

	<p style="text-align: center;">London Borough of Hammersmith & Fulham</p> <p style="text-align: center;">COMMUNITY SAFETY, ENVIRONMENT & RESIDENTS SERVICES POLICY & ADVISORY COMMITTEE</p> <p style="text-align: center;">3 FEBRUARY 2015</p>
<p>STREET CLEANLINESS</p>	
<p>Report of the Divisional Director</p>	
<p>Open Report</p>	
<p>Classification - For Information</p> <p>Key Decision: No</p>	
<p>Wards Affected: All</p>	
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1. EXECUTIVE SUMMARY

- 1.1 Street Cleanliness is considered an important service area for the Council, and the administration committed to reducing flytipping and tackling littering and dog fouling in its manifesto.
- 1.2 A disparity currently exists between perception of street cleanliness standards (littering and rubbish dumping/flytipping), and measured performance results. In terms of perception, there has been a rise in correspondence to the Cabinet Member about littering and dumping over the latter part of 2014. However, in terms of monitoring and performance scores (both internal and independent surveys), results are good. Officers are working with Serco and other colleagues to refine street cleanliness methods in those areas where perceptions have changed.
- 1.3 This paper outlines the current activity and further actions that are being examined to address the above.

Conclusions and recommendations

- 1.4 Perception, and some recent high profile complaints regarding littering and rubbish dumping, do not match independent survey results. There is, nonetheless, Member concern and pockets of residential concern about litter "hotspots". Officers have listened to these issues and taken action with Serco and other teams, as described in Section 4 below.

2. RECOMMENDATIONS

- 2.1. This report is for the Committee's information.

3. INTRODUCTION AND BACKGROUND

- 3.1 A downturn in general perception of cleanliness has occurred in some areas of the borough. Officers have taken on board recent feedback from Members and the public in considering actions on how to address these concerns.

Current level of litter and dumping queries

- 3.2 With regards to dumping and litter, increased reporting does not necessarily mean there has been a decrease in standards – it could be that awareness is raised and reporting routes are more accessible, which is good in terms of customer engagement, but negative in terms of the interpretation regarding any increase in reports. As outlined in Table 1 below, there has been a reduction in the number of litter and dumping reports, but an increase in the number of complaints through the formal H&F iCasework reporting process. Furthermore, issues reported are not always directly related to the Serco service provision: sometimes they are Housing or Highways matters (although of course this is of no importance to the customer who simply wants a solution). A walkabout with the Cabinet Member on 25 November 2014, concluded that the streets visited were mainly clean, and officers are reviewing the cleansing methods in locations that experience repeated problems. Officers already issue Section 46 and 47 Notices under the Environmental Protection Act. These notices specify how, where, and when waste should be presented for collection, (Section 46 Notices relate to domestic properties, and Section 47s to businesses). Officers are increasing the use of these notices as necessary in order to try to deter rubbish dumping.

Reported through Confirm	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Tot
Litter Enquiries 2013-14	23	31	31	51	38	39	24	21	21	23	18	16	336
Litter Enquiries 2014-15	22	22	44	33	15	39	35	24	21	23	18	16	312
Dumping Enquiries 2013-14	647	586	642	1018	812	847	732	753	566	575	454	467	8099
Dumping Enquiries 2014-15	483	459	690	600	633	646	622	828	566	575	454	467	7023

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Tot
2013/14 iCasework complaints – Street Cleansing	1	0	0	2	0	0	0	0	0	2	0	0	5
2014/15 iCasework complaints – Street Cleansing	0	1	0	0	1	1	0	0	0	2	0	0	5
2013/14 icasework Enquiries	3	0	0	9	5	4	2	5	6	1	7	4	46
2014/15 icasework Enquiries	7	4	12	8	5	4	2	5	6	1	7	4	65

Table 1 – Litter and Dumping reports and Complaints (Nb: figures highlighted in yellow are estimated, based on the previous year).

