

	<p align="center">London Borough of Hammersmith & Fulham</p> <p align="center">COMMUNITY SAFETY, ENVIRONMENT AND RESIDENTS SERVICES POLICY & ACCOUNTABILITY COMMITTEE</p> <p align="center">30 JANUARY 2017</p>
<p align="center">STREET CLEANLINESS AND RECYCLING</p>	
<p align="center">Report of the Director for Cleaner, Greener and Cultural Services</p>	
<p>Open Report.</p>	
<p align="center">Classification - For Policy & Accountability Review & Comment</p> <p>Key Decision: No</p>	
<p>Wards Affected: All</p>	
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1. EXECUTIVE SUMMARY

- 1.1. A report was submitted to this Committee on 4 April 2016 that outlined activity in tackling increased dumping and maintaining clean streets. This report provides an update.
- 1.2. It takes into account recommendations from the Street Cleansing Futures Board work streams: Communication, Performance, and Waste storage, as well as outcomes from previous PAC reports.
- 1.3. In addition, Serco has undertaken a wide-ranging review of their performance. This has resulted in an Action Plan or 'Road Map', which is being merged with actions arising from the LBHF Futures Board workstreams.
- 1.4. The Contracts and Enforcement Team and Corporate Communications Team have also inputted, as have residents and some community groups (eg Avonmore Resident Association). Their activity to reduce flytipping, change behaviour, and increase recycling, is also summarised in this report.

- 1.5. Whilst there is no room for complacency, early indications show the combined results of the above activities are having a positive impact on the street scene.

2. RECOMMENDATIONS

- 2.1. That the PAC note the information contained in this report and make such comments as it feels appropriate.

3. INTRODUCTION AND BACKGROUND

- 3.1. A report was submitted to this Committee on 4 April 2016 that gave an update on the issues raised at previous PAC meetings, including how to tackle increased dumping and maintain clean streets.
- 3.2. In parallel, a Futures Board was held by the Leader on 21 March, comprising Members, cross departmental officers, and some stakeholder representatives. As an outcome, three workstreams were established with the aim of embedding continuous improvement in street cleansing: Performance Management, Communications and Behaviour Change, and Urban Design and Storage. This report gives feedback on progress with those workstreams.
- 3.3. Increases in rubbish dumping has been experienced at a national level. This has led to the creation of an All Party Parliamentary Group which met in October 2016. The group was led by Jim Fitzpatrick MP and Keep Britain Tidy (KBT) and the KBT Action Plan is attached at **Appendix A**. Officers have reported previously the increase in flytips for during 15/16. Whilst in the first half of 2016/17 the upward trend continued, it is encouraging to note the slight downward trend as outlined in paragraph 4.10. It should also be borne in mind that increased awareness of digital reporting mechanisms on the part of the public could explain some of the previous increases in reports received.

4. PROPOSAL AND ISSUES

4.1 INTENSIVE AREA BASED INTERVENTIONS

Officers have injected significant resource into a wide range of interventions to reduce the rubbish dumping problem in three areas of the borough – Lakeside, Avonmore and Sinclair Roads. The experiments have led to some positive putcomes.

4.2 Sinclair Road

4.2.1 Waste Storage

Officers have worked with residents on Sinclair Road to reduce unsightly waste whilst providing an adequate collection system for Serco. This has led to visible improvements and new storage areas. Officers continue to work with residents and Serco to address other issues such as poor access for the refuse crews or inadequate storage for the volume of waste being

Use of CCTV

4.4.2 Additional overt cameras are being procured for targeted fly tipping issues and they will be available mid-January. Installing another two cameras should greatly increase our chances of getting useful intelligence. We still would not be able to cover the entire street but the Street Czar will visit the site with the Enforcement team to establish the most useful locations.

