

Appendix F – Biffa Social Value Updates (June - August 2019)

Summary of SRFO Activities June 2019

June 2019

CHEETHAM PROJECT

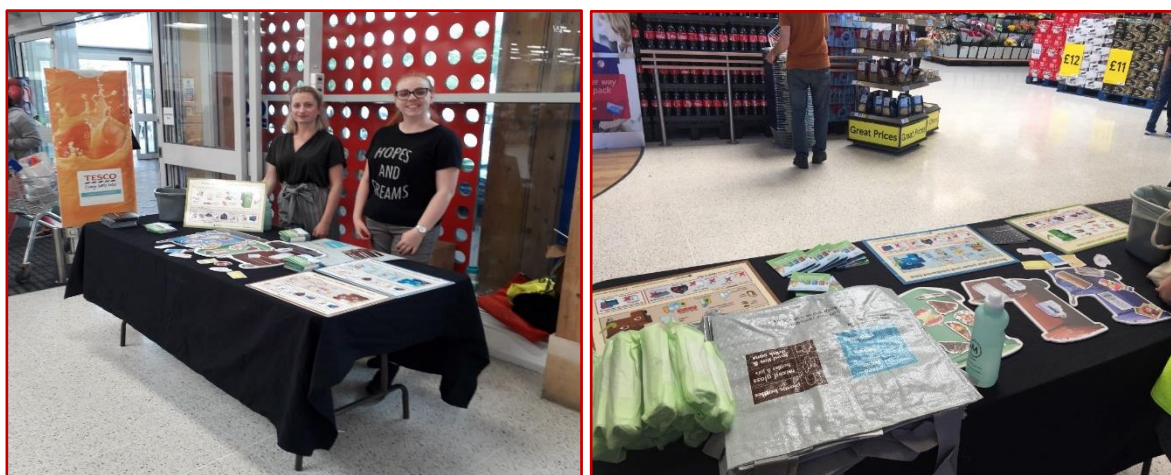
Biffa are currently undertaking a project in Cheetham as the ward has one of the lowest recycling rates, and highest number of fly tipping and missed bin reports. Data was used to identify 3 hotspots to target in the area in order to improve these issues.

Khizra Mosque

Biffa set up a stall in the Khizra Mosque to promote recycling and offer advice to local residents. Residents were able to take split bags and caddies away, as well as information about what item goes into which bin, and how to report issues by signing up to an account on Manchester City Council's website. Attending the mosque for a couple of hours of a Friday afternoon during/after Friday prayers was really useful for speaking to a large number of residents in a short amount of time. Biffa and MCC will therefore return to the Mosque with a stand once a month.

Tesco

As part of the Cheetham project, the Tesco superstore was another key spot to host an information stand as a huge number of residents visit. The stand was positioned in the entrance so that people coming in and out of the store could stop. So far Rachel and Molly have held the stand twice and both times have been very successful. It has been estimated that over 100 people were spoken to each time they visited the store with their stand. The conversations had with residents were useful as many had questions about ordering new bins and reporting issues. Residents found the split bags to be very useful at separating their waste in the kitchen and using the bags to take the waste to their bin. Biffa hope to return to Tesco once a month.



STUDENT MOVE OUT WEEKEND

Every year a huge number of students move out of Manchester and leave behind a lot of waste. This year MCC and partners worked together to reduce as much waste as possible. Over the key move out weekend (28th, 29th, 30th June) there were 7 teams covering areas in Withington, Fallowfield and Rusholme. A gazebo was put in each area as a donation point for students. The SRF officers were involved over the weekend and helped by engaging with students. They were encouraged to donate unwanted items instead of putting them in the general waste bins, such as clothes, toiletries (even half used), pots/pans etc. The areas were covered from 9am-6pm on each day. The weekend proved to be a great success. The British Heart Foundation reported that over the weekend they collected 1,500 bags from Manchester City Centre banks and community donation points. This amounts up to £21,000 and diverted 12 tonnes from landfill.



ESOL

The SRF officers held recycling classes in some ESOL groups across Manchester. In the classes the SRFOs gave a workshop on why it is important to recycle, and which bins household waste should go in. The class were able to learn about their bins in Manchester while learning important waste and recycling vocabulary. The class were also taught what to do with other items such as going to the HWRC or requesting a bulky waste collection from the Council. The class were shown how to use the MCC website for any bin related issues. The centres visited in June were Abraham Moss leisure centre, Greenheys adult learning centre, Wythenshawe Forum and Longsight adult learning centre.

