



MERSEYSIDE RECYCLING & WASTE AUTHORITY

**MERSEYSIDE... A PLACE
WHERE NOTHING IS WASTED**

- Merseyside Textiles Forum – Summary of Outputs and Outcomes 2012-13
- 28th March 2013



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1. Introduction

In August 2011, Merseyside Recycling and Waste Authority (MWRA) commissioned a study to review its recycling credits payments¹ to charities, community groups and Third Sector Organisations (TSO) with a view to restructuring payments to encourage increased diversion of textiles from landfill on Merseyside. The study identified that the recycling credit of £55.60 per tonne was not sufficient incentive in itself to adequately reduce the quantity of household textiles being sent to landfill, with 62% of recycling credits being paid to just 6 of the larger, national charity groups.

Recycling credits have since been capped at £25.00 per tonne, with the resulting savings of £48,000 made available to support a business case and Implementation Plan for charities, TSOs and local authorities on Merseyside to increase the diversion of textiles from landfill.

The Merseyside Textiles Forum (MTF) was established in April 2012 with the primary objective to divert the 22,000 tonnes of textiles² in residual household waste currently sent to landfill. This report provides both an overview and assessment of project activities undertaken by the MTF since April 2012 to support increased diversion of textiles from landfill on Merseyside. The structure of the report is as follows:

Section 2: Includes background on the structure and current membership of the MTF, including its Terms of Reference.

Section 3: Includes a summary of projects taken forward by members of the MTF in 2012/13, including key partners, justifications for projects, and either delivered or anticipated project outcomes.

Section 4: Includes a summary of projects currently in development by members of the MTF, scheduled for roll out in 2013/14, following a project planning workshop which took place in February 2013.

Section 5: Includes a summary of other activities which the MTF are currently engaged in as part of wider aims and objectives to increase awareness and sharing of good practice with regards to textiles recycling and re-use.

Section 6: Provides brief recommendations on future areas of support required to strengthen projects and activities undertaken by the MTF.

Appendices: Including the MTF Terms of Reference (TOR) and the MTF Communications Plan Activities Schedule for 2012-14.

¹ Transforming recycling on Merseyside: A Review of the Authority's Recycling Credits Scheme for Textiles (MRWA, 2011)

² MRWA Waste Composition Analysis 2010

2. Membership and Terms of Reference

Terms of Reference (TOR) were developed following establishment of the MTF in April 2012, to provide clarity on the function, structure, roles and responsibilities of Forum membership. The full document is enclosed in Appendix 1, however a summary of some of the key elements of the TOR are included below.

2.1. Function of the Merseyside Textile Forum

The aim of the Forum is to support the development of strategies that:

- a) Meet the objectives as set out in the Joint Recycling & Waste Management Strategy; and
- b) Increase the diversion of textiles waste from landfill on Merseyside.

The Forum will provide a platform for members to openly discuss issues surrounding textile recycling and reuse and to collectively work towards a common goal.

2.2. Role of the Merseyside Textile Forum

Specific roles of the Merseyside Textile Forum are to:

- Be responsible for the development of strategies and initiatives that increase textile recycling and reuse rates on Merseyside;
- Contribute to the development of a business case and implementation plan, and support the continuous development of said business case and implementation plan;
- Work together and with MRWA to collectively incentivise textile recycling and re-use on Merseyside;
- Where appropriate and with agreement Forum members may be required to provide investment to launch or undertake initiatives or projects that may increase textile recycling and re-use on Merseyside;
- Facilitate appropriate levels of communication and information exchange between members;
- Provide a platform for textile recycling charities and organisations to engage with and influence the future of textile recycling and re-use on Merseyside;
- Help to raise the profile of textile recycling and re-use both on Merseyside and further afield.

2.3. Membership

The MTF is made up of representatives from the following organisations;

- Merseyside Recycling and Waste Authority (MRWA)
- Merseyside Local Authorities
- Charity Retail Association (CRA)
- Waste Resources and Action Programme (WRAP)
- Charity groups directly involved with the collection, reprocessing or re-sale of textiles.

Any changes to the make-up and representation of the Forum will be discussed and agreed with Forum members.

2.4. Responsibilities of Forum Members

Responsibilities of the MTF include the following:

- Forum members are required to appoint a Forum Chair and Forum Secretary.
- The appointed Chair and Secretariat are required to remain in post for a minimum of 12 months before re-election.
- All Forum members are required to attend scheduled meetings. A commitment to do so will be required from all members wishing to join the Forum.
- Forum members who are unable to attend a meeting must contact the Secretariat prior to a Forum meeting.
- Any organisation or charity wishing to be part of the Forum will be considered an official Forum member on signing the Terms of Reference.
- All opportunities arising from Forum activities will be made available to all Forum members to ensure a collaborative and equal approach to joint working.
- All information that is shared within the Forum will be confidentially stored and used to support forum activities. Any opportunities that arise from said information will be used for the benefit of the whole Forum and should not, in any circumstances be used for individual gains.