It should be borne in mind, though, that many residents see CCTV as the solution to rubbish dumping problems as they (understandably) believe it will easily identify perpetrators, and enable easy enforcement. However, this is often not the case: cameras may not be pointing in the right direction to catch dumping as it occurs (especially for random sites rather than regular hotspot locations); if people are seen dumping rubbish, cameras often do not pick up where they came from; vehicle number plates may not be visible. Nonetheless, there are successes so it is worth using the resources we have appropriately (and within strict legal guidelines) to deter this anti-social behaviour.

4.5 OUTCOMES FROM THE THREE FUTURES BOARD WORKSTREAMS

The Action Grid from the three workstreams is now being implemented and is attached as **Appendix B. The previous actions from PAC are incorporated into the workstreams from Futures Board.**

4.6 SERCO IMPROVEMENT PLAN

4.6.1 There has been intense focus on working with Serco to identify issues and to develop an improvement plan. The Commercial Director and his team are also involved. Following Serco's in-depth analysis of the issues, they summarised the proposed actions and worked with us to prioritise them in a 'Benefits / Difficulty' matrix, and prepared an implementation timeline Gantt chart (**Appendix C**).

4.6.2 A key change that is currently being investigated is the potential to change our approach to clearing rubbish dumps. Currently reports pass through Street Enforcement for investigation, and are then referred on to Serco to clear, adding a delay. As evidence that would enable prosecution is not found in most cases, we would like to change this process so that reports go direct to Serco to clear within 48 hours. This option will be more effective in clearing dumps.

4.7 CURRENT STANDARDS, OFFICER PERCEPTION, AND COMPLAINT TRENDS

4.7.1 The latest NI195 scores provide evidence of improved performance compared to last year, are within the 3% target, and compare very favourably to other London Boroughs.

Summary of Results NI195 Score	Litter	Detritus	Graffiti	Fly-posting
This tranche T2 2016-17	0.99%	1.55%	2.96%	1.81%

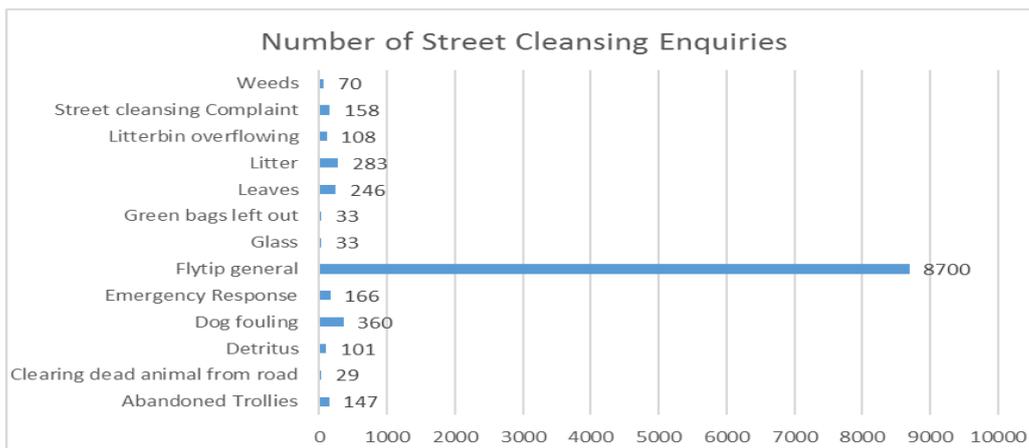
Previous tranche T1 2016-17	1.48%	0.86%	2.63%	1.48%
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(Low scores are good and so these results were positive overall with generally B+ or B scores for litter and detritus).

