

MANCHESTER CITY COUNCIL

REPORT FOR INFORMATION

COMMITTEE: Communities and Neighbourhoods Overview & Scrutiny
DATE: 17th July
SUBJECT: Waste Minimisation and Recycling
REPORT OF: Strategic Director of Neighborhood Services

PURPOSE OF REPORT

To inform Members of action taken to address the apparent barriers to waste minimisation and recycling in Manchester. To inform Members of best practice countrywide and action taken by retailers to reduce packaging waste.

RECOMMENDATIONS

Members to note the report

FINANCIAL CONSEQUENCES FOR THE REVENUE AND CAPITAL BUDGET

There are financial consequences from a failure to minimise waste, detailed costings on future waste processing will be determined through the waste disposal PFI at which point the Council can undertake a cost benefit analysis of the value of service investments against landfill costs.

CONTACT OFFICERS

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BACKGROUND DOCUMENTS

None

WARDS AFFECTED

All

IMPLICATIONS FOR

| <u>Anti Poverty</u> | <u>Equal Opportunities</u> | <u>Environment</u> | <u>Employment</u> |
|----------------------------|-----------------------------------|---------------------------|--------------------------|
| No | Yes | Yes | Yes |

1 INTRODUCTION

1.1 We were asked to report on the barriers which people face when reducing waste and recycling and how the Council and partners might work further to overcome these barriers. The report also provides detail about work undertaken to reduce packaging and thereby help consumers to minimise waste.

2 BARRIERS TO WASTE MINIMISATION AND RECYCLING AND ACTIONS IN MANCHESTER TO OVERCOME THESE BARRIERS

2.1 The barriers to waste minimisation and recycling can be summarised as:-

- Lack of waste minimisation and recycling services
- Amount of packaging in products that customers purchase.
- Lack of understanding and/or awareness to participate in recycling schemes or minimise waste
- Lack of motivation to recycle or minimise waste
- Lack of space to store recycling prior to collection

Actions to Overcome these Barriers are highlighted below, action relating to over packaging are detailed in section 4 of this report.

2.2 Waste Minimisation and Recycling Services

Recycling and Waste Minimisation services provided in Manchester to date are detailed in table 1.

Residual waste collection services are provided to 211,000 households in Manchester

Table 1

| Service | Frequency |
|---|---|
| <p>Kerbit Twin Bin service – 101,000 properties (Blue and Brown Wheeled bin collecting paper, glass and cans)</p> | <p>Monthly collection</p> |
| <p>Kerbit Box Service – 66,000 properties (Small black box collecting paper, cans, glass and textiles)</p> | <p>Fortnightly collection</p> |
| <p>Kerbit Green Service 84,000 properties (Wheeled bin collection for garden waste)</p> | <p>Fortnightly collection</p> |
| <p>Kerbit Central (NEBS) 11,000 households in 187 apartments. (Collection from High rise properties in the City)</p> | <p>Fortnightly collection</p> |
| <p>Bring Sites Collections – 95 Sites (Plastic, Tetrapak, Cardboard, Glass, Cans, Paper, Textiles.)</p> | |
| <p>Two Household Waste Recycling Centres (managed by GMWDA) with extensive recycling facilities at each site.</p> | |
| <p>Christmas Tree Recycling Scheme</p> | <p>Every Christmas season</p> |
| <p>Yellow Pages Directory Recycling Scheme</p> | <p>Annually when new directories distributed.</p> |
| <p>Real Nappies Promotional Scheme</p> | <p>Free trial laundry scheme for new mothers.</p> |
| <p>Home Composting Promotional Scheme (working with WRAP)</p> | <p>Over 4,000 Home Composters distributed to Manchester residents at heavily subsidised cost.</p> |

- 2.3 To promote waste minimisation and recycling in the commercial sector the Council runs the Manchester Recycling Consortium, which was set up in 2003. This group seeks to promote small businesses and social enterprises with the aim of developing reuse and recycling opportunities across the city. The Consortium meets quarterly with

representatives from all sectors contributing a productive dialogue and actions to address the waste issues in Manchester. Extensive external funding has been attracted to support the Consortium and its partners' activities. Recent projects have included kerbside reusable bulky waste collections being made by a local charity, Wesley Community Furniture, diverting tonnes of reusable furniture from landfill and towards those in need. The Consortium also supports educational projects; Debdale Eco Centre have been canvassing every household in 2 wards to encourage recycling and home composting, the latter of which is now well above the national average.

- 2.4 BREW funding has recently been obtained to work with Groundwork and Trafford Council to provide a full range of support services and advice mechanisms to manufacturing businesses to minimise their waste, increase their energy efficiency and allow them to become more profitable. The project will:

Increase the knowledge of the manufacturing sector of the environmental issues facing them.

Assist in creating a network of environmentally knowledgeable manufacturing businesses throughout Manchester and Trafford. Through seminars and membership, the businesses will be signposted towards other organisations to explore further opportunities.

Increase business and staff awareness of their environmental responsibilities and the benefits of waste minimisation and energy efficiency.

Provide business advice pages on the Manchester City Council website containing waste minimisation information, recycling advice and links to other advisory agencies.

Business visits will ensure that premises are disposing of their commercial waste in the correct and legal manner and it is not being discarded into the domestic waste stream.

2.5 Awareness and Motivation

Participation in recycling collection services varies throughout the City with rates from 9% to as high as 94%. There are a range of factors detailed that affect participation rates including demographics and service type. Campaigns take place throughout the City although areas of low participation are targeted for bespoke awareness raising activity. Consistent messages at regular intervals are essential to improve participation. Our range of campaigning and canvassing services are detailed in Appendix 1.

2.6 Space for Recyclate Storage

Residents often raise concerns with us that they have inadequate space to store their bins. Since 2005 the Council has a planning policy for space requirements for bins. A review of planning applications are conducted to ensure that new planning applications contain facilities for waste and recycling storage and collection facilities.