2.5. Existing Members

Existing members of the MTF, namely those which have signed the TOR include the following organisations:

- British Heart Foundation
- Charity Retail Association



- Merseyside Recycling Waste Authority
- Queenscourt Hospice
- Sue Ryder
- St Helens Metropolitan Borough Council
- St Joseph's Hospice Association
- Salvation Army

Whilst a representative from each of these organisations has signed up to the MTF TOR, quarterly meetings are attended by a wider group of stakeholders associated with textiles collection, recycling and re-use. These include:

- Age UK Mid Merseyside
- Barnardos
- Cancer Research UK
- Claire House
- CRA
- Faiths 4 Change
- Roy Castle
- Shaw Trust
- Wirral Metropolitan Borough Council
- WRAP



3. MTF Project Activities and Achievements in 2012-14

The following section provides details of the activities taken forward by the MTF including recognition of its achievements by peers and wider stakeholders.

3.1. Recognition for Innovation and Transformation in Public Services

The MTF is a new and innovative model of partnership working which is being piloted on Merseyside. Supported by MRWA and Merseyside District Authorities, the MTF is seeking to divert greater quantities of textiles from landfill by providing greater autonomy and support to charities and third sector organisations, to enable these local organisations to lead projects which encourage increased recycled and reuse of textiles on Merseyside.

In recognition of these efforts, the MTF was nominated for the Improvement and Efficiency Awards 2013. Each year the Awards recognise the transformation in local public services, celebrating the results of local government's improvement and efficiency, but also provide an opportunity to learn about the latest and the best in local government transformation. The Awards were held in London in March 2013 Shortlisted within the Transformation in Waste & Environment Category, the MTF was successful on the night, winning the Bronze Award.

The innovative and partnership approach adopted by the MTF has also been recognised by its shortlisting for the National Recycling Awards 2013 within the Local Authority Innovation Award Category. The Awards will take place in London in July 2013.

3.2. Securing Additional Sources of Funding

MRWA have worked closely with WRAP to help establish and support the development of the MTF since its inception, and as such, have been able to secure funding to develop and manage the Forum. MRWA were able to secure £36,575 of funds from WRAP to provide management, Chair and Secretariat functions for the MTF, and baseline research in the form of a Route Map for textiles on Merseyside, the findings of which have been used to inform the future strategy of the MTF, its priorities and projects.

A Communications Plan was identified as a priority by the MTF to align all communications activity, discussed in Section 3.4. Through partnership involvement with WRAP, the MTF have been successful in leveraging in additional funding, with £10,000 of consultancy costs secured to support the development of the MTF Communications Plan.

Due to its uniqueness, WRAP have been particularly keen to provide funding support, to help test the partnership model and assess opportunities to further replicate this partnership model elsewhere in the UK. Outcomes from MTF projects will be disseminated to encourage shared learning across the UK.

3.3. MTF Projects

A number of projects have been developed and taken forward by the MTF in the 2012/13 financial year, with further project plans developed for projects scheduled for development in 2013/14. Workshop sessions³ were held during August and September 2012 to develop Implementation Plans for a number of project activities, including:

- Key actions to deliver each project;
- Project resources – who is responsible, time needed, capital items/other resource requirements to develop each project;
- Benefits – (textiles yield) both direct and indirect;
- Value for money – project cost and benefit analysis;
- Whether the project supports the aims and objectives of the MTF/Terms of Reference (TOR); and
- Whether each project supports the objectives of the Merseyside Joint Recycling and Waste Management Strategy (JRWMS).

Table 1 provides a summary of individual projects, with more detailed background and intended outputs from individual projects included below.

Table 1 - Summary of project budgets developed 2012-14

Project	Description	Budget (£)
MTF Secretariat	Continuation of funding to fulfil the role of MTF Secretariat until end of March 2013.	3,600
MTF Communications Plan	To reach as many people as possible with the key campaign messages on textiles recycling and re-use on Merseyside.	13,750
Metric weighing scales for charity shops	Purchase of 100 pairs of scales to improve the recording and reporting of accurate data on textiles received by charity shops across Merseyside.	10,000
On-demand Kerbside	Collection pilot project to test the feasibility and impact of an on-demand collection service for textiles for residents in ST Helens.	10,000
RCV Textiles Livery	Design and development of advertising panels, displayed on refuse vehicles promoting messages including textiles recycling.	11,655
Textile Leaflets	Design and printing of the 'Pass it on' leaflets to promote recycling and reuse of textiles by householders.	1,881
Bring Bank Mapping	A study to identify and map bring site locations across Merseyside, to identify gaps and locations for new bring sites.	1,500
School Collections	A recycling collection pilot to test the MTF branding and messaging against standard charity offerings to schools.	5,550
Radio Advert	Radio jingle commissioned running for a three week period on Radio City to promote the Pass it On message.	9,294

³ A more detailed description of how projects were evaluated and prioritised to decide which activities should be taken forward in the short, medium and longer term is included in the WRAP/MRWA Merseyside Textiles Route Map Report, 2013

Project	Description	Budget (£)
University Collections	Pilot collection project, offering textiles collection points for students at the University of Liverpool.	£7,500
Charity shop survey	Improve understanding of why their customers recycle, what items they chose not to recycle or reuse and why.	TBC
Local Participation Surveys/Research	Wider research project of households on Merseyside, which focuses on understanding why households don't recycle textiles.	TBC
Business collections	Enable the MTF to test this model and compare against other methods of collection currently being piloted on Merseyside.	TBC
Total		67,231

3.4. MTF Secretariat

Project Leader: Stuart Donaldson, (MRWA)

Project Timetable: January – March 2013

SKM Enviro have fulfilled the position of MTF Chair since May 2012 and the post was fully funded by WRAP up until December 2012. This was funded as part of the recently completed baseline research study and support to develop textiles projects and activities across Merseyside. Since immediate resources were not available within the MTF to fulfil the Secretariat post, financial resources have been allocated to externally fill this post until the end of March 2013. This was awarded to SKM Enviro through a competitive process.

