are required to measure rates of deterioration – this is a focus for 2023/24. Biffa have been working with their system provider (Whitespace), to digitise the NI195 surveys process, to reduce the administration process and develop more intelligent approaches to target the street cleansing resource on a more granular level to respond to areas which deteriorate faster. The client team have been supporting Biffa with this delivery and will form part of the wider replacement CRM programme (RBDXP) which will improve customer journey and experience. This will continue over the next two years.

- 6.4 An assessment of environmental land quality across different land types citywide is currently being undertaken by an independent assessor (Keep Britain Tidy). This was last undertaken in August 2019 and will provide a baseline to compare the environmental quality across the city. CoPLAR recommend that periodically landowners seek an independent assessment of environmental quality. This will be used to further shape the street cleansing methodology and identify where improvements are required. It is expected the high level results will be available in October 2023 and a more detailed report from Keep Britain Tidy will follow.

7.0 Education, Awareness and Engaging Local Communities

7.1 Keep Manchester Tidy

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 cleaner and greener city. The partnership is staffed by one full time Project Manager and one full time Officer. A dedicated Eco-School Officer is currently being recruited. The KMT partnership works together with the Biffa Social Value Team and alongside the activity of other council teams including Neighbourhood Teams, Neighbourhood Compliance, Parks Engagement Team, Libraries, Youth Team, and many other services.

7.2 Volunteering Support

Keep Manchester Tidy continues to provide a support service to volunteers who freely give up their time to help keep the city clean. Volunteers can request equipment to be delivered and arrange to have bags collected following a litter pick. From April to June 2023, KMT loaned 1389 litter pickers to groups and schools and gifted 149 litter pickers to individuals. 1367 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 340 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 2200 members. A membership scheme has also been set up which will enable residents, schools, groups and businesses to access updates and information about Keep Manchester Tidy. Keep Manchester Tidy provides corporate volunteering opportunities for businesses offering employer supported volunteering and has hosted 30 events this year.

7.3 Volunteer Recognition

Most volunteers are motivated to litter pick because they have a sense of pride in their local area and are passionate about the environment. However, it is always good to see their selfless efforts receive wider recognition. This year, the work of Gary Rumens and Clean and Green Castlefield, twins Desree and Esme and their mum Christina, Laura, and Willow, and 3-year-old Harleigh with her nana Zoe were all highlighted by the BBC during the Great British Spring Clean. Litter picker Skye was also interviewed and mentioned the benefits of litter picking for people with autism. Elsewhere, Moston Social Litter Pickers, who take a creative approach to litter picking, were winners of a Be Proud award. There was national recognition too for Work for Smile who find time to run a litter project alongside delivering a foodbank; they were finalists in the Litter Hero category at the Keep Britain Tidy Network Awards.

Case Study 1: Corporate Volunteering at Clayton Park and Hall

During April 2022, Keep Manchester Tidy was introduced to the Friends of Clayton Park and Hall. The Friends group has created a living history museum within Clayton Hall, affectionately known as 'Our Lady, and are responsible for taking care of its' surroundings. The Friends had reached a point where they felt overwhelmed by the increasing swathes of litter encroaching on Clayton Park and Hall. Keep Manchester Tidy, took the opportunity to develop a volunteering partnership with the Friends and began offering hosted corporate volunteering events to businesses who grant volunteer leave to their staff. These Keep Manchester Tidy hosted events run on a Tuesday when a small group of the Friends meet to undertake duties at the Hall. Corporate volunteers meet outside the Hall and are given a litter picking safety briefing before heading off to clean the park and surrounding areas. The corporate volunteers then return to the Hall for refreshments in the tearoom followed by various gardening activities in the grounds. The volunteer's hard work is rewarded with a very enjoyable tour of the Hall.

Recent corporate volunteers include staff from media solutions firm Dentsu, HR firm Mercer Marsh, professional services company Price Waterhouse Coopers, digital solutions firm Jisc, financial services company BGL Group, and hospitality company Hilton Hotels. With nearly 100 volunteers between them, the impact on litter levels at Clayton Park is certainly noticeable. The Friends Group have praised the partnership with Keep Manchester Tidy as it means the Friends can focus on developing the Hall and visitors can enjoy this unique venue without it being compromised by litter.