3. FUTURE OPPORTUNITIES FOR REDUCING/ELIMATING BARRIERS

3.1 Our current recycling rate is 21% (2006/7) which is an improvement on our previous years performance. Our waste growth had been falling over the last four years (against the national trend), however between 2005/6 and 2006/07 a slight upturn was experienced with a growth rate of 0.23%, our kilograms of waste per household in 2006/07 is 442kg which is in the upper quartile. Whilst we should not under estimate our progress we recognise that we, and Manchester residents, can do better. Our approach to future opportunities to improve performance is determined by two very important factors:-

- We need to take our residents with us
- We need to ensure best value

3.2 Improvements to availability of services include new cardboard and tetrapak recycling points at 10 bring sites. Other more extensive changes to enhance the range of recycling services provided are dependent on recycling processing facilities being available locally and at the price to make investment cost effective.

3.3 As part of the new 25 year Greater Manchester Private Finance Initiative (PFI) contract (awarded to Viridor Waste Management and John Laing Infrastructure) a number of new facilities will be made available to Manchester City Council.

The plans include:-

- **Two new 'clean' Materials Recovery Facilities** to sort recyclable materials and to bulk up paper and card. The facilities will employ the latest sorting technology including screens and optical sorting, to ensure high quality materials are sent to market for recycling, (operational 2009/10).
- **Four new enclosed ('In Vessel') Composting facilities** to treat garden and kitchen waste, (operational end 2008).
- **A new Mechanical Biological Treatment (MBT) and Anaerobic Digestion (AD) plant** for waste that cannot be recycled or composted, (operational 2009/10).
- **Education Centre** A facility where education about waste minimisation, recycling and disposal .

All of the developments above should lead to increases in the sorting capabilities and recycling rates for the whole of Greater Manchester. These changes present us with new opportunities in the future.

A major overhaul of the current network of 26 Household Waste Recycling Centres, this will include total rearrangement of sites with new storage and sorting facilities and signage ensuring residents are clear on how to recycle at the facility. Trained personnel will also be available to ensure the sorting of recyclate is performed.

- 3.4 A key driver for the changes in diverting waste from landfill is the increase in landfill tax and the risk of the imposition of Landfill Allowance Trading (LATs) penalties. The Greater Manchester Waste Disposal Authority (GMWDA) have been set a Landfill Allowance for Greater Manchester. If the GMWDA exceeds its allowance then it will be penalised by DEFRA at a rate of £150 tonne over the allowance (the penalty scheme only relates to biodegradable waste). This penalty will be passed onto poorly performing waste collection authorities. We have been set targets by the WDA which we will need to achieve in order to avoid LATs penalties. Landfill tax is levied for each tonne of material going to landfill and is now set at £24 per tonne, per year, and will increase by £8 per year. Obviously any waste diverted from landfill by either waste minimisation or through recycling will save us £24 per tonne with an added bonus of £150 saving if we are over the LATs allowance.

4. BEST PRACTICE

- 4.1 When we consider future opportunities it may assist the discussion to look at a number of good practice case studies from other urban areas in the UK where progress has been at a faster rate than Manchester. Detailed below is the current situation in Manchester along with three case studies for Members consideration. The latest audited figures are for 2005/6.
- 4.2 These case studies show us that there are a number of options to reduce waste generation and improve recycling these can be summarised as:-
- 140 litre wheeled bins (Leicester)
 - Limits on numbers of free bulky collections (Leicester)
 - Flat lid and no side waste policy (Leicester)
 - Incentive schemes (Leicester)
 - Weekly recycling collections (Barnet)
 - Organic collection for flats (Barnet)
 - Compulsory recycling scheme (Barnet) 3%
 - Kitchen waste collection (Preston) 2%
 - Alternate weekly residual collection (Preston)

Where the authority can estimate the level of recycling increase a percentage has been included. Preston have achieved impressive results with Kitchen waste collections and Barnet's compulsory scheme has been cost effective, leading to an increase in recycling figures and has not resulted in any formal action.

These options need to be considered in the light of two guiding principles that have practically governed recycling services development in Manchester; these are:-

- Value for Money
- Taking the customers with us

The alternate weekly collection scheme has been adopted by a number of Councils but is not in accordance with our policy.

Manchester City Council

Demographics

- Number of Households = 211,000

BVPs

- Recycling Rate 2005/06 = 19%
- Kg of waste collected per head of population 2005/06 = 441kg
- Cost of Waste collection 2006/07 = £35
- Percentage of properties covered by a kerbside collection service for recycling 2005/06 = 83%

Service Provider

Manchester City's Waste and Recycling services are currently operated by Manchester Collections, a Joint Venture between Manchester City Council and Greater Manchester Waste. The procurement of a new waste collection contract is underway and the contract is due to commence January 2008.

Domestic Collection Service

Weekly Service – 240 litre wheeled bin. A number of resident currently have more than one bin.

Bulky Collection Service

Bulky collections are provided free of charge and there is no limit to the number of items that will be removed.

Waste Minimisation Policy

There is currently no flat lid or no side waste policy in Manchester.

Waste Minimisation Campaigns

- WRAP Home Composting Campaign
- Real Nappies

Recycling Services

The kerbit twin bin service covers 100,920 households in Manchester. It consists of a blue bin for the collection of paper and a brown bin for the collection of glass, with a sack for cans. The twin bins are emptied once a month.

In addition 65,915 households are covered by the kerbit box service. Residents are given a 55 litre box for the collection of glass, cans and textiles and a sack for the collection of paper. Collections take place once a fortnight.

Communal Recycling Facilities at High Rise

High rise properties are provided with communal recycling bins as part of the kerbit central service for the collection of paper, glass, and cans.

Garden Waste Collections

Manchester offer a free garden waste collection service using a 240 litre wheeled bin that is collected once a fortnight. 84,500 properties are currently covered by the service.

Free Recycling Services to Schools

No recycling service is provided to school by Manchester City Council. Emerge recycling do collect waste from some schools, but there is a charge for this service.