Under the same contract, SKM Enviro are providing guidance and support to Project Leaders to ensure that funded projects are monitored effectively and to enable successful evaluation to occur.

Current situation: MRWA will be responsible for undertaking the role of Secretariat for April and are currently evaluating with the Chair how to resource this position longer term. The intention is that the MTF will identify resources internally from April 2014 onwards to fill the Secretariat position, thus ensuring that funding available to support projects goes further.

3.5. MTF Communications Plan

Project Leader: Karen O'Donoghue (British Heart Foundation, MTF Chair)

Project timetable: September 2012 – March 2014

The MTF Communications Plan has been developed to support and co-ordinate key communication activities relating to textiles recycling and re-use on Merseyside. Funding was provided by WRAP to develop the Communications Plan. The key aims of the Communications Plan include:

- Raising awareness about textile recycling and re-use;



- Informing people about the quality of unwanted textiles that can be donated for re-use or recycling; and
- Directing people to donate their unwanted clothing and shoes etc. using the route/method that they prefer or is most convenient for them.

The key principles for communications activity undertaken as part of the Communication Plan are to:

- Be clear about the campaign message and who it is aimed at.
- Provide clear information on where/how/what to donate.
- Ensure maximum publicity at the start and keep this going throughout the scheme/service provision/operation.
- No one single communications technique will be effective – different methods and frequent messaging targeting different audiences at different times will be required.

The Communications Plan includes a target to divert 10% (approximately 1,300 tonnes) of the 13,000 tonnes of textiles currently estimated as available for recycling and re-use via any method of reuse and recycling (e.g. door-to-door collections, donation to bring banks or direct to charities, dedicated collections or in partnership with schools, businesses and other organisations etc.) by March 31st 2014. This represents a saving in landfill tax to MRWA of £83,200 (calculated at the current rate (2012-13) of £64 per tonne).

There are two main target audiences for the campaign:

- External audiences - Householders across Merseyside, local community groups and organisations; and
- Internal audiences - including MRWA, Merseyside District Councils, MTF members.

Current situation: A detailed Communications Plan developed to support and co-ordinate key communications and activities relating to textiles recycling and re-use on Merseyside. A timetable of projects and activities currently scheduled within the Communications Plan for 2013-14 is included in Appendix 1, including activities planned for the current financial year.

Communication activities which have so far been delivered include the design and development of leaflets promoting textiles re-use, and the design and development of refuse collection livery promoting textiles re-use, summarised below in 3.2.2.

3.5.1. Leaflets on Textiles Re-use

Project Leader: Barbara Jones (MRWA)

Project timetable: September 2012 – January 2013

The aim of the leaflet on textiles re-use is to help promote a consistent messaging relating to textiles re-use on Merseyside. The leaflets carry the ‘Pass it On’ message and branding developed by WRAP, with guidance and information included on what types of textiles can be donated, and the different routes for recycling and re-use on Merseyside.

Image 1 below includes the final design of the leaflets, which have been distributed to MTF members and wider stakeholders across Merseyside, for dissemination at local events and other opportunities as appropriate. Funding has paid for the design and printing of the leaflet.

Image 1: Pass it On Textiles Leaflets



Current situation: Leaflets have been made available to MTF members and wider stakeholders to support consistent messaging on what can be recycled or re-used, through a number of routes on Merseyside.

3.5.2. Refuse Collection Vehicle Livery

Project Leader: Stuart Donaldson, (MRWA)

Project Timetable: September – March 2013

As part of efforts to increase awareness and recognition amongst the public of outlets and routes for textiles recycling and re-use, 70 vehicle panels have been commissioned that promote textiles.

The design was developed in discussion with WRAP. This project forms part of a wider communication project being driven by MRWA, with 278 panels in total commissioned to communicate a number of different messages to residents across Merseyside. MRWA are evaluating the impact of this communication campaign by tracking the number of website hits received. Image 2 displays the design developed to promote the 'Pass it on' message for textiles, which commenced in mid-December, running until February 2013. Merseyside Districts have decided to keep the panels on their vehicles alongside other waste prevention messages. The design includes a QR bar code, which links to the Recycle for Merseyside and Halton webpage.