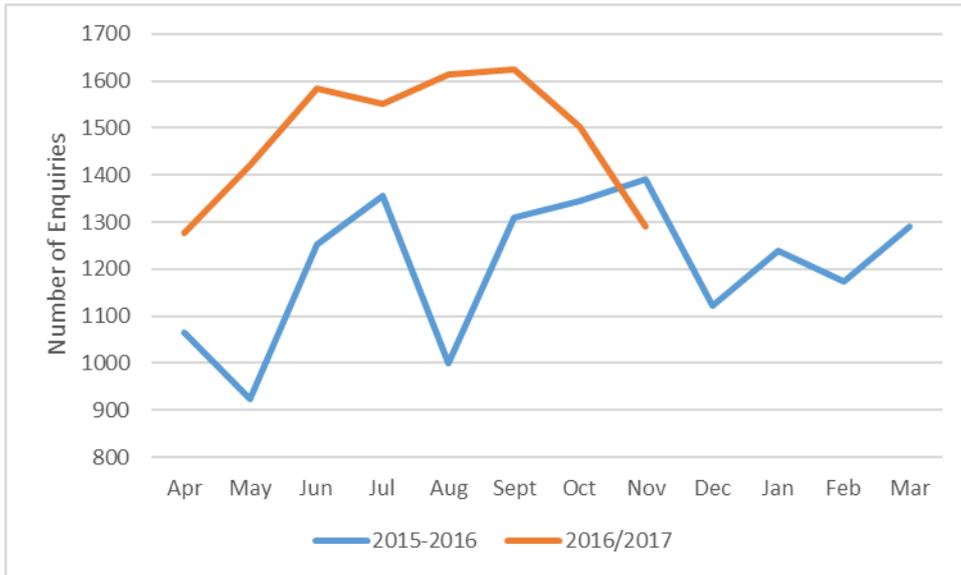
4.7.2 Officer perception concurs with these scores in that generally litter does not seem to be a significant issue (although it is acknowledged that there are hotspot areas that are problematic for litter), but that rubbish dumping is the bigger problem. LBHF officers have raised this at a London-wide level through LedNet (London Environment Directors' network), and are leading on two projects: Urban design and landlord responsibility, and Communications about rubbish dumping.

4.7.3 As part of the Improvement Plan, a Street Czar has been appointed to oversee areas of activity, engaging the community in helping to address the issues (see attached press release, attached as **Appendix D**).

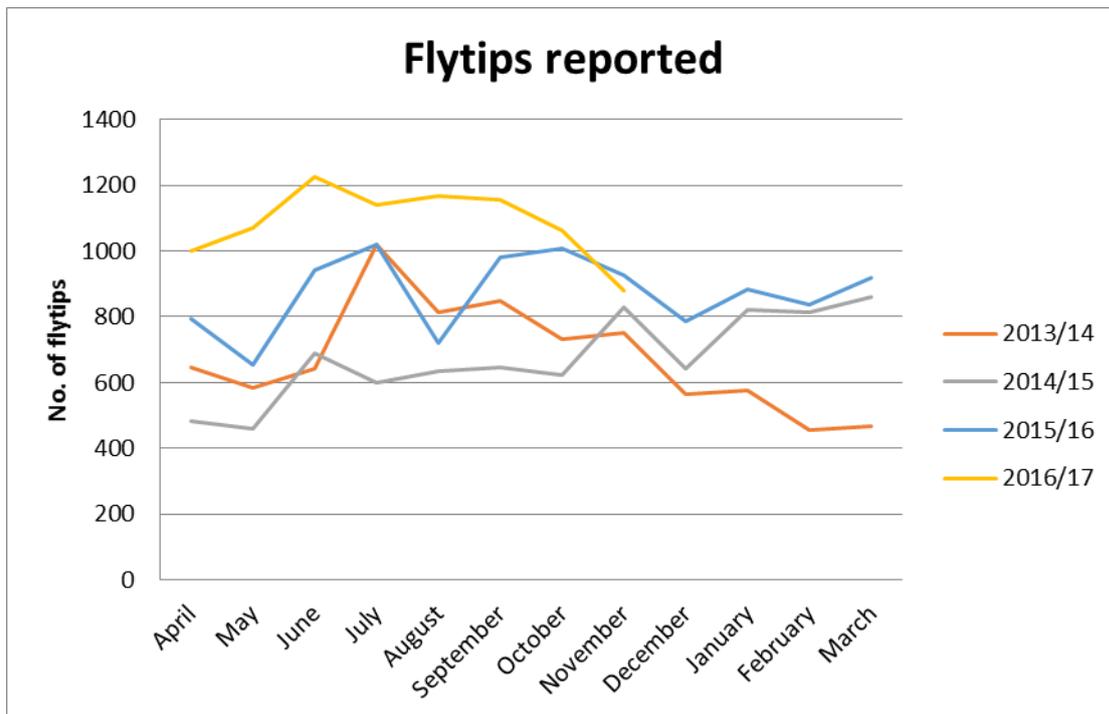
4.7.4 Enquiries are continually increasing as the Council make it easier to report issues. There are now over 5,500 registered users of the H&F Report It app although it should be noted that this has added to the number of reports rather than achieving channel shift.