Image shows litter picking volunteers at Clayton Hall



Keep Manchester Tidy school banner campaign

Eco Schools

- 7.4 Eco Schools is an international education programme that focuses on pupil-led environmental activity. The programme is managed in the UK by Keep Britain Tidy, who award schools a green flag for completing the programme. Keep Manchester Tidy actively promotes Eco Schools and works in partnership with Biffa and Manchester Environmental Education Network (MEEN) to offer practical support and workshops to schools and early years helping to facilitate the Eco School journey. Manchester has been recognised in the Eco Schools impact report as a local authority providing an exemplary approach to supporting Eco Schools.
- 7.5 A total of 160 schools and early years settings had registered to take part in Eco schools by October last year. Schools work through the programme during the school year, completing 7 steps and covering a range of topics such as biodiversity, waste, energy, transport, citizenship, and litter. Schools can apply for a green flag award during the application window which opens annually in June. 43 schools and early years settings have achieved a green flag; 10 were awarded with merit and 11 with distinction. All applicants were awarded funding through social value to cover the cost green flag application fee (£200 plus VAT). This ensures that that there are no financial barriers to achieving a green flag.
- 7.6 Table 3 showing the impact and outputs of Eco Schools in Manchester in 2023/24

Eco-School Area/Activity	Figure (2023/24)
No of children attending an Eco School	23.9k
No of children litter picking	2.1k
No of trees planted by children	402
No of plants planted or maintained	200.7k
Metres of natural habitat created	281
Kg of waste diverted	880
No of energy saving devices installed or maintained	123
No of children taught to use alternative transport	960
No of children benefitting from vegetarian/vegan option	1.3k
No of external collaborators involved	562
Amount of money raised for charity	£2.5k

7.7 School Banner Campaign

Back in 2019, Keep Manchester Tidy offered all schools and early years settings a banner to promote KMT and send a clear message to communities that schools are committed to creating a clean environment for everyone to enjoy. Since then, schools have continued to demonstrate their commitment by taking part in annual campaigns like the Great British Spring Clean and becoming Eco Schools. In-line with Manchester's commitment to become a UNICEF child friendly city, it has never been more important to demonstrate our commitment to the environment. Keep Manchester Tidy has therefore refreshed the banner offer and new banners are now clearly visible on the gates and fences of schools and early years settings across the city.

7.8 Key Campaigns and Activities

Keep Manchester Tidy supports national anti-littering clean up days and campaigns which are summarised in table 4 below.

Table 4 provides an overview of Keep Manchester Tidy's Activity April to June 2023	
Area	Measure
Litter pickers loaned	1389
Litter pickers gifted to individuals	149
Requests for bag collections following community litter picks	176
Number of bags of community picked litter collected	1367
Volunteer time supporting community litter picks (assumes 15 mins per bag of litter).	341 hours
Keep Manchester Tidy Facebook Group Members	2,200+
Corporate volunteer events	21
Keep Manchester Tidy hosted events across the city	10

7.9 Great British Spring Clean

The Great British Spring Clean is Keep Britain Tidy's annual call to action in which the public is encouraged to get involved in litter picking their local area. This year's campaign ran from the 17th March through to the 2nd April 2023. The aim of this year's campaign was to reignite the spark from 2019, secure positive media coverage, increase involvement from schools, businesses & groups, and widen support from across the city council. Keep Manchester Tidy is already planning how to build on the success of this campaign for 2024 by increasing participation across businesses and using the GB Spring Clean as a springboard for alleyway cleaning & greening projects in Moss Side and Whalley Range.