Current situation: MRWA are in the process of collating data to determine the number of website hits to help determine the impact of the communication campaign, with feedback to the MTF intended once available. A full evaluation of the campaign is proposed for 2013/14

Image 2: Textiles Vehicle Livery Design



3.6. St Helens on-Demand Collection Pilot

Project Leader: Brian Malcolm (St Helens Metropolitan Borough Council)

Project timetable: April 2013 – March 2014

This project is seeking to pilot a new innovative method of collecting textiles from households, based on the promotion and provision of textile collections by appointment (in a similar way to the operation of bulky collection services). The project will test if this approach is both practically and financially feasible. St Helens MBC currently operate a bulky waste collection service and intend to use this infrastructure (i.e. helpline staff, electronic booking system) to schedule collection appointments for residents with waste textiles in the same way they might book a bulky waste uplift. The project is seeking to test if textiles can be efficiently collected on demand to suit



residents, rather than through a regular scheduled collection service. Further advantages of this system are considered to be:

- No textiles theft – since collections are effectively ‘random’ and hard for bogus collectors to track.
- Able to generate a larger yield per household compared with weekly textiles collection – since residents will be encouraged to ‘save up’ textiles.
- No cost for purchasing or delivering bags - residents will be instructed to use their own with a label for identification.

The key costs associated with the project include leaflet design and printing, in order to promote the scheme, circa £10,000. St Helens are in the process of engaging a number of MTF members to develop a collection schedule. Individual members, along with a local TSO Elixir, will provide collection capacity, with different charities collecting on different days scheduled by the Council.

Scheme monitoring will take place during the pilot period to help evaluate the pilot, learn lessons and determine the scope for replication if the pilot is considered successful. The pilot will collect:

- Quantitative data – kilograms of textiles collected per household/collection, total tonnage collected during the trial period; and
- Qualitative data – derived from surveys undertaken from participating/non-participating residents to evaluate uptake and demand for the service.

St Helens MBC will monitor the pilot project and provide quantified data and analysis to help evaluate the financial viability of such a scheme and the impact on textiles diversion.

Current situation: Due to changes to kerbside recycling collections being introduced across the borough, St Helens MBC have decided to defer the project until 2014 after these changes have been implemented. This will allow for detailed discussions on the role and benefits for MTF members.

3.7. Schools Collection Pilot

Project Leader: Patricia Tisdale (Roy Castle)

Project timescale: April 2013 – March 2014

The objective of this collection pilot project is to test the effectiveness of different approaches to textiles service provision for schools. The MTF is currently rolling out a Communication Plan, which includes different methods for communicating key messages on textiles recycling and re-use, including joint branding and messaging across Merseyside. Material developed as part of the Communications Plan (Pass it on leaflets) are to be used as part of wider messaging around



textiles recycling and re-use on Merseyside. This collection pilot is seeking to evaluate the impact of using these new communication messages methods, and comparing the impact against existing messaging provided by charities to schools for textiles recycling, to determine which is more successful.

Key measures of success will include levels of scheme participation, recognition of the Pass it On messaging, and quantities of textiles collected per pupil. The pilot will seek to test the effectiveness of both approaches on two different schools with similar characteristics, which will be recruited for this purpose. Qualitative and quantitative data will be collected from each of the pilots to allow differences in performance to be evaluated and conclusions to be drawn on whether a co-branded approach vs. standard models of collection at schools.

Key activities within the project include:

- Identifying schools in the pilot areas of St Helens and Wirral - two sample groups of schools will be recruited, approximately 10 within each sample group.
- Developing communication materials and key messages to be used in each school pilot sample
- Developing monitoring materials in order to collect data from the pilot sample schools to enable analysis and evaluation to be carried out.
- Roll out the pilots across both sample school areas.
- Gathering data - including quantitative data e.g. kgs/tonnage (per pupil) and qualitative data (e.g. recognition of messaging amongst pupils and families, staff etc).
- Data analysis and reporting – including feedback to the Forum.

It is anticipated that the project will be rolled out in February 2013, providing feedback to the Forum in April 2013.

Current situation: A Project Implementation Document (PID) has recently been submitted to MRWA by Roy Castle, however the project delivery will now take place in 2013/14 due to time required to confirm the project scope and resources available to lead the project.

3.8. Bring bank Mapping

Project Leader: Julie Lewis (Roy Castle)

Project timescale: April 2013 – March 2014

Roy Castle are leading on a project to develop a comprehensive map of Merseyside bring banks provided by charities and Merseyside District Authorities. The purpose of this project is to improve information relating to bring site locations, whilst at the same time identifying potential gaps in



collection infrastructure across Merseyside. The information gathered will be used to identify possible areas where new bring banks could be sited. Information will be kept within the group and the opportunities will be shared with all Forum members. A GIS mapped illustration of bring bank locations across Merseyside, identifying potential gaps in bring bank collection infrastructure will be produced.

Current situation: whilst this project has a sound rationale, data gathering (namely the sharing of data relating to bring bank locations) has proved difficult, due to data sensitivity amongst Forum members. Further consideration is currently being given to how to address data sensitivity issues, whilst at the same time, delivering the intended project outcomes.

3.9. Charity Shop Data Improvement

Project Leader: Margaret Blackstone (Salvation Army)

Project timescale: September 2012 – March 2013

Research undertaken⁴ to support Forum activities identified inconsistencies in the collection and reporting of the amount of textiles collected for recycling and re-use across charity shops on Merseyside. This meant that individual charities and shops were unable to quantify the throughput of textiles donated, capacity of individual shops to receive textiles (and therefore scope to collect more), and also accurately report throughput (both for internal use, but also as part of claiming third party recycling credits).