Littering

- 3.3 2014/15 figures for LBHF indicate there has been an improvement in street cleanliness (low percentages are good). Surveys are independently carried out by WYG (White Young Green) every 4 months (3 tranches in a year), in accordance with the previous NI195 guidance. In-house surveys are undertaken monthly. Recent scores are below:

Year/Tranche	WYG Score		In house Survey	
	Litter	Detritus	Litter	Detritus
2013-2014 T1	2.14%	3.29%	1.94%	0.37%
2013-2014 T2	5.10%	3.63%	2.07%	0.62%
2013-2014 T3	5.45%	3.77%	2.56%	0.98%
Total	4.23%	3.57%	2.19%	0.66%
2014-2015 T1	1.64%	1.44%	1.34%	1.46%
2014-2015 T2	1.65%	4.56%	1.70%	0.86%

Table 2 - Litter and Detritus scores based on the former NI195 methodology

- 3.4 As outlined above in 3.2, the number of litter enquiries has fallen despite more portals through which to report.
- 3.5 For litter, resident satisfaction scores have increased in recent years, from 68% in 2010/11 to 76% in 2013/14. This compares extremely well with the London average of 56%.

Dumping

- 3.6 Trends show a reduction in reported dumping through the Contact Centre when compared to the same period last year (April to October), ie a 21.7% decrease. From April – October 2013 there were 755 fly tips reported via Cleaner Greener and H&F Report It, and from April – October 2014 there were 590. This bucks the national trend which indicates a 20% increase in dumping. However, there have been more complaints and enquiries through the formal process to H&F Intouch.

Customer Satisfaction

- 3.7 The resident satisfaction ratings in refuse and recycling collection have remained static in recent years at around 81% and 75% respectively. Again, this compares extremely well with London average figures of 72% for refuse and 71% for recycling collections.

Reporting methods and robustness

- 3.8 A recent internal audit of the Report It system in the third quarter of 2014/15, testing samples from April to June this year, confirmed that it is working well.
- 3.9 Some reports are sent direct to officers by residents and Members, rather than through the official channels of the Cleaner Greener hotline or Report It. Reporting through the official channels ensures that the issue/complaint is forwarded to the appropriate person for action. This also increases the chances of establishing a precise location, enables the customer to follow up through a reference number, and facilitates subsequent reporting and data analysis. As part of this drive, and with agreement of the Cabinet Member, officers recently reminded Members of the relevant reporting routes for different issues.
- 3.10 Officers and Serco are evaluating the sweeping frequencies and rectification levels with a view to adjusting them up or down as necessary. This review will ensure resource is directed at the right hotspots/high frequency areas.

Publicity and communications

- 3.11 Ongoing communications are recommended in order to influence behaviour change.

Current legislation

- 3.12 The new Anti-social Behaviour, Crime and Policing Act 2014 came into force on 20 October 2014, bringing together a range of ASB-type offences under one umbrella legislation, enabling a generic notice to be served irrespective of the type of ASB offences committed. In relation to rubbish dumping and management of waste, officers are still able to issue Notices under Section 46 and 47 of the Environmental Protection Act. These stipulate how residents and businesses must present their waste for collection. They will also still be able to use Sections 33/34/46/47 of the Environmental Protection Act 1990 for fly tipping and illegal waste presentation. The new powers are not expected to be operational before March 2015 with regards to Community Protection Notices.

4. PROPOSAL AND ISSUES

Key action points regarding street cleanliness are given below:

- i. Members have been asked for further feedback by providing specific locations of any further litter hotspots they are aware of.
- ii. Officers will continue to review hotspot areas with Serco with a view to re-prioritising cleansing and monitoring regimes in agreement with the Cabinet Member.

- iii. Newly-purchased small capacity Hako sweepers were deployed on double shifts between Christmas and New Year to take advantage of fewer parked cars in the borough, and to improve the detritus scores. Officers will review this approach to consider longer term changes to the street cleansing operations.
- iv. Officers will consider the Performance Mechanism in the contract jointly with Serco to consider whether a rebalancing of the financial reward and penalty mechanism would act as a better incentive.
- v. Officers are in discussion with LB Brent to agree a way forward for cleansing and enforcement activities for borough boundary areas (eg Harrow Road)
- vi. Officers will work with colleagues to resolve littering and rubbish dumps that appear on private land that is open to the public and can create unjustified poor perception of Serco standard of service delivery as well as the Council in general
- vii. Officers will pursue a communications campaign to raise awareness of the issues and the action the Council is taking, and to encourage behaviour change, particularly in relation to residents dumping small amounts of rubbish in carrier bags on the highway. The term "flytipping" will not be used as it can be misleading to residents, who do not associate small levels of dumping as a "flytip".
- viii. Officers will review the outcome of the refocused and intense enforcement approach on dumping and littering in Spring 2015.

5. OPTIONS AND ANALYSIS OF OPTIONS

- 5.1. Options for maintaining street cleanliness levels have been discussed throughout this report.