4.7.5 Flytipping continues to be the main reason for reporting street cleansing enquiries. The table below shows the number of reports for April to November 2016.



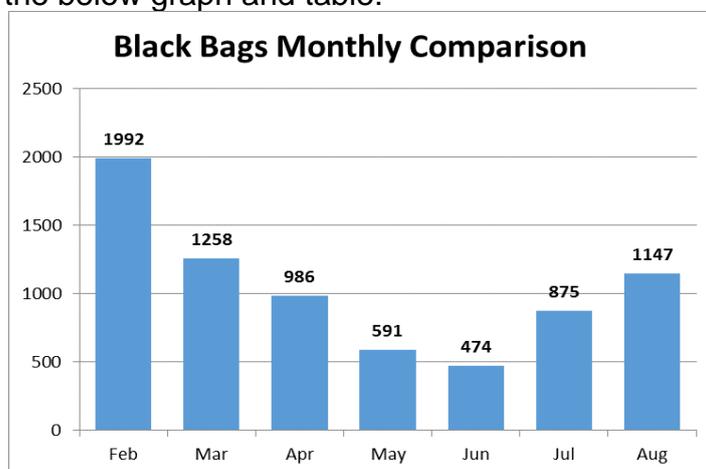
4.7.6 November showed the first signs of a significant drop in reported enquiries. It coincides with Serco introducing their process improvements. The number of reported enquiries also corresponds with a drop in flytipping which we are currently experiencing and in November this fell below last year's figures (see graph below).



4.7.8 Officers are also adopting the 'Better Letters' style of writing to improve our responses to residents, so they are friendly in style, and more easily understood. We are also seeing how we can improve our digital engagement with our public through a new approach to a Social Media platform, being led by the Transformation and Agilisys team.

4.8 NIGHT-TIME ENFORCEMENT PROJECT

4.8.1 This project has so far worked well and a progress report is attached at **Appendix E**. Highlights include a reduction in dumped black bags, new or upgraded Trade Waste contracts, and an increase in Fixed Penalty Notices as shown in the below graph and table:



Revenue Received	
New & Amended Contracts	£49,274
Section 34 FPNs	£4,440
Section 87 FPNs	£800
Section 47 FPNs	£540
Total	£55,054

4.9 ENFORCEMENT

4.9.1 The role of the Enforcement team has been under review. Other West London Alliance (WLA) boroughs are revisiting their approach to enforcement over the next six months, and so we can see if there are any opportunities to do some joint working, or commissioning of certain aspects, e.g. small-scale anti-littering exercises.

4.9.2 Meanwhile the Enforcement team will implement a new approach to investigations by focusing on hotspot areas. This would allow officers to apply resources where needed rather than patrolling areas where there is limited enforcement action to be taken.

4.9.3 The intention is to have some high-profile enforcement patrols, combined with some covert patrols.

4.10 RECYCLING UPDATE

4.10.1 The following table shows recycling performance comparisons across the same months from 2015/16 and 2016/17. This shows that recycling has increased every month except one, which is excellent given the trend in many authorities for flatlining or even lower recycling rates.