To enable more accurate recording of amounts of donated textiles, the MTF have procured over 100 pairs of free standing metric scales, which will be distributed amongst members of the MTF, for use within individual charity shops. Charities will be able to record and report more accurate data as a result of this project, both in terms of recycling credits to MRWA, but also as a means for understanding capacity and opportunities for increasing throughput at individual sites.

Current situation: Salvation Army has procured the scales which are due to be distributed to Forum members in April 2013.

3.10. Universities Collection Pilot

Project Leader: Catherine Argyle (British Heart Foundation)

Project timescale: April 2013 – September 2013

This project aims to support the MTF and MRWA JRWMS overall objective of reducing the amount of textiles going to landfill on Merseyside each year by targeting clothing and textiles waste disposed by students in Liverpool. The project aims to target students especially at the end of academic year

⁴ Merseyside Textiles Forum Route Map, 2013



where evidence suggests textiles and clothing are disposed of when students vacate or move residents. The project also aims to raise awareness to the student population and facilitate a longer term recycling campaign with Liverpool John Moore's University.

The project will be delivered with support from MTF members Sue Ryder, Queenscourt Hospice and the Salvation Army. The project will include a communication and awareness campaign directed at students, with discussions directly with University staff to determine the type of collection services and infrastructure which is likely to be suitable. The project includes in-kind contributions from charities, including approximately 16 days of staff time, additional driver's time for collections, and transportation costs.

Current situation: A Project Implementation Document has been submitted to MRWA, with provisional costs required to cover printing costs, and additional bring banks. Discussions have been scheduled with the University to determine next steps.

3.11. Business Collection Pilot

Project Leader: Julie Lewis (Roy Castle)

Project timescale: April 2013 – March 2014

There is considerable interest amongst the MTF in piloting textiles collections from businesses. Evidence suggests that other organisations in the textiles supply chain are increasingly looking to businesses such as office based businesses and business parks, including textiles merchants and reprocessors, offering to collect textiles at a commercial rate. There is merit in testing the effectiveness and viability of collecting textiles from business premises in order to determine to what extent businesses participate and are willing to bring their unwanted textiles to work for recycling and re-use. Development of such a project would enable the MTF to test this model and compare against other methods of collection currently being piloted on Merseyside, including the University and schools collection pilot.

Current situation: the current MRWA funding available to MTF restricts its use being extended to collection of commercial waste, including textiles used for business purposes or brought into a business premises. The MTF are currently considering other sources of funding which are available to provide support and project start-up costs.

3.12. Charity Shop-led Survey

Project Leader: Janna Alila (St Joseph's Hospice)

Project timescale: April 2013 – March 2014

There is an appetite amongst Forum members to use their charity shops as an opportunity to improve understanding of why their customers (and therefore Merseyside householders) use charity shops, including what items they chose not to recycle or reuse and why. The survey is



considered to be a cost effective method of accessing members of the public and gather information to help inform what more can be done to support higher recycling rates.

A simple and straight forward charity shops proforma will be developed and circulated for all MTF members to use. Each member will collate the responses, with the Project Manager analysing the findings, which will be fed back to the MTF.

Current situation: A draft questionnaire has been developed and will be discussed with members at April's MTF meeting.

3.13. Local Participation Surveys/Research

Project Leader: Stuart Donaldson (MRWA)

Project timescale: April 2013 – March 2014

A wider research project of households on Merseyside, which focuses on understanding why households don't recycle textiles, and awareness amongst households of the outlets available for textiles recycling and re-use, is also being developed. This is an MRWA project to support the evaluation of the whole of the waste prevention programme including textiles over the last four years. Merseyside District Authorities will be consulted to enable the findings to feed into proposed changes to Districts communications and collection infrastructure on Merseyside.

Current situation: MRWA are taking this forward through discussions with Merseyside District Authorities and will develop the scope of the project detail further in 2013/14.



4. Wider Engagement Activities

This section includes wider activities which the MTF is currently engaged in as part of efforts to increase awareness of the MTF amongst wider stakeholders, and to share knowledge and good practice.

4.1. Sustainable Clothing Action Plan

The Sustainable Clothing Action Plan (SCAP) is a national forum bringing together industry, government and the third sector, with the shared objective of reducing resource use and securing recognition for corporate performance by developing sector-wide targets. SCAP includes stakeholders from across the clothing lifecycle, including manufacturers, retailers, textile re-use/reprocessors.

The MTF has been invited to be represented at SCAP, with regular meetings held in London. Current activities include the development of a TOR and target setting for the reduction of waste, carbon and water use in the clothing life cycle. To date the MTF has been represented by MRWA at December's SCAP Steering Group meeting, and will continue to be represented, with key information and updates fed back to the MTF at quarterly meetings.

4.2. Textiles Recycling Association

Representatives of the MTF have had discussions and meetings with the Textiles Recycling Association (TRA), with a view to identify shared areas of interest and where collaborative efforts could potentially support increased recycling and diversion of textiles from landfill on Merseyside. The TRA are particularly keen to become members of the MTF, recognising the value of joint-working with other textiles stakeholders on Merseyside.