Case Study One - Leicester City Council

Demographics

- Number of Households = 120,000

BVPs

- Recycling Rate 2005/06 = 27.13%
- Kg of waste collected per head of population 2005/06 = 434kg
- Cost of Waste collection 2005/06 = £32.58
- Percentage of properties covered by a kerbside collection service for recycling = 95.2%

Service Provider

Leicester City's Waste and Recycling services are managed by the Waste Management Section in partnership with Biffa. Contract renewal = 2028.

Domestic Collection Service

Weekly Service – 140 litre wheeled bin – other sizes, up to 360 litre are available on request. A bigger bin will only be made available to those residents who have more than 5 living in the household or 4 if two of them are in nappies.

Bulky Collection Service

Bulky collections are free but limited in number. All householders in Leicester are entitled to one free collection of up to five items of bulky material every two months. Households are charged for the removal of over five items and the charge will depend on the number of items collected which will be advised when the request is made. Fridges and Freezers are collected free of charge.

Waste Minimisation Policy

Flat lid and no side waste policy.

Waste Minimisation Campaigns

- WRAP Home Composting Campaign
- Real Nappies

Recycling Services

A 55 litre box scheme collected every week on the same day as the refuse collection service. A second box can be requested free of charge. A green bag is provided for narrow streets and some flats.

Communal Recycling Facilities at High Rise

Sets of communal recycling bins are made available to high and medium rise flats across the City collecting paper, glass, and plastic bottles.

Garden Waste Collections

Leicester conduct a free collection of garden materials every two months, up to a maximum of 15 items. Items are bundled and left out for collection.

Incentive Scheme

To encourage more residents to recycle, Biffa Leicester has introduced an incentive scheme that runs for a few weeks at a time. So far over £3000 has been won and during the Christmas period 14 lucky winners won in different parts of the City. Randomly selected properties participating correctly in the scheme are selected for a prize of £50.

Free Recycling Services to Schools

All schools are offered a free recycling collection service, collecting paper and cardboard, glass, plastic bottles and cans.

Case Study Two – London Borough of Barnet

Demographics

Number of Households = 134,583

BVPIs

Recycling Rate 2005/06 = 27.47% (BVPI82a = 17.98, 82b 9.49%)

Kg of waste collected per head of population 2005/06 = 432.8kg

Cost of Waste collection 2005/06 = £47.35

Percentage of properties covered by a kerbside collection service for recycling = 100%

Service Provider

Residual and organic waste is collected in-house and ECT recycling in partnership with Barnet collect dry recyclables.

Domestic Collection Service

Weekly Service – 240 litre wheeled bin

Bulky Collection Service

Barnet charges a minimum of £33 for bulky household waste collections. This is for up to 3 large items or 15 bags. It costs £11 for each additional item or 5 additional bags. For residents on means tested benefits, the service is charged at a concessionary rate of £15. The council also provides a service for removing fridges and freezers, which is charged at £20 for one single item or £33 for up to 3 items.

A free 'block cleanse' to all properties is carried out 3 times a year free of charge. Skips are provided for the disposal of rubbish and where possible items are recycled.

Waste Minimisation Policy

Flat lid and no side waste policy are in place but not strictly enforced.

Waste Minimisation Campaigns

Real Nappies - will refund residents up to £54.15 towards the cost of the real nappies or discounted laundering.
Home Composting -Internally subsidise compost bins, wormeries, water butts and caddies.

Recycling Services

A 55 litre box is collected every week (on the same day as the refuse collection service where possible). The box is provided for the collection of paper, glass, cans and textiles.

Communal Recycling Facilities at High Rise

Sets of communal recycling bins are made available to high and medium rise flats collecting paper, glass, and cans. Flats may also have centrally located bins for organics if they wish.

Garden Waste Collections

Barnet collect kitchen and garden waste in a 240 litre green bin every week on a Saturday. The service is provided to all residents.

Compulsory Recycling Scheme

In April 2004, Barnet introduced compulsory recycling to 4 of its 21 wards. The scheme was successful in increasing the recycling rate and went borough wide (excluding flats) on 1st March 2005.

Case Study Three - Preston City Council

Demographics

- Number of Households = 58,949

BVPIs

- Recycling Rate 2005/06 = 25.49% (BVPI82 a = 14.95%, 82b = 10.54%)
- Kg of waste collected per head of population 2005/06 = 394kg
- Cost of Waste collection 2005/06 = £38.24
- Percentage of properties covered by a kerbside collection service for recycling = 99%

Service Provider

The refuse collection and recycling services in Preston are operated In-house.

Domestic Collection Service

- 240 litre wheeled bin
- 58,000 households = Alternate weekly collection
- 949 households = weekly collection
- 120 litre bins are also available and 360 litre are available through an application process
- For 1 month over Christmas collections take place weekly

Bulky Collection Service

Preston offers 2 free bulky collections per year of up to 3 items. Other items are charged at £5.50 each. They will basically collect as part of the service anything that you would take with you if you moved house. Fridges and Freezers are charged at £10 each.

Waste Minimisation Policy

Flat lid and no side waste policy.

Waste Minimisation Campaigns

Real Nappies - a voucher of £45 towards the cost of the nappies or laundering
WRAP Home Composting campaign

Recycling Services

Residents are given two 55 litre boxes (one for plastic bottles and card and one for paper, cans, glass and textiles) that are collected every 2 weeks.

Communal Recycling Facilities at High Rise

No service at present.

Garden Waste Collections

Garden waste is collected in a 240 litre brown bin (120 available upon request) every fortnight.

Kitchen Waste Collections

Kitchen waste is collected from 7000 terraced properties every week in a 25 litre lockable green bin. Residents are also provided with a 7 litre kitchen caddy and cornstarch bags to line the caddies.