7.10 Table 5 provides an overview of GB Spring Clean Outputs (2023)



GB Spring Clean 2023 Results:

- 155 events
- BBC Breakfast Coverage and BBC Radio
- KMT hosted 10 events
- 1564 litter pickers loaned to groups
- 2500 bags requested and delivered with 906 reported for collection through KMT.
- Supported 37 schools and early years

7.11 **Keep Manchester Tidy High Street Week**

Building on the success of the Great British Spring Clean, Keep Manchester Tidy hosted a High Street Week in both Fallowfield (May 2023) and Levenshulme (June 2023), with a further week planned for Newton Heath in September 2023. The aim of the High Street Week is to give Keep Manchester Tidy a presence in district centres by engaging with businesses and the public and delivering key messages. The first day of High Street Week involved visiting businesses and providing information about their role in making Manchester a tidy city. Businesses were also able to request litter picking equipment to help keep their shop fronts clean. Keep Manchester Tidy were able to acknowledge the good work that many businesses already do and help them feel connected to wider work in neighbourhoods. Days two and five involved hosting an on-street stall for the public to learn more about Keep Manchester Tidy and access information and resources to help with recycling

and waste disposal. Days three and four focused on cigarette litter through the delivery of the powerful *Bin the Butt* Campaign which highlights the plastics and toxins in cigarette butts and how that reaches from our cities to our seas causing a devastating impact on marine life.



Image from High Street Week event in Fallowfield



Image from the High Street Week event in Levenshulme

- 7.12 An on-street survey was conducted during High Street Week to gauge perceptions of litter. Most respondents felt that individuals and communities should have primary responsibility for tackling litter in their area with services and support being provided by the City Council. High Street week in Levenshulme was rounded off with a community litter pick in partnership with the Dawoodi Borhas Mosque Litter Pickers.

7.13 **Love Parks Week**

Love Parks Week is a national Keep Britain Tidy campaign encouraging people to enjoy and care for their local parks. This year, Keep Britain Tidy focused on promoting safety for women and girls in parks. Keep Manchester Tidy hosted 4 events for Love Parks Week in partnership with MCC Parks, Neighbourhood Team, Youth provision, Biffa and READ Manchester. Activities included corporate volunteering, hiding books for young people to find, sports day games, storytelling, and litter picking. Media coverage for the national campaign featured scenes from Heaton Park and appeared on digital advertising screens across the city.



Image showing a pledge made at Love Parks week (August 2023)



Image showing 'Do it for your dog' campaign at 'Painswick pups' event in (August 2023)

7.14 Dog Fouling

Keep Manchester Tidy provides a response to every complaint received about dog fouling. A site visit is conducted and where appropriate a period of monitoring is undertaken. An intervention is selected and implemented followed by further monitoring. Interventions include Keep Britain Tidy's 'We're Watching You' campaign and 'Do it for your Dog' campaign. These are supplemented with engagement visits and letters. The success rate of these campaigns is very high. Recent campaigns have taken place in Newton Heath, Ardwick, Wythenshawe and Burnage and Ben the Boxer dog has appeared on social media channels to remind people not to hang poo bags from trees. A special event was held at Painswick Park in Wythenshawe as part of Love Parks Week to highlight the dangers of dog fouling at sports grounds.

8.0 Trials and innovations to tackle all forms of littering

8.1 Chewing Gum

Gum littering has a negative visual impact in the public realm, it is composed of polymers which are not biodegradable and is very costly and time consuming to remove. Conventional sweeping is ineffective at removing these deposits and staining, the most effective method to remove chewing gum at scale is through steam cleaning. As part of the Councils investment in street cleansing (detailed in section x), this programme has been increased by 100% in 2023/24. Nationally major chewing gum producers have created a partnership, known as the Chewing Gum Task Force. The partnership has committed to invest £10m over five years to clean up staining and encourage consumers to bin their gum. In May 2023, Manchester was successful in securing a grant for **£19,280** to enable a targeted campaign and clean up on Oxford Street. This will take place in August and September 2023. A survey will be carried out before, during and after to determine whether this has a positive impact on chewing gum littering behaviour.

8.2 Food-on-the-go littering

As the part of commitments set out in the Litter Strategy (2017), Defra engaged with the largest fast-food retailers in 2020, to understand what action they are taking to tackle litter created by their products. In summer 2023, KFC, in partnership with Ellipsis Earth and environmental charity Hubbub, has funded a litter prevention campaign in Manchester. This included an extensive independent review of littering in high footfall areas between Market Street and Piccadilly Train Station in the vicinity of their local outlet using advanced surveying methods including artificial intelligence to thoroughly analyse littering hotspots. Using this data, environmental charity Hubbub installed 3 voting litter bins between Piccadilly train station and Piccadilly Gardens. These units count 'votes' made by depositing litter through a specific aperture, encouraging the public to vote on playful local topics such as '*Barm vs Muffin*' or their favourite Gallagher brother, using their litter.