- ESOL class on behalf of KBT + litter pick

Molly delivered a KBT presentation at Greenheys adult learning centre in Moss side. The presentation was about littering in Manchester. The class learnt facts about littering including the fine that you could be faced with if you were caught littering. The class then went for a litter pick in the surrounding areas and collected 7 bags of rubbish.



Talk English Celebration at Manchester Cathedral

A celebration event was held at Manchester Cathedral to mark the end of the year for talk English classes. This was a chance for all the separate groups to come together, socialise and share experiences. The theme this year was the environment. The SRF officers attended to talk to learners about the importance of recycling properly for our community and the wider world, whilst learning important waste and recycling vocabulary. The learners were also taught what to do in other situations, such as going to the HWRC or requesting a bulky waste collection from the Council. The class was shown how to use the MCC website for any bin related issues.



COMMUNITY EVENTS

Cleaner Crumpsall

Cleaner Crumpsall is a community group that have organised litter picks every three months. Rachel and Molly supported the litter pick on 22nd June. There was a big turnout of over 50 volunteers and a collection of 80 bags of litter. Biffa also supports the clean up by collecting the bags at the end.

Herristone Park

Biffa held an information stand at Herristone Park on 23rd June to promote recycling and offer advice to local residents. The usual recycling equipment was given away – split bags, caddies and caddy liners. Residents were also encouraged to set up a Manchester City Council account so that they could order and report bin issues themselves online.



Eid Celebration Platt Fields Park

The SRF officer supported the Keep Manchester Tidy campaign at Eid celebration in Platt Fields Park, engaging with residents on topics such as littering, ocean plastics and why we need to recycle more. The information stand was welcomed and lead to some good discussion points.



SUMMARY OF JUNE SCHOOLS WORKSHOPS

The SRF officers have co-ordinated and delivered an education programme for local schools, colleges and universities across the city. The following schools have received workshops in June:

Number of schools workshops and assemblies in June	Pupils engaged with
14	680

Talk English Celebration Event

The Talk English celebration event held at Manchester Cathedral celebrated students' commitment to learning English. Students were invited to meet other people, take part in activities and learn about local services. Biffa hosted an information table to promote and encourage recycling in Manchester. The day was successful as a lot of students were engaging with the table and asking questions about recycling and setting up an online account to report issues. Caddies, liners and split bags were given out to students to help with recycling at home.



Waste Aid Walk

On Saturday 6th July, over 40 people took part in the walk for Waste Aid. Rachel and Molly mapped this year's Waste Aid walk and helped with the organisation on the day. The 15 mile walk started from the Old Trafford football stadium and finished at the Etihad stadium. The walkers litter picked through Manchester City centre and along the canal tow paths as they went. So far, the walk has raised over £1,200 for Waste Aid.



ESOL Classes

In July, the SRFOs visited another ESOL class in Crumpsall. The classes are for new residents learning English. The class were taught about waste and recycling in Manchester, and setting up an online account to report issues or request bulky collections.

Housing Providers Joint day of action

A Housing Providers' Joint Day of Action was set up for 15th July, where a number of housing providers and relevant organisations get together for a day of action. MCC, Biffa, One Manchester, Guinness Group, MSV Housing and more were present to take part in litter picking, door knocking and community engagement. Residents were allowed to dispose of their bulky waste in Guinness vans to prevent fly tipping

MCA Parents evening event

Biffa and MCC had a stall at MCPA's parents evening showcase. Recycling equipment and information was given out to parents. Children were encouraged to play the bin sorting game to understand what items we can and can't recycle.