5. ACTION TO REDUCE PACKAGING WASTE

5.1 The Waste Resources Action Programme (WRAP) is a central government funded organisation working in partnership to encourage and enable businesses and consumers to be more efficient in their use of materials and recycle more things more often. One aspect of WRAP's work is to work with retailers and their supply chain to reduce waste and encourage recycling. The Retail Innovation Programme was established as a result of research which found that as much as 50% of household waste, has originated from a purchase from the top 5 retail supermarket chains. The programme aims to:-

- design out packaging waste growth by 2008.
- deliver absolute reductions in packaging waste by 2010.
- identify ways to tackle the problem of food waste (UK consumers throw away an estimated 6million tonnes of uneaten food)

5.2 Activities to achieve this include:-

- strategic engagement with retailers and brands, driving packaging reduction through the Courtauld Commitment (see below);
- stimulating packaging optimisation research through the Innovation Fund;
- widely promoting the environmental and commercial benefits of packaging optimisation;
- maintaining open dialogue with the UK grocery sector giving guidance on best practice;
- exhibiting and/or presenting at key venues;
- running free specialist conferences and 'learnshops';
- providing a forum for all parties in the retail supply chain to come together and discuss key strategic issues that require a common approach; and providing tools and resources such as The Guide to Evolving Packaging Design, Case studies, Technical and Research reports, Best in class database, the International Packaging Study and The Concept Room to stimulate change

5.3 Major grocery organisations to initiate new packaging solutions and technologies.

5.4 Solutions include using innovative packaging materials and formats; reducing the weight of packaging (e.g. bottles, cans and boxes); increasing the use of refill and self-dispensing systems; collaboration on packaging design guidance and increasing the amount of recycled content packaging used.

5.5 Since it was launched in July 2005 twenty five major grocery organisations have now joined the agreement and commitments from signatories include:

- **ASDA:** 25% packaging reduction target by 2008
- **Boots:** reduced their use of single trip packaging by over 15% in the last three years
- **Marks & Spencer:** 25% packaging reduction target by 2012. **Morrisons:** 15% packaging reduction target by 2010
- **Sainsbury's:** 5% packaging reduction target by 2008
- **Somerfield** are redesigning their ready meal packaging to extend shelf life and cut food waste
- **Tesco:** 25% reduction across all packaging including brand and own label by 2010.

APPENDIX 1

ACTIVITIES CONDUCTED TO INCREASE PARTICIPATION

2.1 The wards detailed in the table 1 below have the lowest recycling participation rates in the City hence they were targeted for specific campaigns. These activities were funded through WRAP(Waste Resources Action Programme) Communication Local Fund and Neighbourhood Renewal Fund. What can be seen is that campaigns do not always lead to an increase in participation. However, in general, there is a greater likelihood that recycling rates will increase rather than stay static if targeted campaigns have taken place and that in some wards this relates to a 100% increase in participation. Campaigns have greater effects in different wards and the level of activity is not directly proportional to campaign activity. In Woodhouse Park and Ancoats and Clayton a greater return was achieved than in Moss Side. Moss Side participation increased but the area was subject to extensive activity, in Woodhouse Park campaign activity was much less but a greater level of increase was achieved. We need to take this experience into account when designing future schemes.

Table 1

| Ward | Participation Rate 05/06 | Activities Conducted 06/07 | Participation Rate 06/07 |
|---------------------|---|--|--|
| Moss Side | 12% | <ul style="list-style-type: none"> • Recycling Steering Group chaired by Waste and Recycling Team • 2 Beatsweeps attended by members of the Recycling Team • 2 Recycling roadshows • 1,100 recycling leaflets delivered • 3 targeted recycling canvassing campaigns • Attendance at Somali Women's Group to discuss recycling • Christmas tree recycling collections in Alexandra Park | 16% |
| Ancoats and Clayton | <p>Participation rate¹ not collected in this ward.</p> <p>Set out rate: 7%²</p> | <ul style="list-style-type: none"> • Recycle more campaign (full details in section 2.5 below) • Committed recycler surveys completed • Introduced kerbit twin bins • Participation monitoring conducted and leaflets delivered to those household not participating • 1 Recycling roadshow | <p>Participation rate not collected in this ward.</p> <p>Set out rate: 11%</p> |

¹ If a householder uses the recycling service at least once in a number of collections. See section 7.

² If a householder uses their recycling service on the one occasion that is monitored.

| | | | |
|---------------------------------|--|---|--|
| | | <ul style="list-style-type: none"> • 100 recycling leaflets delivered • 1 targeted recycling canvassing campaign | |
| Cheetham | 23% | <ul style="list-style-type: none"> • Committed recycler surveys competed • School visits to teach children about recycling and give children the opportunity to be involved in the Thumbs up to recycling art project (pledging to recycle) • 2 Recycling roadshows • 1 targeted canvassing campaign • BME presentation to 'Hilal project' | 10% Decrease as a result of round changes and results not comparable. |
| Bradford | 10% | <ul style="list-style-type: none"> • 2 Recycling roadshows • School visits to teach children about recycling and give children the opportunity to be involved in the Thumbs up to recycling art project (pledging to recycle) • Christmas tree recycling collections Sports City Football club | 10% |
| Woodhouse Park | Participation rate not collected in this ward. Set out rate:10% | <ul style="list-style-type: none"> • Recycle more campaign (full details in section 2.5 below) • 3 Recycling roadshows • School visits to teach children about recycling and give children the opportunity to be involved in the Thumbs up to recycling art project (pledging to recycle) | Participation rate not collected in this ward. Set out rate: 16% |
| Miles Platting and Newton Heath | 22% | <ul style="list-style-type: none"> • 3 Recycling roadshows • 150 recycling leaflets delivered • 1 targeted recycling canvassing campaign | 33% |
| Harpurhey | Participation rate not collected in this ward. | <ul style="list-style-type: none"> • 2 Recycling roadshows | |
| Gorton North | 13% | <ul style="list-style-type: none"> • Recycling talks and games with the cubs/beavers as they worked towards their environmental badge • 4 Recycling roadshows • School visits to teach children about recycling and give children the opportunity to be involved in the Thumbs up to recycling art | 13% |

- Localised advertising concepts to make it more relevant to the residents in the target area (Using picture of the stadium and B of the Bang)
- Recycling surgeries to give residents the opportunity to come along and request new boxes/calendars etc/ - these requests were then dealt with promptly by our own delivery crew.
- Collection canvassing was conducted - members of the recycling team went out with crews during the campaign to ensure that all boxes were collected and any queries could be dealt with immediately.
- Bus stop advertising as it was revealed by ACORN information that the majority of our target audience used buses to get to work
- NO stickers placed on residual waste bins.