8.3 The installation of these ballot bins has gained significant interest via social media, radio and TV - with features on BBC North West Tonight, Manchester Evening News, BBC Radio Manchester and BBC Radio One. Multiple Manchester-focused and national social media accounts also featured the ballot bins. The feedback has been very positive, with the most popular posts seeing over 1.5 million views, 160,000 likes and thousands of comments. A survey will be carried out before, during and after to determine whether this has a positive impact on littering behaviour. The trial period will conclude in September 2023.



Image showing voting litter bin to reduce 'food-on-the-go' littering



Image showing a dedicated bin to reduce cigarette littering

8.4 Smoking related litter

In Manchester a citywide land environmental quality survey undertaken by Keep Britain Tidy in 2019/20, showed that cigarette butts are the most littered item – this is reflected nationally. Cigarette butts contain micro plastics and have been shown to cause considerable environmental harm in waterways. In May 2023, Manchester and 8 other local authorities took part in a cigarette litter bin trial targeted in night-time economy and other hospitality areas. Keep Britain Tidy are keen to understand more about cigarette littering behaviours. They have previously found that smokers justify littering on the basis that there are not enough dedicated smoking bins and are particularly interested in waterside locations due to the environmental harm caused by cigarettes entering directly into the waterways and would like to test the effectiveness of providing a profusion of simple cigarette 'bins' in a specified area.

8.5 Following discussions with KMT, Keep Britain Tidy opted to trial voting bins in Manchester. These are bright yellow box bins which have been fixed to the lampposts. There were 4 located in Cutting Room Square and 7 on Canal Street between Princess Street and Sackville Street. Each bin has a quirky voting question. For example, outside a pizza restaurant the question is 'Pineapple on Pizza – yum or yuck?'. Smokers deposit their cigarette butt on the side of their choice. The project monitoring is taking place for 12 weeks from May to July, with a further period of monitoring (3 months) after the project completion. Keep Britain Tidy has responsibility for monitoring and evaluation, including observation and interviewing of smokers and surveying businesses. A full project report towards the end of the year.

8.6 Disposable vapes

In the last 18 months an increase in littering of disposable vapes and their packaging has been observed at a local and national level. This includes the placement of stickers from the packaging of vapes on the exterior of litter bins. This makes bins look unsightly and has created a new cleansing challenge to remove them which is time consuming and costly. Working together with the GMCA, GMFRS and other external partners a campaign is being developed to encourage people to dispose of their vapes and e-cigarettes safely, with a primary focus being the fire risk. Disposable vapes are categorised as Waste Electrical and Electronic Equipment (WEEE). In July 2023 the government issued *The Waste Prevention Plan for England: Maximising Resources, Minimising Waste*, which specifically mentions options to tackle vapes. Lobbying is taking place at a national level by the LGA for an outright ban on the grounds of the impact on health and the environment. Working together with City Co and the BID trials have been undertaken with a specialist cleansing company to remove stickers from litter bins. In the worst cases, it can take up to 1 hour to remove stickers from a litter bin. Further work is being undertaken with vape retailers to see what can be done to educate vape users to reduce this issue and explore whether enforcement tools can be used to tackle the stickering of litter bins.

8.7 Priorities for 2023/24

Keep Manchester has been building active partnerships to help strengthen work across 4 key areas: responding to littering behaviours, focusing on fly-tipping, building stakeholder engagement, and becoming a 'Tidy City'. A steering group meets quarterly to consider progress and Keep Manchester Tidy has produced a draft strategy document to guide future work. Keep Manchester Tidy will build in 3 further areas of priority action. These are strengthening of external partnerships at a strategic level, improving alleyways through changing perceptions of shared space and further developing support to Eco Schools with capacity provided by an additional staff member within the Keep Manchester Tidy team.

9.0 Recommendations

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

10.0 Appendices

- 10.1 Appendix 1 – Waste Collection and Street Cleansing Contract Performance.