Khizra Mosque

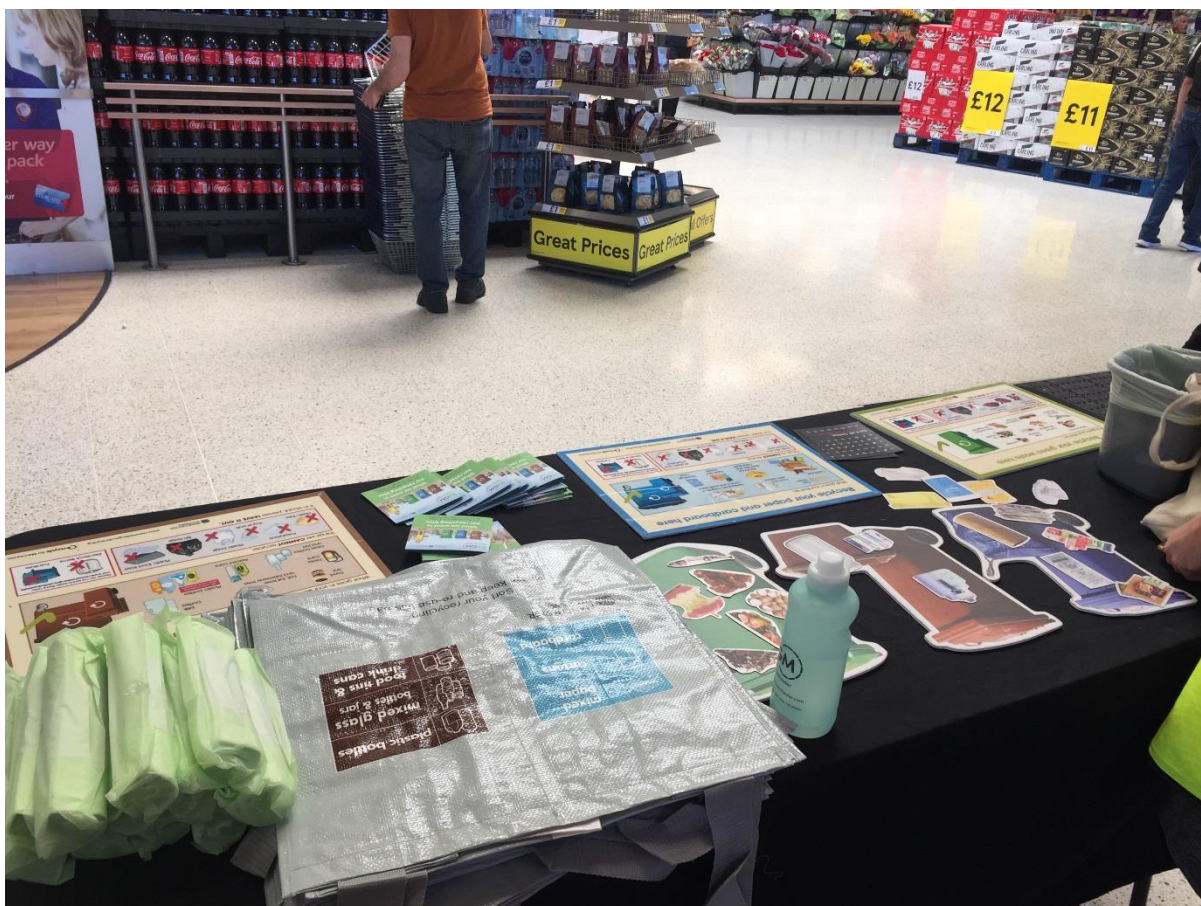
As the SRFOs continue with the Cheetham Action Plan, Biffa held another stall on 19th July at the Khizra Mosque to promote recycling. Residents were able to take split bags and caddies away, as well as information about what item goes into which bin, and how to report issues by signing up to

an account on Manchester city council's website. Biffa and MCC Neighbourhood officer for Cheetham think the message is sent to a large number of residents.



Tesco Information Stall

Carrying on with the Cheetham project, Biffa hosted another pop up stand at the Tesco superstore. Again, it was estimated that over 100 people were spoken to each time they visited the store with their stand. Residents from the area can speak to the officers about waste and recycling and also how to report issues online. There are several sessions booked in for over the next couple of months.



Library Sessions

Over the summer Biffa have been invited to various libraries across Manchester to give recycling workshops. The workshops are a great way to engage with children as well as their accompanying adults.

The summer reading challenge (SRC) is the biggest annual reading promotion for children aged four to eleven. It is supported by over 160 free activities during the school holidays. Biffa have been supporting the free activities. In July, Biffa gave 1 SRC workshop at Longsight library.

The Read and Feed initiative gives children that would usually have free school dinners a chance to participate in a library activity then free lunch. Biffa have been supporting Read and Feed with workshops. In July, Biffa have delivered 2 R&F workshops at Gorton Library and Newton Heath Library.

More library workshops will be given in August.





Wythenshawe Games

The Wythenshawe Games is a free sports and activities festival for all ages based in Wythenshawe Park. Biffa shared a tent with Manchester city council. The tent promoted recycling, reporting issues online and promoting One Manchester. People got the chance to make a smoothie using the smoothie bike. The 5-day festival was a success and Biffa were able to engage with a lot of local residents. Youth Climate Change action Summit



The event was organised to help young people across Manchester understand the impact climate change might have upon our lives and the planet.

The event consisted of three main activities a market place, workshops and a debate and questions.

The market places consisted of a range of stalls from different stakeholders, showcasing what we need to do to become a zero carbon city. Biffa hosted a stall focusing on the three R's - Reduce, Reuse and Recycle. Highlighting the importance of not only recycling but trying to reduce the amount of waste we are producing in the first place by looking at what we are buying from supermarkets. The workshops provided a platform on which the young people could voice their worries about climate change and also share what they are currently doing to prevent climate change in school and at home. Debate and questions for the local councillors to wrapped up the day.