2.2.3 A key element of this campaign was the “NO stickers” that were placed on residual waste bins. They provoked a huge response from residents as can be seen by the number of service requests to EOC (results below), and attendance at the roadshow (over 100 residents).



2.2.4 The campaign resulted in the following:

- Participation could not be conducted due to the short duration of the campaign, however set out surveys indicated that boxes presented for collection increased by 60%
- Service requests via EOC from Ancoats & Clayton residents increased dramatically from less than 50 in the month previous to the campaign to approximately 700 throughout the duration of the campaign, proving that the profile of recycling had been significantly raised as a result of the targeted campaign.

2.3 High Profile Events

2.3.1 For the BIG recycle 2004 a world record was attempted to produce the largest piece of handmade recycled paper. The event was held in Albert Square, 12 local



organisations were involved in a sustainable market place and over 150 volunteers took part in the papermaking. The events attracted a lot of media attention; in the week preceding the event GMR, Manchester's local BBC radio station featured details of the world record attempt and encouraged listeners to attend. The Manchester Evening News featured an article, The BBC website featured an article and Channel M filmed the entire event. This positive media coverage significantly increased the profile of Manchester's recycling services.

- 2.6.2** High profile events such as the one detailed above are a great way to get people involved and raise the profile of the service. They capture the imagination of the public and secure press coverage. This event cost £4500 (excluding staff time) and secured an advertising equivalent (AVE –the amount it would cost to pay for advertising space) of £6615 plus BBC coverage that due to its non commercial nature does not have AVE.

3. CAMPAIGN ACTIVITY 07/08

In order to further improve participation in low participation areas bespoke activities that are responsive to the needs of Manchester residents are planned. There is a shift in campaign focus to listening to what residents want rather than telling them what they should do. Some of these activities are funded through WRAP Behavioural Change Local Fund and include:-

3.1 Engaging BME groups

- 3.1.1** As supported by research, a community-focused approach is likely to have the greatest impact upon increasing participation in areas of high ethnicity. In Manchester 20% of the population is from an ethnic minority group who generally live in wards where participation in kerbside services is lowest.
- 3.1.2** An Environmental Awareness Officer is now dedicated to focus on local communities. The Officer will deliver a personal and direct awareness raising campaign through established links with key community partners, attending coffee mornings, events and securing cooperation from all partners. Barriers to recycling for each group can be identified and addressed at an intensive level ensuring that consideration is given at all stages to the needs of each community. It is important that the Officer gains a good knowledge of BME communities living in Manchester in order to understand the problems and difficulties they may face in using Council services.
- 3.1.3** Within Somali communities we are aware that a culture of after school classes for the parents has begun in order to teach women about local issues and topics that affect them. This Officer will create links in with these groups in order to explain the importance of good

waste management and empower the women to make improvements in recycling in their areas.

- 3.1.4 Campaign materials have been translated into Urdu, Somali and Polish.

3.2 Student Campaign

- 3.2.1 Student promotions will take place to educate about waste management and recycling issues. This has taken place at the end of the academic year in June and will also be run at the beginning of the academic year in September.
- 3.2.2 We are linking in with Manchester Student Homes in order to target students who are moving into student houses in September and raise awareness about what to do with their waste and encourage them to participate in their kerbside recycling service. We are undertaking targeted campaigns in student areas, which will include canvassing as this gives us the opportunity to speak to residents directly.
- 3.2.3 Private Sector Housing is creating a student Welcome pack in partnership with Greater Manchester Police, Manchester Student Homes, Street Management, Greater Manchester South Energy Efficiency Advice Centre, Manchester University and the Student Unions and the Waste and Recycling Team. This will be distributed to as many students as possible at the start of term.

3.3 Bring In Your Bin Campaign

A community based targeted campaign will take place in Harpurhey, Gorton North, Gorton South and Cheetham to educate residents on the issues of returning their bins to their properties after collection and the specific problem of bin burn outs in these areas. This campaign will involve stickers on bins as well as leaflets. This is being done in partnership with SEM's, Wardens, Community Guardians, Community Safety, and Greater Manchester Fire Service.

3.4 Moss Side Bin Ownership Campaign

A similar project will be taking place in Moss Side called 'It's your bin' aimed at residents taking responsibility for their waste management and returning their bins to their property after collection. It will involve targeted doorstepping and a roadshow with SEM's, Environmental Crimes Unit, Moss Care Housing, Adactus Housing, Greater Manchester Police, Community Guardians, and Private Sector Housing.

3.5 Big Recycle

The Big Recycle Week took place from 5 – 11 June 2007 – we held a number of events and raise awareness of recycling.

3.6 Roadshows

The Recycling Team are currently booked in to attend 40 recycling roadshows across the City this summer.

3.7 Community Guardians

The Community Guardian Challenge will be taking place this year with an aim to increase recycling participation initially within four or five particular wards. The Waste and Recycling Team will provide expert knowledge on sustainable waste management and support the Community Guardians through the Challenge. As each ward has different barriers to recycling each Community Guardian is being given the opportunity to design an individual programme that will suit their area including education and possibly incentive schemes.

3.8 Re-Calendaring

Re-Calendaring will take place in June/July 2007 to all households on the kerbit box service and re-Calendaring will take place in October/November to all households' kerbit twin bin service and kerbit green service. The calendar provides information on the service as well as the collection dates.

3.9 RAG

The Recycling Action Group formed by Officers from the Greater Manchester Authorities will continue to work in partnership on campaigns and share best practice.

3.10 Schools

By teaching children in school about recycling we hope that they will take the waste management education home and educate their parents. This should increase participation and tonnages of recycling collected. Many schools now focus on the environment and particularly recycling as part of the national curriculum.