Discussions are currently underway regarding the role which the TRA can perform within the MTF, and whether this requires an amendment to the existing structure and MTF TOR, which currently only extends to charity groups, TSOs and Local Authorities on Merseyside. Discussions have also focused on activities where the inclusion of the TRA may be particularly beneficial, such as trials to increase the collection and segregation of lower grade textiles on Merseyside.

4.3. Bags 2 Schools

Bags 2 Schools have been consulted by the MTF as part of the baseline research study, but also as part of a desire to understand the potential for collaboration on Merseyside. The MTF are already undertaking a collection pilot to test joint-branded messages for textiles recycling and re-use at schools on Merseyside, and it is considered that there is potential to work with Bags 2 Schools to encourage wider collection of textiles from schools across Merseyside.



4.4. Other Engagement Activity

Other engagement activity which the MTF have undertaken over the past twelve months includes the following initiatives:

Presenting at the CRA Environment Meeting – the MTF Chair, Karen O' Donoghue, presented at the CRA Environment Meeting in February 2013, to an audience of CRA members. Karen presented on the background to the Forum, its members, current and future projects and challenges and learning outcomes to date.

The London Textiles Forum - operates under a different structure to the MTF, with membership including London Local Authorities and representation from the London Recycling and Waste Board. The London Forum is focusing on areas such as the joint procurement of services for the collection of textiles across bring sites in the London area. Dialogue and information sharing is taking place between the two Forums, for example, the sharing of findings and outcomes of pilot collection trials, such as the on-demand collection pilot undertaken by Lewisham Council.

Liverpool Fashion Week - provided a formal launch for the MTF and a platform to raise the message about textile recycling and re-use and developing new skills in design and sewing. Roller banners displaying the 'Pass it on' textiles log were developed and displayed at the event. The MTF organised textiles collection points for attendees to deposit and recycle unwanted clothing, with a different Forum member collecting textiles on each of the five evenings of fashion week.

Re-use of the Liverpool Fashion Week 'Pass it On' textiles roller banners - Members of the MTF have displayed these in charity shops across Merseyside, and MRWA have engaged St Johns Precinct to display the roller banners in vacant business units within the shopping precinct.

Recycle for Merseyside – the recycle for Merseyside webpage has been updated to communicate the MTF aims and objectives, listing individual members and providing a link to each organisations website.

Textiles recycling and re-use articles – the MTF have commissioned articles to communicate the opportunities and benefits of recycling and re-using clothing and textiles. Articles have been published in Lifestyle Magazine (to coincide with Liverpool Fashion Week), the Liverpool Student Handbook (35,000 produced each year), Family Go Live Magazine, and the Faith for Change newsletter.

Radio adverts – a series of waste prevention messages communicating the 'Pass it On' message were commissioned and featured on Radio City every Saturday and Sunday in November 2013.



5. Summary and Recommendations

Development and support provided to the MTF has enabled MRWA to test and evaluate the opportunities and value of providing financial support and a degree of autonomy to charities and the third sector to develop and lead projects to increase recycling and re-use of textiles on Merseyside. The MTF has demonstrated the willingness of charities and third sector organisations to provide in-kind time and resources and commitment to deliver projects in partnership with Merseyside Authorities.

The MTF has been successful in developing a number of valuable and relevant projects since its inception, in areas such as communications, collection, and data improvement. Notable examples include development of a Communications Plan, the development of pilot collection projects, and procurement of scales to improve reporting of data by charity shops.

A number of projects have also experienced challenges, particularly relating to project management and resourcing, which have delayed the delivery of a number of projects. To ensure that the Forum continues to demonstrate value for money, and deliver successful projects going forward, the following recommendations have made as a response to certain limitations noted.

5.1. Project Management

A number of projects currently being led by members of the MTF have experienced challenges, due to in-kind resource limitations, and variation of experience in leading and management of projects, but also availability of the right individuals with capacity to contribute or lead projects within the Forum. This has impacted by delaying the enactment and delivery of projects during the first financial year. Identifying additional project management resource should be a priority to help deliver projects in 2013/14.

Recommendation 1: It is important to ensure that projects developed by the MTF continue to be managed effectively and deliver quality outputs with meaningful data to evaluate success. It is recommended that consideration is given to strengthening the project management resource for individual projects taken forward. External project management support may also be considered to ensure additional resources are available where necessary, and ensure meaningful monitoring and evaluation of projects is undertaken, as well as training to up-skill individuals.

5.2. Funding Structure

Project development and implementation has been constrained in part due to the requirements for all project funding to be spent before financial year end, with projects unable to be delivered over more than one financial year. This has presented some issues in terms of project delivery, such as difficulties in fitting in procurement of capital items and equipment. Greater funding flexibility (or support in principle from MRWA to the continued support for the Forum until at least 2014/15) would enable the MTF to implement more ambitious and longer term projects over more than one



financial year, and provide more certainty and stability for Forum members to develop projects which deliver greater diversion of textiles from landfill.

Recommendation 2: That MRWA consider providing the MTF with support in principle for continued support for until at least 2014/15 (although subject to the annual approval of budgets by the Authority).