Interfaith Clean up

SRF officers and Cheetham Neighbourhood officer supported the Interfaith clean up arranged by Keep Manchester Tidy. The volunteers were from all over the city but came together at Our Faith, Our Planet conference at Manchester Cathedral. The focus was on the Strangeways area in Cheetham and area which suffers from a lot of littering. One of the volunteers Steve Williams said "they were all surprised by how much we received from the experience. It is certainly one that we would like to repeat".

Medlock family Fun day

SRF officers attended the summer fun day organised by Arowak Walton housing providers in Ardwick. They hosted the usual stall promoting recycling alongside Neighbourhood officers for the area.





Summary of July Schools workshops

The SRF officers have co-ordinated and delivered an education programme for local schools, colleges and universities across the city. The following schools have received workshops in July:

- Seymour Road Primary
- Resurrection Primary

Number of schools workshops and assemblies in June	Pupils engaged with
5	210

Library Sessions

Biffa continued to deliver recycling workshops at libraries across Manchester in August. The workshops are a great way to engage with children as well as their accompanying adults.

The summer reading challenge (SRC) is the biggest annual reading promotion for children aged four to eleven. It is supported by over 160 free activities during the school holidays. Biffa have been supporting the free activities. In August, Biffa gave 5 SRC workshops at Didsbury, Burnage, The Avenue, Abraham Moss and Central libraries.

The Read and Feed initiative gives children that would usually have free school dinners a chance to participate in a library activity then free lunch. Biffa have been supporting Read and Feed with workshops. In August, Biffa delivered an R&F workshop at Fallowfield Library.







Longsight Engagement and Clean up

On 2nd August, MCC Neighbourhood Officers organised a clean-up of the waste area at the top of Hopkins Street with partners Biffa, One Mcr and Great Places. The area was cleared and litter picked to make it easier for residents to access the bins. Residents were encouraged to join the litter pick with refreshments.

Community Fun Days

Throughout August, the SRFOs were invited to host a stall at 9 community fun days. Biffa stalls at community events are fun and informative – recycling games for the children, and free recycling equipment and leaflets for adults. The following events have been attended by Biffa:

- Love Fallowfield Community Day – Fallowfield – 3rd August
- Broadhurst Park Fun Day – Moston – 4th August
- FC United of Manchester Fun Day – Moston – 7th August
- Messy Church Fun Day – Harpurhey – 10th August
- Vine Street Park Fun Day – Gorton and Abbey Hey – 17th August
- Crumpsall Park Fun Day – Crumpsall – 21st August
- Jigsaw Homes Engagement Day – Moss Side – 23rd August
- Greenbank Park Fun Day – Levenshulme – 28th August
- Benchill Community Fun Day – Benchill – 31st August





Brunswick Church Residents Meeting

Biffa were invited as guest speakers to the Brunswick church residents group's meeting to talk about waste and recycling. The residents were shown exactly what type of plastic should go in the brown bin and what should go in the general waste bin.

Door Knocking Exercise, Hulme

Biffa worked in partnership with Housing Provider Guinness to engage with residents through a door knocking exercise in Hulme. The targeted residents were those in Cooper House, on Bonsall Street and on Boundary Lane. The aim was to encourage residents to recycle more and not to contaminate the recycling bins. They were offered split bags, caddy liners and recycling literature in order to make it easier to recycle.

MCA Summer Workshop

Manchester Communication Academy have a 4 week summer camp for children aged 5-16 where they can participate in a variety of activities during the summer holidays. Biffa delivered two waste and recycling workshops during the summer camp. The children learnt about how to sort household waste into the correct bin, the importance of recycling and the implications are littering and fly-tipping.

Tesco Information Stall

Continuing with the Cheetham project, Biffa hosted another pop up stand at the Tesco superstore on 16th August. Again, it was estimated that over 100 people were spoken to when they visited the

stand at the store. Residents from the area can speak to the officers about waste and recycling and also how to report issues online.

The Job Centre, Rusholme

In August, the SRFOs extended the low performing areas Action Plan to Rusholme, starting with a pop up in the Job Centre. Sonia and Molly hosted the stand, and gave residents the opportunity to speak about waste and recycling. The officers will continue to work on resident engagement in Rusholme.



Khizra Mosque

As the SRFOs continue with the Cheetham Action Plan, Biffa held another stall on 30th August at the Khizra Mosque to promote recycling. Residents were able to take split bags and caddies away, as well as information about what item goes into which bin, and how to report issues by signing up to an account on Manchester city council's website. Biffa and MCC Neighbourhood officer for Cheetham think the message is sent to a large number of residents.