Eco Schools Officers undertake campaigns to increase environmental responsibility, we have well above the national average participation in Eco Schools. Some schools participate in the recycling collection service provided by EMERGE.

3.11 Contaminated Recycling Bins

All contaminated recycling bins are recorded by the collection crews and sent to the Recycling Team. Officers will visit any household that contaminates their bins more than twice guiding them through the items they can put in the bin. This gives the resident an opportunity to ask questions about the service and keeps them enthused to recycle. The recycling team can also advise on further ways the resident can minimise their waste and recycle more materials.

Areas of low participation are being targeted; activities are summarised in table 2 below. We will continue to target poor participation areas although in terms of value for money we are considering targeting more mid range performers, this would require a change to the programme.

Table 2

| Ward | Participation Rate 06/07 | Activities Planned 07/08 | Target Participation Rate 07/08 |
|---------------------|---|--|---|
| Moss Side | 16% | BME Presentations 1 Roadshow booked Recycling Steering Group Student Campaign Environmental Tasking Meetings Re-calendaring Quarterly participation monitoring (Conducted by GMW) | 25% |
| Ancoats and Clayton | Participation rate not collected in this ward. Set out rate: 11% | RESPECT week doorknocking Bi-Annually Participation monitoring 1 Roadshows booked Re-calendaring | Participation rate not collected in this ward. Set out rate: 20% |
| Cheetham | 10% | Bring in Your Bins Re-calendaring BME Presentations Quarterly participation monitoring (Conducted by GMW) | 20% |
| Bradford | 10% | RESPECT week doorknocking 1 Roadshow booked Re-calendaring Quarterly participation monitoring (Conducted by GMW) | 15% |
| Woodhouse Park | Participation rate not collected in | Bring in Your Bins Re-calendaring | Participation rate not collected in |

| | this ward. | | this ward. |
|---------------------------------|---|---|---|
| | Set out rate: 16% | | Set out rate: 25% |
| Miles Platting and Newton Heath | 33% | Recycle Now week, St Marks Primary School Art project. 1 Roadshow booked Re-calendaring Quarterly participation monitoring (Conducted by GMW) | 45% |
| Harpurhey | Participation rate not collected in this ward. | Bring in Your Bins 1 Roadshow booked Re-calendaring | Participation rate not collected in this ward. |
| Gorton North | 13% | Bring in Your Bins 1 Roadshow booked Re-calendaring Quarterly participation monitoring (Conducted by GMW) | 20% |
| Gorton South | Participation rate not collected in this ward. | Bring in Your Bins 2 Roadshows booked Re-calendaring | Participation rate not collected in this ward. |
| Longsight | Participation rate not collected in this ward. | BME Presentations 1 Roadshow booked Re-calendaring Quarterly participation monitoring (Conducted by GMW) | Participation rate not collected in this ward. |
| Rusholme | Participation rate not collected in this ward. | BME Presentations Student Campaign Re-calendaring | Participation rate not collected in this ward. |

4. PARTICIPATION MONITORING BY WARD BASIS

- 4.1 Participation monitoring is used to measure the change in recycling behaviour as a result of campaigning activity and identify areas where more resources are needed.
- 4.2 The Participation rate is the proportion of households that take part in recycling services at least once in a defined period. This is a valuable measure because it allows us to assess the extent to which the service is being used.
- 4.3 We take a representative sample to monitor participation throughout the entire Manchester City Council area that is statistically relevant. To ensure valid statistical analysis of the results table 3 indicates the sample sizes that are recommended by WRAP.

Table 3

| Number of target households | Minimum sample |
|-----------------------------|---------------------------|
| Less than 500 | 50 |
| 500 – 999 | 10% (i.e. 50 to 100) |
| 1,000 – 1,999 | 100 |
| 2,000 – 9,999 | 5% (i.e. 100 to 500) |
| 10,000 – 19,999 | 500 |
| 20,000 – 49,999 | 2.5% (i.e. 500 to 1,250) |
| 50,000 – 125,000 | 1,250 |
| More than 125,000 | 1% (i.e. more than 1,250) |

- 5.4 Manchester currently has 208,295 households therefore at least 2083 households must be monitored for a city wide campaign. The results must also be relevant to the minimum number of households so that they can be used for targeted campaigns at a local level. It is anticipated that the smallest target audience will be on ward level. The only ward based data that is available is based on census data from 2001 (largest ward having a household number of 6563 and the smallest ward having 3780 – excluding City Centre) however, if we are to apply the percentage increase in total households (24%) to the largest ward the minimum sample would be 13021 (5% of 8138 = 407 (x32) = 13, 021). In order to achieve this at least 14 collection rounds must be monitored.
- 5.5 Ten factors have been identified that could affect recycling habits (see Table 4), and fifteen wards have been provisionally selected based on them (see Table 5). The sample wards cover a good cross section of the city.

