

Resource Greater Manchester: a WRAP and GMWDA Partnership

Peter Maddox - Director of Government Programmes - WRAP

David Taylor - Director of Contract Services - GMWDA



Resource Greater Manchester

- ▶ A jointly funded partnership to maximise resource use for the benefit of Greater Manchester
- ▶ Deliver a strategic work programme to help Greater Manchester achieve its 'zero waste' ambition through improvements in recycling, reuse and waste prevention.

Partnership Aims and Objectives

- ▶ Increase household recycling across Greater Manchester to 60% by 2025 and reduce household residual waste to 400kg per household
 - ▶ Increasing the capture of food
 - ▶ Improving the quality of recyclates (dry and food and garden)
 - ▶ Maximising the impact of partnership working with the nine district councils
 - ▶ Driving efficiency savings across the partnership
 - ▶ Providing opportunities for joint working and shared learning
 - ▶ Maximising delivery opportunities within WRAPs consistency agenda

Monitoring Progress

▶ KEY Performance Indicators

- ▶ Decrease in kg residual household waste per household
- ▶ Increase in recycling rate
- ▶ Increase in motivation
- ▶ Decrease in confusion
- ▶ % effective recyclers
- ▶ Decrease in MRF contamination rate

Delivery Plan

- ▶ Spans 15 different themes across both organisations to ensure maximum impact

Road Map
Composition
Recycle-Now LFWW
Best Practise
Contamination
Love-Your-Clothes
Urban Recycling
Segmentation
Consistency
Tracker

Road Map to 60%



Consumer recycling tracker

- ▶ The tracker explores UK householders' knowledge, attitudes and behaviour in relation to recycling
- ▶ A version of the tracker has been conducted in England for over a decade. Many questions have changed in that time to remain relevant and reflect priorities
 - ▶ eg less emphasis on belief that recycling is a good thing as it's become normalised / More emphasis on food waste recycling
- ▶ Some have remained stable, giving time serious data

How do we use the tracker insights

- ▶ Information gathered has multiple uses:
 - ▶ Provides an annual 'state of the nation' snapshot
 - ▶ Allows WRAP to track progress against key behavioural indicators
 - ▶ Provides key facts and figures to industry stakeholders and the press
 - ▶ Provides WRAP with key insights to inform delivery, e.g. key areas of confusion, links between behaviour and service

Recycling Segmentation

- ▶ Develop consumer segmentation to create targeted campaigns designed to increase capture of food and dry recycling & reduce contamination
- ▶ Achieved through use of existing tracker, surveys and in-depth analysis
- ▶ Complemented by qualitative research to add depth of understanding about target audiences

Using segmentation

- ▶ Written and video pen portraits
- ▶ Identify priority segments to target them in the population
- ▶ Understand messages and tone of voice which will resonate, tailor Recycle Now content
- ▶ Use appropriate channels to targeted segments

Contamination

Metals



Garden Plastics



Contamination

Electrical Equipment

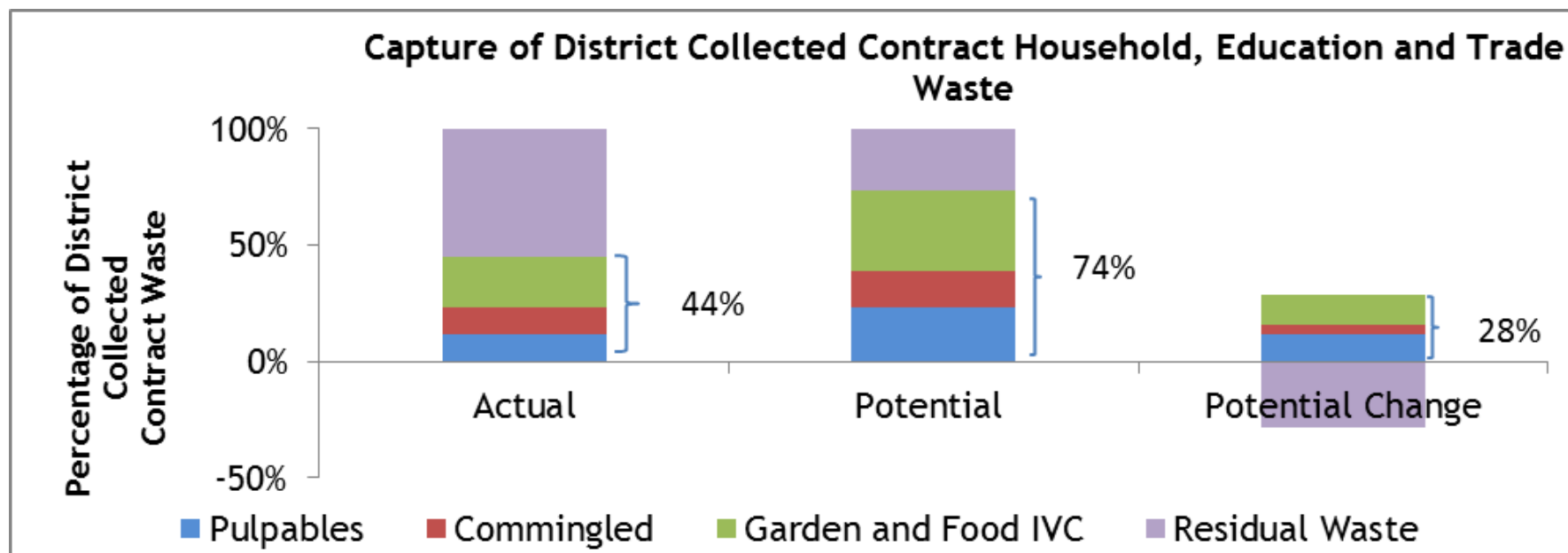


Hard Plastics



Waste Composition

- ▶ GMWDA updating 2011 data and following best practise data capture models developed by WRAP



Maximising Partnership

- ▶ Strengthening and maximising both local and national brand (Recycle Now and R4GM)
- ▶ Maximising use of national resources (artwork, icons, logos etc)
 - ▶ Items can be localised but NOT recreated



Experience and benefits of partnership working: a WRAP perspective

- ▶ Local knowledge and contacts
- ▶ Applying guidance and experience at the local level
- ▶ Regional insights
- ▶ Ability to test new approaches
- ▶ Ability to develop new guidance that then can be used nationally

Benefits of the partnership; a GMWDA perspective

- ▶ Access to developed methodology and tools to test and stretch our delivery approach
- ▶ Access to developed and tested campaigns and artwork
- ▶ Access to established tracker and segmentation programmes
- ▶ Access to and sounding mechanism with other partnerships
 - ▶ All allow for local budgets to be utilised on local delivery

Questions?

Jennifer Baker

- ▶ Head of Programme -
Resource Greater
Manchester
- ▶ 0161 770 1700
- ▶ [communications@gmwda.
gov.uk](mailto:communications@gmwda.gov.uk)
- ▶ www.gmwda.gov.uk