

## LOW CARBON HUB BOARD

**Date:** 7<sup>th</sup> July 2017

**Subject:** RESOURCE GREATER MANCHESTER: UPDATE

**Report of:** Sarah Mellor, Head of Corporate Services, GMWDA

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### PURPOSE OF REPORT

The purpose of this paper is to update the Board on the work currently being undertaken on the 'Resource Greater Manchester' project through the jointly funded partnership between Greater Manchester Waste Disposal Authority (Authority) and the Waste and Resource Action Programme (WRAP), to contribute to the 'zero waste' agenda.

### RECOMMENDATIONS:

The Board is requested to:

- endorse the Resource Greater Manchester's Programme Plan; and
- request that a further update report along with the Action Plan be considered a future Board meeting.

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<b>TRACKING/PROCESS</b>		
Does this report relate to a Key Decision, as set out in the GMCA Constitution or in the process agreed by the AGMA Executive Board		No
<b>EXEMPTION FROM CALL IN</b>		
Are there any aspects in this report which means it should be considered to be exempt from call in by the AGMA Scrutiny Pool on the grounds of urgency?	NA	
AGMA Commission	TfGMC	Scrutiny Pool
7 <sup>th</sup> July 2017	NA	NA

## 1.0 BACKGROUND

- 1.1 On 29<sup>th</sup> April 2016, GM Waste Disposal Authority and WRAP entered into a jointly funded partnership to maximise resources for the benefit of Greater Manchester to contribute to the 'zero waste' agenda by achieving improvements and greater efficiencies in recycling, reuse and waste prevention.
- 1.2 During 2016/17, the partnership evaluated areas which were strategically important to both organisations. As part of this work, the Authority also developed the long term [Behavioural Change & Communication Strategy 2017-2022](#).
- 1.3 On 15<sup>th</sup> February 2017, the Resource Greater Manchester (RGM) Partnership Board met and approved the:
  - a) Terms of Reference;
  - b) Memorandum of Understanding, which extend the partnership period, initially until March 2019;
  - c) draft Programme Plan;
  - d) branding and logo for RGM; and
  - e) formal launch: 31<sup>st</sup> May 2017 at Salford University ([A Partnership Approach](#))

## 2.0 PARTNERSHIP OBJECTIVES

- 2.1 The objective of the partnership and its programme is to enable Greater Manchester to move towards its 2025 targets through delivering waste and recycling services that:
  - a) achieve the required step-change increases in recycling to enable the delivery of 60% by 2025;
  - b) make its contribution to the Greater Manchester Combined Authority's (GMCA) carbon reduction performance targets; and
  - c) reduce residual household waste to 400kg.
- 2.2 To achieve these targets, a programme of work has been scheduled focusing on:
  - a) increasing and improving the capture of unavoidable food waste;

- b) minimising the amount of waste produced and maximising re-use; and
- c) improving the quality of dry recyclates.

2.3 To enable resources to be placed in the most effective areas, the programme plan will also include research into options to enable the Authority and Waste Collection Authorities to maximise efficiencies and deliver national, regional and local targets.

### **3.0 PROGRAMME PLAN**

3.1 The Programme Plan (Annex A) sets out the partnership's aims and focuses on four work-streams

1. Road Map to 60% - Support the development of strategies and implementation plans to enable waste authorities to achieve 60% recycling rates by 2015;
2. Behavioural Change

This will be delivered through various methods including:

- a) Utilising the WRAP's Tracker and Segmentation tools specifically focused on Greater Manchester to enable the findings of data analysis to drive and focus communication strategies to maximise the impact of future communication campaigns;
- b) Deliver Greater Manchester wide and local communication support under the Recycle for Greater Manchester brand, plus tailored Love Food Hate Waste (LFHW) and Love your Clothes campaigns; and
- c) Innovation and Development – Test and learn new campaigns by using innovative approach.

### **4.0 NEXT STEPS**

4.1 Work has commenced on a number of the above work streams, including:

1. Road Map to 60%

An initial set-up meeting has taken place between WRAP, the Authority and representatives from the Collection Authorities to work through key scenarios. It is envisaged that the first draft report should be available by October 2017.

2. Tracker and Segmentation

WRAP conduct a tracker survey in England every year, however this year as part of the partnership, they have completed a survey in Greater Manchester. This report, once available, will provide the Partnership with information on the knowledge, attitude and behaviour towards recycling.

The results of the attitude and behaviour segmentation analysis have been received and reviewed, which show that Greater Manchester's segmentation profile is similar to the segment make-up of the UK overall. This analysis can now start to be used to shape the marketing and communications plan by identifying segments to target and applying the best media mix to reach the target segment.

### 3. Campaigns

WRAP will be sharing their marketing plans for Love Food Hate Waste and Love Your Clothes so that we Greater Manchester campaigns can be aligned to the partnership's plans and key messages.

Recycle Week – WRAP are planning a digital campaign for national recycle week in September; this will be tailored to Greater Manchester for the districts to support.

### 4. Innovation

Through the partnership, pilots will be developed to test and learn new concepts to engage with residents to raise participation in recycling and waste prevention.

## **5.0 RECOMMENDATIONS:**

### 5.1 The Board is requested to:

- endorse the Resource Greater Manchester's Programme Plan; and
- request that a further update report along with the Action Plan be considered at a future Board meeting.