Table 4

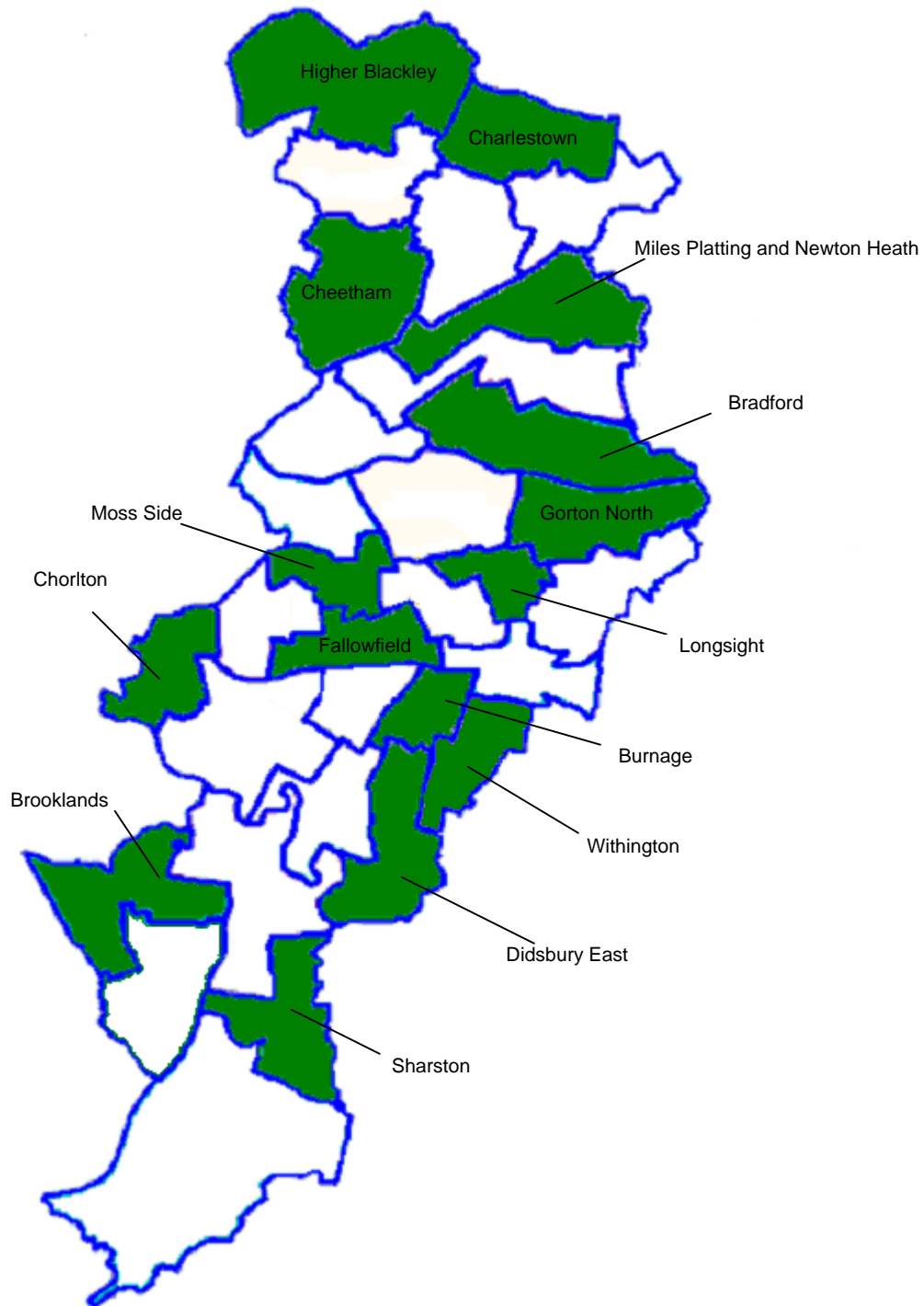
| Criteria | Reason it may affect recycling |
|--------------------------------|---|
| 1. Household Type | Storage capacity. |
| 2. Age | Time available, receptiveness to messages/campaigns, inclination. |
| 3. Ethnicity | Waste composition, willingness, knowledge, awareness. |
| 4. Employment Status | Unemployment and students are specific issues in Manchester. |
| 5. Education | Indication of willingness to recycle, understanding, knowledge. |
| 6. Percentage of Car Ownership | Choice of recycling facilities. |
| 7. Container Type | Storage and ease of use. |

Table 5**SELECTED WARD**

(Based on 2001 census information)

| | Ward | Reason | Scheme |
|----|---------------------------------|--|------------------|
| 1 | Higher Blackley | Low ethnic mix and predominantly, high % of people pension age and above. | Twin bin /Green |
| 2 | Didsbury East | Highest % of car ownership, ranked 3 rd in city in number of detached houses and 2 nd for semi-detached, lowest % economically active people unemployed, green waste scheme. | Twin bin /Green |
| 3 | Withington | Greatest proportion of young people (aged 16 – 29). | Twin bin /Green |
| 4 | Fallowfield | Students, mix of property types, under average % car ownership. | Twin bin/ Green |
| 5 | Charlestown | Highest % of people at pension age and above, low number of young people (16 – 29). | Twin bin |
| 6 | Brooklands | Highest percentage of economically active people in employment. | Twin bin / Green |
| 7 | Longsight | Highest ethnic mix, predominantly young, high number of terraces. | BOX |
| 8 | Sharston | Predominantly white, young population. | Twin bin / Green |
| 9 | Moss Side | Low % car ownership, high number of terraced properties, high unemployment. | BOX |
| 10 | Cheetham | High ethnic mix, mainly terraced and semis. | BOX |
| 11 | Miles Platting and Newton Heath | Lowest Education, predominantly white, older population. | Twin bin |
| 12 | Chorlton | High proportion of educated people, some ethnic diversity, green waste scheme. | Twin bin |
| 13 | Bradford | Low % of detached houses and car ownership. | BOX |
| 14 | Gorton North | High % of households with children aged 0-4 years. | BOX |
| 15 | Burnage | Mix in age, employment status and education. | Twin bin |

The ward map below highlights the geographical locations of the selected areas for monitoring.



In order to be consistent with WRAP monitoring requirements and sample sizes it is important that a representative sample is selected in order to track changes in the overall service. Due to the availability of resources we are unable to monitor every ward where targeted campaigns are conducted.

Recycling tonnages for each ward cannot be determined as rounds are determined through what is efficient in terms of service delivery. If rounds were to be coterminous with ward boundaries then there would be major cost implications and widespread disruption to our customers. This is further explained in the next section.