Month	Recycling Rate 2015/16	Recycling Rate 2016/17	Recycling Rate change (+ is good)
April	21.66%	22.39%	0.73%
May	18.33%	19.17%	0.84%
June	23.24%	22.37%	-0.87%
July	20.81%	21.90%	1.09%
Aug	18.18%	18.87%	0.70%
Sept	24.29%	25.65%	1.35%
Oct	19.69%	19.89%	0.20%
Nov	21.72%	22.72%	1.00%

4.10.2 Other initiatives to improve recycling include:

- Doorstepping programme developed and implemented
- Nappy Natters events promoted and developed, resulting in increased attendance and addition of SWAP events
- MRF (WRWA recycling facility) tours introduced for residents
- Communications strategy developed and work on new communications materials commenced
- Commenced project on estate based working, aimed at establishing a better working relationship and communication channel amongst all stakeholders on recycling matters. Commenced with Peabody, with intention of developing a model to roll out across Housing Associations. Now working with Housing and Pinnacle.
- Commenced Green Rewards programme, aimed at behavioural change. Programme extended for 9 months from July 2016.
- Produced draft waste action strategy, aimed at delivering a 2% increase in recycling rate per annum, for 4 years.

6. OPTIONS AND ANALYSIS OF OPTIONS

6.1 To summarise, the following approach is being adopted:

- i. Implement the joint Serco and LBHF Improvement Plan
- ii. Review the 'clear all' approach to rubbish dump clearances
- iii. Implement outcomes from the Futures Board three workstreams (Performance, Communications, and Landlord responsibility), and merge with the Serco Improvement (Action) Plan
- iv. Promote the work of the Street Czar who will engage the community, and improve the most effective use of CCTV

- v. Review Street Scene Enforcement model and opportunities that may exist through the WLA
- vi. Improve digital engagement with our public through a new approach to a Social Media platform
- vii. Continue to investigate rubbish dumping as part of core business within the Contracts and Enforcement team, but trying new approaches such as more focused patrols rather than necessarily investigating individual reports (links to (ii) above)
- viii. Implement the decision regarding the level of enforcement fines for the offence of dumping on the public highway Sec. 33Z

7 CONSULTATION

- 7.1 Officers are working with Serco to plan actions to address their customer satisfaction survey results. Headline results indicate an average satisfaction level of over 75% to waste and street cleansing services.

8 LEGAL IMPLICATIONS

- 8.1 There are no specific legal implications arising out of this report.
- 8.2 Implications completed by: Babul Mukherjee, Senior Solicitor (Contracts)
0207 361 3410

9 FINANCIAL AND RESOURCES IMPLICATIONS

- 9.1 This report deals with the outcomes of projects which were previously approved and have now been implemented. There are no financial implications arising from them. The only new financial proposal is to implement an increased fine for the dumping of household waste for which approval is being sought separately.
- 9.2 Comments provided by Mark Jones, Director for Finance 020 8753 6700.

10 IMPLICATIONS FOR BUSINESS

- 10.1 Although there are no changes currently planned for the provision of the core commercial waste service, there are questions around the clear-all service, rubbish dumping, and street cleansing which may impact on business perception and enforcement of commercial waste.

11 RISK MANAGEMENT

- 11.1 The assessment and management of environmental risk is central to the Council's core risk management objectives. The report analyses and explains the possible consequences in a given situation where environmental risks will occur eg. Fly Tipping and their likely impacts on the local population and the potential secondary impacts. The review and critique suggests risk improvements and management approaches to further mitigate risk within the given scenarios.

Implications verified by: Michael Sloniowski, Shared Services Risk
Manager telephone 020 8753 2587.

LOCAL GOVERNMENT ACT 2000
LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
	None		

LIST OF APPENDICES:

- Appendix A* Keep Britain Tidy Action Plan
- Appendix B* Action Grid from the three workstreams
- Appendix C* Serco Improvement Plan
- Appendix D* Street Czar – press Release
- Appendix E* Night time enforcement progress report