5.3. Membership

The current membership of the Forum includes both charities and Merseyside Local Authorities, reflecting the current description of the membership structure within the existing TOR. A case has been demonstrated for both increasing the number of members and broadening the membership structure to include wider stakeholders. Project activities undertaken this year have in part, been limited by the availability of both resources within the current membership group, and available within each member's organisation to support projects. An example of this includes limited success in identifying resources within member's organisations to support Communication Plan activity.

In a number of cases, individuals represented at the Forum are often not key decision makers within their charities, meaning that where projects require certain commitments (for example in-kind contributions or commitment to manage purchasing of items or equipment) individuals were sometimes unable to make these commitments, which has often resulted in delays in project delivery.

Certain projects identified and prioritised for development have also failed to register interest amongst members of the Forum, including those which do not provide immediate 'quick wins' or require upfront investment. An example includes a pilot project to assess the value of increasing collection and segregation of lower value textiles on Merseyside. Targeting lower value textiles materials fits with MRWA strategic aims and objectives, to address all textiles waste destined for landfill. The project scored highly against the aims and objectives of the JRWMS, however charity members of the Forum are primarily focused on higher value textiles collected or donated for re-use markets. This would indicate a need to identify further resources to support the development of new projects. The current membership of the MTF could be strengthened, both in terms of resource but also knowledge, through representation of the private sector, such as the TRA, who have expressed an interest in joining the Forum.

Recommendation 3: It is recommended that recruitment of new members is given high priority in 2013/14 to ensure that the MTF is more representative of the sector, giving consideration to wider representation from across the clothing supply chain, which could include private sector recycling and re-use organisations, but also potentially retailers or suppliers, to encourage knowledge transfer and resources to support wider project activities which have been identified and prioritised to date.



Recommendation 4: It is suggested that the Forum undertakes a gap analysis to assess where resource and knowledge gaps exist to deliver those projects and activities currently considered to be priority areas for 2013/14.

5.4. Widening Scope of Payment Mechanism to include Re-use

MRWA continue to operate a recycling credit scheme, which was introduced in section 52 of the Environmental Protection Act (EPA) 1990 in the absence of other policy levers to encourage recycling, and is now operated in conjunction with a number of other economic and regulatory measures designed to promote more sustainable waste management. More recently textiles recycling credits have been capped at £25.00 per tonne, with the resulting savings of £48,000 made available to support textiles recycling projects on Merseyside; however credits are currently not paid for activities which support the re-use of textiles on Merseyside.

There is a strong case for reviewing and considering options for funding projects which support textile re-use. Section 52(12) of the EPA 1990 clarifies that recycling credit payments can be paid for reused waste on the same basis as for other recycling. Furthermore, within the waste hierarchy, re-use has a more positive carbon saving over recycling, which requires energy to reprocess materials into a different form.

Although re-use tonnage cannot be included in recycling tonnages in England, it can be included in the diversion from landfill part of the calculation. Furthermore local re-use organisations increasingly need to find sources of sustainable income to ensure their operations continue to divert materials from disposal. By supporting these organisations, local authorities can ensure that they continue to operate and contribute to the achievement of the JRWMS and the requirements to address the Waste Hierarchy, while providing a range of wider benefits to the local community⁵.

Recommendation 5: For MRWA to consider widening the scope of the funding to the MTF to support projects which encourage re-use.

5.5. Collection from businesses

There is considerable interest amongst the MTF in piloting textiles collections from businesses. Under current arrangements, the funding available to MTF cannot be used to support and develop projects which target to commercial waste, regardless of whether the waste is clothing which householders have brought into their work premises.

Recommendation 6: The MTF should research wider funding opportunities to support expansion into business collection (see Recommendation 7).

⁵ Guide to Re-use Credits. A briefing paper for Local Authorities and Furniture Re-use Organisations. FRN, LARAC and WRAP, 2007



5.6. Targeting additional funding streams

The MTF have been successful in securing revenue to support project activities such as funding awarded by WRAP to develop a Communications Plan. The MTF along with individual members of the Forum should continue to be proactive and seek to identify further funding opportunities to provide additional revenue to support projects. Examples include WRAPs Business Re-use Demonstration Pilot project, which will be launched in April via an Expression of Interest on the WRAP website, and will invite organisations to submit applications for funding for projects which demonstrate re-use. Textiles are one of the priority waste streams WRAP are seeking to support under the project.

Recommendation 7: The MTF should consider a joint application to the WRAP Business Re-use Demonstration Pilot fund to address the current lack of funding from MRWA to support business collection projects.



Appendices



Appendix 1: Merseyside Textiles Forum Terms of Reference

Merseyside Textile Forum

Terms of Reference

1. Background / Context

Waste arising figures for Merseyside indicate that on average 4.5% of Merseyside's residual stream, approximately 22,000 tonnes per annum, is textile waste. Significant opportunities exist for both the Merseyside Recycling and Waste Authority (MRWA) and the immediate supply chain to recover and recycle more textiles from the residual waste stream.

To harness these opportunities and to ensure that the objectives as set out in the Joint Recycling & Waste Management Strategy are met - a dedicated textile Forum has been established.

2. Function of the Merseyside Textile Forum

The aim of the Forum is to support the development of strategies that a) meet the objectives as set out in the Joint Recycling & Waste Management Strategy and b) increase the diversion of textiles waste from landfill on Merseyside. The Forum will provide a platform for members to openly discuss issues surrounding textile recycling and reuse and to collectively work towards a common goal.