6 COLLECTING WARD BASED INFORMATION

- 6.1 Recycling collections are made on a round basis (not ward) as this is operationally more efficient and financially viable. Rounds are created based on the amount of time it takes to complete the work which is affected by participation rates, distance from tip, amounts of material collected, access to streets etc. Some rounds cover several wards and others only collect from part of a ward. This means that we may be collecting data from a limited number of houses within any one-sample ward.
- 6.2 Some areas have been subject to service change with households for instance changing from the kerbit box service to the kerbit twin bin service. If we were monitoring a kerbit box collection and a large proportion of households change service to twin bins for example it makes comparisons to previous years invalid. However, it does highlight that participation in services is directly related to service type. For example in Higher Blackley an area that had been on the kerbit box service changed to the twin bin service at the beginning of 2006 and we saw participation rates double from 31% in April/June 2005 under the kerbit box service to 61% in April/June 2006 under the kerbit twin bin scheme.
- 6.3 All participation data conducted between May 2004 and March 2007 is included in table 7.

7 TIMESCALE

- 7.1 Participation rate is calculated over two or three collection opportunities depending on collection frequency because many households don't put out their container each time, normally because it either isn't full or they forget.
- 7.2 In order to achieve participation rate WRAP recommend the monitoring periods detailed in table 6.

Table 6

| Kerbside collection frequency | Number of collections | Monitoring periods |
|--------------------------------------|------------------------------|---------------------------|
| Weekly | 4 collections | 4 weeks |
| Fortnightly | 3 collections | 6 weeks |
| Every four weeks/monthly | 2 collections | 8 weeks/2months |

Participation rate = $\frac{\text{No. of households participating at least once in monitoring period}}{\text{No. of households monitored}}$

8.0 DATA COLLECTION

8.1 Participation monitoring is conducted internally. The collection crews are provided with a monitoring sheet; the crew shout the number of the household participating to the driver who is responsible for marking this down.

As with most manual processes, crews may not complete the forms accurately leading to incorrect data being processed. Problems can also occur if information is not gathered over consecutive collections as this means a participation rate cannot be reliably calculated. Crews also have problems on busy days when participation in the service is high, as they need to complete the round on time. Working in partnership with GMWaste amendments to the data collection sheets have been made in order to make the recording system quicker and easier for the crews.

8.2 A member of Recycling Team will accompany the collection vehicle to check the quality and accuracy of the work that is conducted, on approximately 5% of monitoring occasions.

8.3 Data is input (with accuracy tests) by a member of the Recycling Team and a summary table produced.

8.4 Other systems we could use include:

- Digital pen (expensive)
Captures handwriting from normal paper and will then interpret this data a your PC allowing data to be easily transferred just needing analysis
- Bin chipping (may not be popular with public)

- 8.5 It is possible to employ an external agency to conduct monitoring. By setting a good specification the work can be completed expertly using their 'best practice knowledge'. However, this is extremely expensive with quotes from some agencies being £5,000 for monitoring 5000 households.
- 8.6 By conducting monitoring internally the following benefits apply:
- More control
 - Familiar with collection systems
 - Staff expertise in local knowledge
 - Dedicated team
 - Cheaper (at cost)
 - Adhere to own Council policies
- 8.7 Conducting monitoring using this method, although not completely accurate, provides useful information for trend analysis. The summary table in table 7 clearly identifies where a change has taken place in the service such as in Higher Blackley April – June 2006 where participation increased from around 30% to around 60%.

9.0 SUMMARY

Participation has increased as a direct result of awareness raising activities. Targeted, customer focussed campaigns have been successful in very low performing areas however, greater increases can be seen in areas of medium performance such as Burnage, Higher Blakeley and Sharston.

Table 7 Participation Rate Summary 2005-2006

| | Ward | Q1 Apr - Jun 2005-06 | Q2 Jul - Sep 2005-06 | Q3 Oct - Dec 2005-06 | Q4 Jan - Mar 2005-06 | Q1 Apr - Jun 2006-07 | Q2 Jul - Sep 2006-07 | Q3 Oct - Dec 2006-07 | Q4 Jan - Mar 2006-07 | Trend Summary |
|-------------------------|------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---|
| BOX | Longsight | 14% | 12% | 13% | | 9% | 9% | 9% | | Collection round changed in January 06 so results not comparable. |
| | Moss Side | 12% | 15% | 17% | | | 20% | 16% | | An increased level of consistent, targeted communication raised levels of participation. |
| | Cheetham | | 23% | 25% | | 7% | 12% | 11% | | Collection round changed in January 06 so results not comparable. |
| | Bradford | 13% | 10% | | | | 10% | | | Little communication activity conducted. Participation remains low. |
| | Gorton North | | | 15% | | 15% | | | 11% | Campaign activity conducted yet participation remains low. |
| Box until Jan 06 | MP and NH | 31% | 20% | 15% | | 33% | 34% | | | Service changed in January 06 from kerbit box to kerbit twin bin. Additional campaign activity also took place. |
| | Higher Blackley | 31% | 27% | 29% | | 61% | | 64% | | Service changed in January 06 from kerbit box to kerbit twin bin. |
| | Fallowfield | | 23% | 32% | | | | 45% | 31% | Service changed in January 06 from kerbit box to kerbit twin bin. |
| | Charlestown | 31% | 26% | 36% | 43% | 56% | | | 48% | Service changed in January 06 from kerbit box to kerbit twin bin. |
| BIN | Brooklands | | | | | | 51% | | | Insufficient data. |
| | Didsbury East | | | 73% | | | | | | Insufficient data. |
| | Withington | 50% | 50% | | | 49% | 51% | | | Re- calendaring took place July 06 but has not had significant impact |
| | Burnage | 55% | | | | | 61% | 82% | | Re- calendaring took place July 06 which appears to have stimulated interest in recycling. |
| | Sharston | 39% | 39% | | | | 62% | | | Re- calendaring took place July 06 which appears to have stimulated interest in recycling. |
| | Chorlton | 83% | | 79% | | 86% | 94% | | | Re- calendaring took place July 06 which appears to have stimulated interest in recycling. |
| Green | Brooklands | | | | | | | | | Insufficient data. |
| | Didsbury East | | | | | | | 64% | | Insufficient data. |
| | Burnage | | | | | | | 41% | | Insufficient data. |
| | Sharston | | | | | | 60% | | | Insufficient data. |
| | Higher Blackley | | | | | | | | | Insufficient data. |