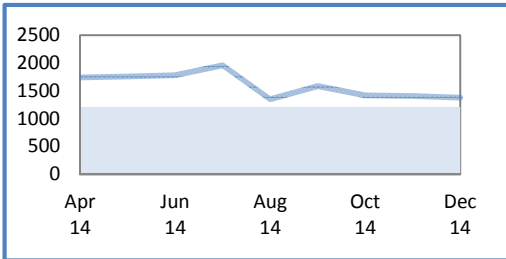
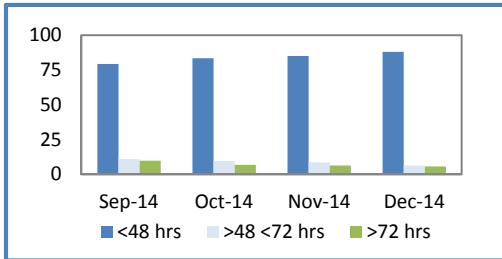


KPIs - Education, Enforcement and Ease of use

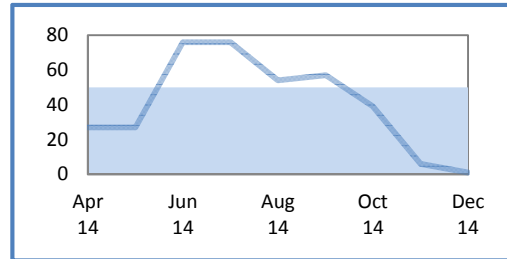
Number of confirmed fly-tips reports



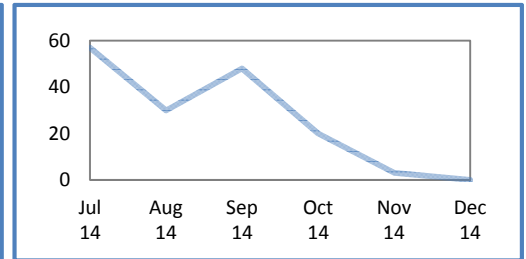
% Fly-tips cleared in target time



Environmental (all) FPNs issued



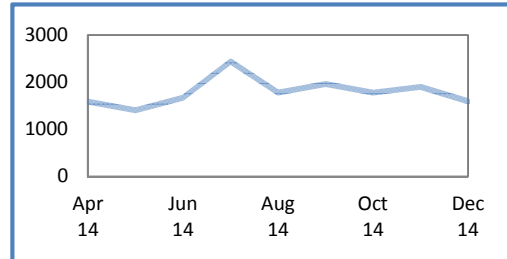
Fly-tip FPNs issued



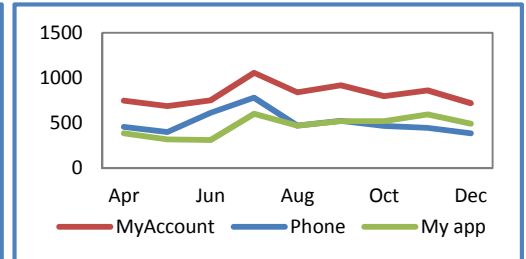
Progress and status to date

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	1
CG05	FPN issues for fly-tipping offences	20	3	0	
CG06	Investigations of env. offences	17	8	14	
CG07	Total no. of successful prosecutions	1	1	1	
CG08	Total duty of care visits completed	207	247	386	
CG09	Street cleanliness (TBD)				
CG11	Total followers on DMWCroydon		119	144	153
CG12	Total Community Champion reg.		122	127	132

Customer fly-tip reports (all channels)



Customer fly-tip reports by channel



Highlights this period

- ❖ The number of fly-tips continues to be reduced and response continues to improve with almost 88% cleared with 48 hours in December
- ❖ Expanded the number of people registering as 'community champions' to 132
- ❖ Two further community clear-ups took place in December – the Thornton Heath action Group held a follow-up day at Ambassador House and residents cleared fly-tipped land at Canterbury Road. On 1 January the Muslim Association held their annual Town Centre clean-up with over 30 people taking part.

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
- ❖ Factors, including delay of new ICT system, has led to reduction in FPN issues - measures have now been put in place to address this from January
- ❖ Recycling rates for last quarter are lower than same period last year
- ❖ More responsive removal services may encourage more fly-tipping - this risk is managed through effective enforcement action
- ❖ 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

- ❖ Continue to promote the 'Don't Mess with Croydon' campaign
- ❖ 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
- ❖ Resident and trader pledges to be rolled out.