

Case Study 8: Biffa Social Value

SUMMARY OF BIFFA'S SOCIAL VALUE OFFICERS PROJECTS IN MANCHESTER SCHOOLS

The Social Value Officers have co-ordinated and delivered an education programme for local schools, colleges and universities across the city of Manchester. Since the team formed in 2016 they have engaged with nearly 7,000 primary school pupils and encouraged over 35 volunteers from the University of Manchester to participate in setting up Eco clubs, running recycling workshops and arranging fun recycling games in youth and after school clubs. Aside from this they have organised and attended many school litter pick and clean ups, green weeks, hosted a pop up recycling stand at parent's evenings and school fairs.

These activities fall under the following headings:

- Recycling workshops
- Assemblies
- University Volunteers
- Litter picks and clean up event
- Events in schools

RECYCLING WORKSHOPS AND ASSEMBLIES

1.1 Recycling Workshops

The aim of our educational material and workshops is to increase recycling participation by engaging with primary school pupils through a range of interactive games, videos and craft activities to instil good recycling habits. The workshops are delivered envisioning that the pupils will then go home and spread the word to their parents, friend's families about the importance of recycling and how to do it correctly.

The workshops are tailored to the schools local area and offer the following:

- An introduction to Manchester City Council and Biffa.
- The work we do within the community and schools.
- Introduction to the recycling bins and importance of putting the correct materials in the right bin.
- The importance of recycling.
- The Materials Recovery Facility – the mechanics behind sorting recycled materials.
- The products your recycling creates.



Figure 1: Playing the bin sorting game with pupils at St Catherine's Primary, Didsbury.

We link the workshops to the national curriculum as far as possible. The workshops are associated with the national curriculum in the following ways:

- Plants, composting and biodiversity.
- Everyday materials.
- Place knowledge (the local community and the wider world).
- Animals and living things.
- Mechanics.



Figure 2: Recycling workshop in St Chrysostoms Primary, Ardwick

The Social Value officers have worked with over 70 primary schools distributed over the 32 Manchester wards. 60 of which they have received recycling workshops, engaging with 6,856 pupils. We expect to reach to 7,000 by the end of this academic year.

2.1 Litter assemblies

The team delivered assemblies focussing on the following:

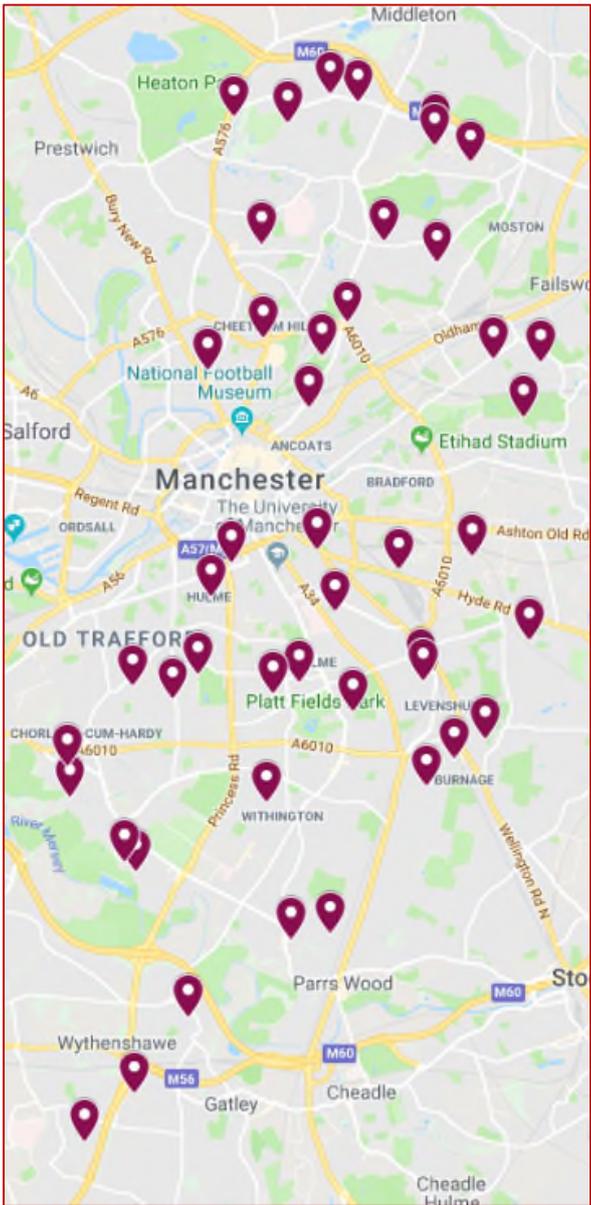
- Recycling in Manchester; being aware of exactly what can be recycled to reduce contamination.
- Caring for the Community; the effect of litter on our community and the wider planet.
- Litter picks; respecting where you live sharing the responsibility to make Manchester Cleaner

Case Study: Our Lady's Higher Blackley – Litter assemblies

In November 2018, the SRF team delivered 3 assemblies to years 7, 8 and 9 pupils at Our Lady's High school in Higher Blackley. The pupils recognised there was an issue in the local area and felt it needed to be addressed. Following the litter assemblies, the school now carry out regular clean ups supported by Biffa and the Council. Most recently the school participated in the Great British Spring Clean, targeting one of the streets closest to the school that many of the pupils walk a long each morning to school. The group of volunteer pupils along with SRF officers from Biffa and 2 members of staff from the school collected over 10 bags in just 1 hour.



