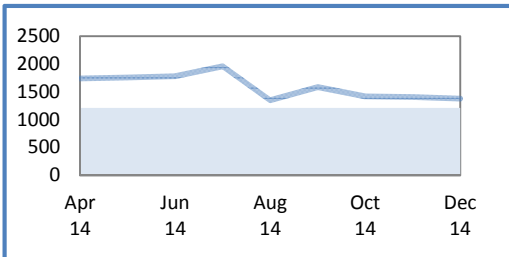
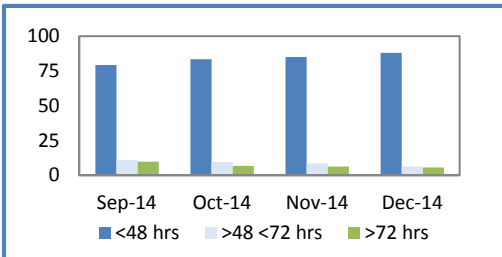


KPIs - Education, Enforcement and Ease of use

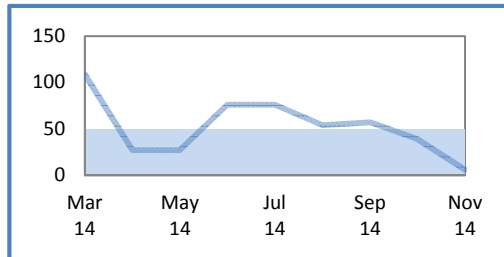
Number of confirmed fly-tips reports



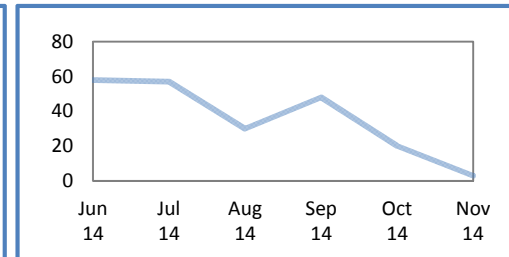
% Fly-tips cleared in target time



Environmental (all) FPNs issued



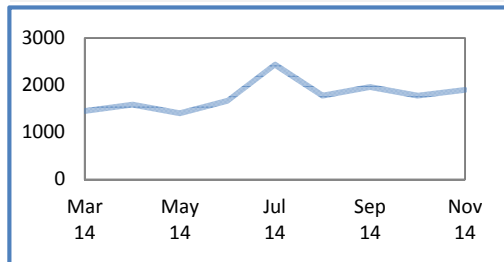
Fly-tip FPNs issued



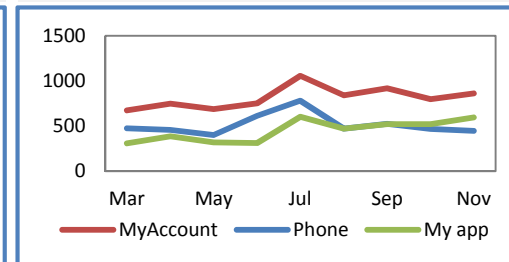
Progress and status to date

Ref	Indicator	Target	Oct-14	Nov-14	Dec-14
CG01	Number of fly tips reported	1208	1416	1405	1376
CG02	% fly-tips cleared in 48 hours	80	83.5	85.1	87.9
CG03	Fly-tip reports by staff or contractor	8	6	6	
CG04	Environmental (All) FPN issues*	50	39	6	TBC
CG05	FPN issues for fly-tipping offences	20	3		TBC
CG06	Investigations of env. offences	17	8		TBC
CG07	Total no. of successful prosecutions	1	1	1	
CG08	Total duty of care visits completed	207	247	386	
CG09	Street cleanliness (TBD)				
CG10	No. fly tip reports (Contact Centre)	1781	1898	TBC	
CG11	Total followers on DMWCroydon	119	144	153	
CG12	Total Community Champion reg.	122	127	TBC	

Customer fly-tip reports (all channels)



Customer fly-tip reports by channel



Highlights this period

- ❖ Expanded the number of people registering as 'community champions' to 127 and completed a second community clean-up event
- ❖ Response to fly-tips continues to improve with almost 88% cleared with 48 hours in December
- ❖ Use of My app for reporting continues to increase (45.3%) and reports by phone have fallen to 23.4% of total
- ❖ District centres are benefiting from four additional street cleaners, focusing on areas in Norbury, Bensham Manor, West Thornton and Broad Green.

Top issues and risks

- ❖ Although there has been a reduction in fly-tipping from peak in July the number of fly-tips across the Borough continues to be very high
- ❖ Recycling rates for last quarter are lower than same period last year
- ❖ Ease of reporting has led to increase in number of fly-tipping reports recorded
- ❖ More responsive removal services may encourage more fly-tipping
- ❖ Review frequency of street cleaning, bin emptying and bulky waste collections – longer term implications to be considered as part of budget process for 2015-16.

Focus for future action

- ❖ Promote 'Don't Mess with Croydon' campaign and community clear-ups
- ❖ Review street cleaning and street bin provision to focus on the fly-tip hot spots and district centres
- ❖ Improve facilities for recycling in those flats/areas where these are limited.
- ❖ Deliver multi-agency enforcement led operations to tackle fly-tip hot spots using the full range of interventions including prosecution - additional FPN patrols targeting priority areas commenced December 14
- ❖ Take action to get owners of eyesore' front gardens to get them to tidy up.