

## **Greater Manchester Combined Authority**

### **Waste and Recycling Committee**

Date: 2 July 2025

Subject: GM Waste Strategy Update

Report of: David Taylor, Executive Director, Waste and Resources Team

---

#### **Purpose of Report**

To provide the Committee with an update on the programme for development of the Greater Manchester Waste Strategy.

#### **Recommendations:**

The Committee is requested to:

1. Note the update.

#### **Contact Officers**

David Taylor, Executive Director, Waste and Resources Team

David.taylor@greatermanchester-ca.gov.uk

## Equalities Impact, Carbon and Sustainability Assessment:

### Recommendation - Key points for decision-makers

Insert text

### Impacts Questionnaire

Impact Indicator	Result	Justification/Mitigation
Equality and Inclusion		
Health		
Resilience and Adaptation		
Housing		
Economy		
Mobility and Connectivity		
Carbon, Nature and Environment	G	
Consumption and Production	G	
Contribution to achieving the GM Carbon Neutral 2038 target	The resultant waste strategy adopted later in 2025 will set a route map for the sustainable management of household waste for nine of the ten GM districts. For example, it will detail how plastics recovery will be further increased to remove them from residual waste (subject to markets) and assess methods to prevent the emission of CO2 to atmosphere.	
Further Assessment(s):	N/A	
<b>G</b> Positive impacts overall, whether long or short term.	<b>A</b> Mix of positive and negative impacts. Trade-offs to consider.	<b>R</b> Mostly negative, with at least one positive aspect. Trade-offs to consider.
	<b>RR</b> Negative impacts overall.	

## Risk Management

No risks arise from the report.

## Legal Considerations

There are no legal considerations within this report.

## Financial Consequences – Revenue

There are no financial consequences arising from this report.

## **Financial Consequences – Capital**

There are no implications on the capital budget that arise from the activities set out in this report.

### **Number of attachments to the report:**

N/A

### **Comments/recommendations from Overview & Scrutiny Committee**

N/A

## **Background Papers**

N/A

### **Tracking/ Process**

Does this report relate to a major strategic decision, as set out in the GMCA Constitution

No

### **Exemption from call in**

Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?

No

### **GM Transport Committee**

N/A

### **Overview and Scrutiny Committee**

N/A

# 1. Introduction/Background

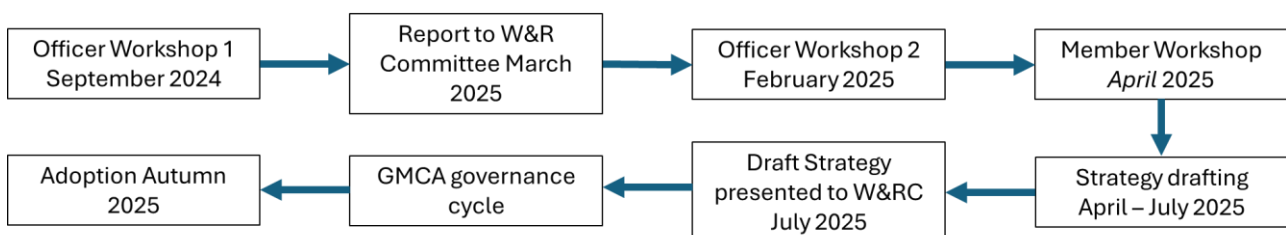
The 12 March 2025 meeting of the Committee received a report that set out the rationale for the development of a shorter-term Waste Management Strategy. This rationale was based on the need to understand the impacts from the implementation of the various elements of the national Resources and Waste Strategy (RaWS).

Whilst enough certainty has emerged in the key areas of Simpler Recycling and EPR payments, some uncertainty remains on key elements of the RaWS remain. Therefore, the recommendation was not to draft a long-term strategy but one that covers the period 2025 to 2030. There are a number of reasons for this:

- it aligns with the GMCA's Five Year Environment Plan cycle;
- it gives time for the Deposit Return Scheme (something that could result in a significant reduction of materials collected at the kerbside) to develop, be introduced and bed in;
- for the treatment of Biowaste we were seeking to procure facilities to treat our tonnages from around 2029 but the current Green Gas Support Scheme (a key financial incentive for various technologies) comes to an end in 2028 and no successor scheme has been announced; and
- there is some lack of clarity over the introduction of the UK Emissions Trading Scheme for the thermal recovery of waste due to commence at the start of 2028 and we need to see how this and any alternative options develop.

## 2. The Strategy's Development Timeline and Strategic Objectives

The report to the 12 March 2025 meeting of the Committee set out the following timetable:



The waste officer and Member workshops held in February and April 25 respectively identified several strategic objectives to be delivered through the GM Waste Management

Strategy by GMCA working collaboratively with partners, government, manufacturers, retailers, businesses, residents and NGO's. These strategic objectives are to:

- Develop and deliver innovative and inclusive services that reflect local challenges such as population growth, demographic changes and housing stock;
- Decarbonise household waste, services and infrastructure;
- Use our services and the waste collected to deliver social, environmental and economic value; and
- Ensure Greater Manchester's voice continues to be heard and to influence the development of waste policy.

Work is underway to develop a number of measurable actions to fulfil these objectives. These actions will be monitored, measured, reported and refreshed over the life of the Strategy.

### 3. Engagement

In order to inform the development of the Waste Strategy it is intended to undertake public engagement over the summer to obtain feedback and input into the proposals.

The first phase of this work will be to get data and insight into current waste habits and behaviours. To do this, the team will be running a piece of insight work called **The Big Recycling Survey**. The survey will include questions to establish which items are currently being recycled at home, those that are being missed, and those that are causing contamination. We'll be asking people what motivates them to recycle and what their barriers are. There will be specific questions to understand how they interact with key waste services like household waste recycling centres, textile banks and takeback schemes in retailers. We'll also be establishing their relationship with other aspects of the waste hierarchy including repair and reuse. Questions will be sense-checked in advance in a short pilot scheme to ensure they're easily understood and providing useful insight.

The Big Recycling Survey will be hosted on GMCA's dedicated engagement platform [GM Consult](#). We'll be driving residents to respond via a high-profile communications campaign, using online and offline promotion, across our nine districts. This includes a social media campaign across Recycle for Greater Manchester and council channels and adverts in regional and local newspapers like Manchester Evening News. We're also looking to advertise across the local bus network, driving residents to take part in the survey via a QR code. To ensure we're reaching an accurate representation of Greater Manchester's

population, we'll also be promoting the survey in community publications like Asian Leader and Manchester Jewish Advertiser.

Once the survey is complete, we'll move on to the second phase of engagement by hosting a number of focus groups. This will allow us to pull out any of the findings from the survey that may need further discussion. It will also mean we can ask questions on some of the topics covered within the waste strategy, that may need more context for residents, such as decarbonisation.

As well as providing useful data for the Waste Strategy, the survey results will help to shape future Recycle for Greater Manchester campaigns. Each council will receive a breakdown of their own results to help shape their own services. We intend to run the survey biannually to establish changes and trends in resident behaviour.

It is intended to present a draft of the Waste Strategy to the October 25 meeting of the Committee for Members to review prior to commencing the GMCA governance process for approval.