Figure 3: SRF officer Molly Jones and pupils from Higher Blacklely Primary school litter picking local area.



Academic year 2015/2016	
School participation	Pupils engaged
5	1,301
Academic year 2016/2017	
School participation	Pupils engaged
5	880
Academic year 2017/2018	
School participation	Pupils engaged
17	1,092
Academic year 2018/2019	
School participation	Pupils engaged
33	3,583
Total to date	Total to date
60	6,856

Figure 4: Map of distribution of schools engaged with across Manchester.

UNIVERSITIES

The University of Manchester partnership has gone from strength to strength. The aim was to create a sustainable project by which the students gain important skills for future employment through volunteering, similarly the primary schools pupils are able to learn about important Eco topics including recycling correctly in Manchester and the effect of plastic on our oceans, also interacting with older students which may then give them something to aspire to in the future.



Figure 6: Students from the UOM giving talk on recycling in Cheetham community primary.

Over the past 3 years we have had approximately 38 volunteers taking part in the project. The students receive a training day from Biffa, this educates them on the recycling system we have in place for Manchester and guidance on activities and resources that can be use, they then go and run their activities in schools. Schools participating in the project so far include Heald Place Primary (Rusholme), Medlock Primary (Ardwick) and Our Lady's Primary (Whalley Range), Cheetham Community Primary (Cheetham), Acacias Primary (Burnage). Activities in the schools have included planting, recycling games, recycling crafts, eco poster competitions and the impact of plastic on the oceans.

LITTER PICKING AND CLEAN –UP EVENTS

The SRF officers have co –ordinated and attended school litter picks and clean ups across the city, including participating in the Great British spring clean, clean for the Queen and Keep Britain Tidy's litter ambassadors, Wayne and Koda's event at Heald Place primary. Every year Biffa attend the Manchester Communication academy summer school. Running recycling and litter workshops followed by a litter pick of the school grounds and local area.

They have also supported clean ups with Lorretto college in Hulme and Our Lady's High School in Higher Blackley. Both now do regular litter picks of their local area.



Figure 7 (Right): Litter pick with Wayne and Koda. Litter ambassadors for KBT.

The Great British Spring Clean 2019 was very successful. See below table for list of Biffa GBSC events in Manchester schools:

Description/Event Title	Participants	Bags collected	Location	Time spent (hours)	Date
St Philips Primary School	30	7	Hulme	1	22/03/2019
Sacred Heart RC Primary School	30	18	Gorton	1	22/03/2019
Crab Lane Primary School Spring Clean	550	50	Higher Blackley	6	26/03/2019
Our Lady's High School Litter pick	19	11	Higher Blackley	1	29/03/2019
Jabez Centre Spring Clean - Longsight Community Primary	26	7	Longsight	1	02/04/2019
Abbott Primary School Litter Pick with the Urban Crew	7	5	Collyhurst	1	04/04/2019
Unity Community Primary Clean up	6	8	Cheetham	3	12/04/2019
Total	668	106		14	

Case study: Crab Lane Primary Great British Spring Clean

Biffa organised whole school clean up at Crab Lane Primary for the Great British Spring Clean 2019. Teachers, parents and all the pupils in the school took part, litter picking areas within and surrounding the school. Wendy Waste eater made an appearance, pupils enjoyed the chance to sit in the cab and find out how she works. In total there were around 550 participants and over 6 hours of litter picking, over 50 bags were collected. Possibly the biggest clean-up of the whole event. All the children felt passionate about making a difference, Miss Davidge a year 2 teacher at Crab Lane said 'It was a fantastic day and it would be amazing to do even more community events in the future'.

EVENTS WITHIN SCHOOLS

Biffa try to support events in schools as far as possible. Involvement to date includes Green Weeks, Careers Events, Parents evenings and school fairs.

Green Weeks

Green weeks and national recycling weeks are very important dates for the SRFO's calendar. One example of our involvement was Acacias Primary in Burnage. They hosted a green week. Biffa provided equipment for litter picks, ran recycling workshops in the hall, organised making crafts from recycled paper and supported the eco crew to devise an assembly to perform for the whole school. Similar events attended by the SRFO's include The Longsight Community Primary Recycling and Global Citizenship Day, St Agnes Primary's Green and Waste week.



Figure 8: Pupils from Oasis Harpur Mount primary school learning about careers in the waste industry.

Pupil Parliament Day

On the 21st of March 2019, organised by Councillor Mary Monaghan, Newall Green Primary hosted a pupil parliament day. This included 10 local primary schools debating issues on waste and recycling. Biffa supported by delivering a talk and playing the bin sorting game with all the pupils and teachers involved.

Careers Fairs

Oasis Academy Harpur Mount Mount Primary in Harpurhey hosted a careers fair, Biffa hosted a stand to encourage pupils to think about a career in the waste industry explaining all the potential opportunities whilst explain the work Biffa do in Manchester and the involvement the SRF officers have with schools.

Parents Evenings and Under One Roof events

Many schools are now putting on extra activities for their parents and pupils at parent's evenings, Biffa saw this as an opportunity to host a pop up stand with the bin sorting game and lots of information for parents with regards to bins for example how to order new bins or report issues online.