3. Role of the Merseyside Textile Forum

Specific roles of the Merseyside Textile Forum are to:

- Be responsible for the development of strategies and initiatives that increase textile recycling and reuse rates on Merseyside;
- Contribute to the development of a business case and implementation plan, and support the continuous development of said business case and implementation plan;
- Work together and with MRWA to collectively support future incentivisation of textile recycling on Merseyside;
- Where appropriate and with agreement Forum members may be required to provide investment to launch or undertake initiatives or projects that may increase textile recycling on Merseyside;
- Facilitate appropriate levels of communication and information exchange between members;



- Provide a platform for textile recycling charities and organisations to engage with and influence the future of textile recycling on Merseyside;
- Help to raise the profile of textile recycling both on Merseyside and further afield.

4. Membership

The Merseyside Textile Forum will be made up of representatives from the following organisations;

- Merseyside Recycling and Waste Authority (MRWA)
- Merseyside Local Authorities
- Charity Retail Association (CRA)
- Waste Resources and Action Programme (WRAP)
- Charity groups directly involved with the collection, reprocessing or re-sale of textiles

Any changes to the make-up and representation of the Forum will be discussed and agreed with Forum members.

5. Benefits of the Forum

- Increased opportunities for members to collect/receive more feedstock
- Greater influence, involvement and collaboration with MRWA and Local Authorities
- Increased economic benefits such as increased volunteering opportunities, Job creation and safeguarding of existing jobs through increased market share.
- Opportunity to network and share best practice
- Opportunity for Forum members to increase profiles and gain increased exposure through the initiatives / projects that the Forum may undertake

6. Agenda Items, Minutes, Frequency of Meetings

- Agenda items will be agreed in advance of any Forum meetings and will be consistent with the roles and objectives of the Forum.
- Action notes will be taken by the Secretary at each Forum meeting and will be distributed following Forum meetings.
- The Merseyside Textile Forum meetings will be scheduled to run on a quarterly basis.
- Additional meetings may be required to kick start and progress specific activities or projects that the Forum decides to undertake.
- Terms of Reference for the Forum will be reviewed every 12 months.



7. Responsibilities of Forum members:

- Forum members will be required to appoint a Forum Chair and Forum Secretary.
- The appointed Chair and Secretariat will be required to remain in post for a minimum of 12 months before review.
- All Forum members are required to attend all scheduled meetings. A commitment to do so will be required from all members wishing to join the Forum.
- Forum members who are unable to attend a meeting must contact the Secretariat prior to a Forum meeting
- Any organisation or charity wishing to be part of the Forum will be considered an official Forum member on signing these Terms of Reference
- All opportunities arising from Forum activities will be made available to all Forum members to ensure a collaborative and equal approach to joint working
- All information that is shared within the Forum will be confidentially stored and used to support future forum activities. Any opportunities that arise from said information will be used for the benefit of the whole Forum and should not, in any circumstances be used for individual gains.

I agree to the above Terms of Reference as outlined above, and wish to become a member of the Merseyside Textile Forum

Name:

Organisation:

Date:

Please return by email to the Merseyside Textile Forum Chair:

Karen O Donoghue: odonoghuek@bhf.org.uk

APPENDIX 1



APPENDIX 1



Appendix 2: Communications Plan Activities 2012-14

Activity	Responsibility	2012			2013												2014		
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Leaflets	MRWA																		
Posters	MRWA/MTF																		
Displays	MRWA																		
Bank stickers	MRWA/MTF																		
Textile display tours public buildings	MRWA/MTF																		
Textile posters/displays in MTF shops	MTF																		
Events – ‘Big Ticket’																			
The Big Donation campaign (British Heart Foundation)	BHF																		
Liverpool Fashion Week	MRWA/MTF																		
European Week for Waste Reduction	MRWA																		
Unwanted Christmas Gifts stock appeal (BHF)	MTF/BHF																		
Spring Clean textile appeal	TBC																		
Charity Retail Association Stock Appeal (TBC)	TBC																		

APPENDIX 1



Activity	Responsibility	2012			2013												2014		
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
National Hospice Month	TBC																		
Recycle Week	MRWA/LAs																		
Events – 'Local'																			
Fresher's Week activities at Liverpool universities	MRWA/MTF/LAs																		
Liverpool Christmas Market	MRWA																		
St Helens Continental Market	MRWA																		
North West Vintage Rally	MRWA																		
Other activities																			
Council/MTF newsletters	MTF/LAs																		
PR programme	MRWA/MTF/LAs																		
Radio sponsorship	MRWA																		
Refuse/recycling vehicle advertising	MRWA/LAs																		
MRWA website	MRWA																		
Recycle for Merseyside and Halton website	MRWA																		
MTF member websites	MTF																		

APPENDIX 1



Activity	Responsibility	2012			2013												2014		
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
LA websites	Las																		
MRWA & LA staff training	MRWA/LAs																		
MTF staff and volunteer training	MTF																		
Councillor briefings	MRWA/LAs																		
Monitoring and evaluation																			
Pre-campaign baseline monitoring																			
Campaign monitoring																			
Post-campaign monitoring																			