

## For General Release

<b>REPORT TO:</b>	<b>CABINET 16<sup>th</sup> July 2018</b>
<b>SUBJECT:</b>	<b>Don't Mess With Croydon, Take Pride</b>
<b>LEAD OFFICER:</b>	<b>Shifa Mustafa, Executive Director, Place Steve Iles, Director of Streets</b>
<b>CABINET MEMBER:</b>	<b>Councillor Stuart Collins, Deputy Leader and Cabinet Member for Clean Green Croydon</b>
<b>WARDS:</b>	<b>All</b>

### **CORPORATE PRIORITY/POLICY CONTEXT/ AMBITIOUS FOR CROYDON**

Providing value for money to residents through the development of integrated waste and street cleansing services alongside three neighbouring authorities, saving money and improving contract performance.

Supporting the improved use of Council assets and investing in energy and carbon management

Contributing to the local economy and environment through social value

Working with residents and contractors to tackle flytipping, instigate behavioural change, instilling pride in our Borough and improving contracted services within the challenging financial constraints set by National Government.

### **FINANCIAL IMPACT**

No new financial impacts. The cost of delivering the projects is to be funded by existing Revenue and Capital budgets and were agreed as part of the budget setting report presented to Cabinet in February 2017.

**FORWARD PLAN KEY DECISION REFERENCE NO: Not a key decision.**

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below:

#### **1. RECOMMENDATIONS**

The Cabinet is recommended to:

- 1.1 Note the forthcoming changes associated with the collections service as part of the SLWP Lot 1 Contract which will be introduced in Croydon from September 2018.
- 1.2 Note the benefits associated with the new contract which include improved service standards for both street cleansing and waste collection.
- 1.3 Note the progress to date for the Don't Mess with Croydon Campaign

## **2. EXECUTIVE SUMMARY**

- 2.1 The report sets out the key benefits of the new South London Waste Partnership (SLWP) Lot 1 contract which commenced for street cleansing in March 2018 and waste and recycling in September 2018. It also provides an update on the Don't Mess With Croydon Campaign. (DMWC)
- 2.2 The SLWP was formed in 2003 between the boroughs of Croydon, Kingston, Merton and Sutton to provide an improved and more cost-effective waste management service through the procurement of complex waste disposal treatment, recycling and Household Refuse and Recycling Centre contracts.

## **3. THE SLWP CONTRACT**

- 3.1 This contract is provided by Veolia and it will harmonise waste collection services across the four boroughs. The new street cleansing service started in March 2018 and September 2018 for the new waste collection service. As well as releasing substantial cost saving the new contract will be underpinned by a robust set of Key Performance Indicators with more ambitious targets than Croydon's current contract.

## **4. BENEFITS OF THE NEW CONTRACT**

- 4.1 The objectives agreed prior to the commencement of the procurement exercise sought to ensure that levels of service delivery would be maintained, with a contribution to the required savings targets and enhance the environmental performance of the services. These were:
- To target optimum savings on the costs of service provision through lower service costs and increasing recycle revenues.
  - To deliver to residents a high performing service, achieving high levels of customer satisfaction.
  - To provide improved environmental and carbon outcomes in the way we deliver environmental services.
- 4.2 Whilst the provider of Lot 1 services is Veolia, the current provider of Croydon's waste and street cleansing services, there has been the key enhancements to the way these services are delivered compared to the current context.
- 4.3 Veolia's solution delivers significant benefits to Croydon over the course of the contract term. In addition to delivering savings in the region of £5M per annum the new contract will be underpinned by a new set of performance indicators which set the contractor challenging targets aimed at driving up performance in key areas such as missed collections and street cleanliness. With strict penalties associated with failure to meet these targets, the contractor has also set out a robust monitoring approach to ensure these standards are upheld.
- 4.4 The changes to waste collection service will be underpinned by effective

contract management and a programme of education focusing on waste prevention and minimisation to help ensure Croydon reaches its ambitious target of recycling over 50% of its household waste. The new service will contribute to the wider agenda of improving environmental sustainability and promoting the 'circular economy' within Croydon.

## **5. CHANGES TO STREET'S SERVICES (operational since March 2018)**

- 5.1 Fly tips must now be cleared twice as quickly as they were under the previous contract. The new service standard is to clear fly-tipped material within 24 hours of notification, compared to the previous 48 hours. For month of May 2018 97% of reported flytips have been cleared by Veolia within 24hrs
- 5.2 Street cleansing has moved from being a frequency based service, to being an output based service. Streets are required to be serviced to a grade A standard as detailed in National Indicator 195 (NI195) at the time of sweep and maintained to such a level that they never fall below a grade B.
- 5.3 It is a contractual obligation for street cleansing sacks to be removed on the same day of production.

## **6. CHANGES TO WASTE COLLECTION SERVICES (operational from September 2018)**

- 6.1 Croydon currently recycles 38% of its household waste. Although this is well above the London average, there is scope for further improvement, especially considering that over 70% of household waste in Croydon could be recycled using its current set up.
- 6.2 One of the explanations for Croydon's recycling rate not being as high as it could be is that the wheeled bin for landfill currently makes up 60% of the total fortnightly capacity. This means the size of the landfill bins is far larger than most households should need if they are recycling correctly. At the same time, dry recycling capacity is limited to two 55L boxes. Although some residents have ordered additional boxes and some present excess recycling in plastic bags, the reality for many is that when the recycling boxes become full, any excess recycling simply goes into the landfill bin.
- 6.3 The disparity between the number of litres offered for landfill waste and recycling each fortnight is driving the wrong behaviours, limiting the amount of recycling being collected and in some cases, leading to some people to not recycle at all. In order to help realise the goal of Croydon being one of London's cleanest, greenest boroughs, a change is needed.
- 6.4 The rollout of the new collection services under the SLWP represented an opportunity to think more holistically about the way in which we collect waste and to reduce the impact of sending waste to landfill. Landfilling waste is not only harmful to the environment, it is also a far more expensive option than recycling it. By reducing the size of the landfill bins and increasing the capacity for recycling it is anticipated that Croydon's recycling rate will increase to over

50%, making it one of London's top performers in this respect. In summary:

- 240L landfill bin – replaced by a 180L bin
- 55L paper and card recycling box – replaced by a 240L bin
- 55L dry mixed recycling box – (this will be the existing landfill bin which will be restickered for its new use following the final collection)
- Food bins/caddies – remain the same.

- 6.5 Giving residents larger wheeled bins for recycling, whilst at the same time reducing the size of the landfill bins will encourage recycling and give residents an incentive to reduce the amount of landfill waste they create as side waste. Landfill waste that is not contained within the wheeled bin will not be taken.
- 6.6 There will be certain circumstances where residents can apply for a larger bin. For example, households with five or more people or where medical conditions dictate that there is a large volume of waste will be able to acquire a 240L wheeled bin for their waste.
- 6.7 An added advantage of putting the dry recycling items into wheeled bins is that it will greatly reduce the amount of spillage and windblown litter from the recycling boxes. Many of these boxes are currently presented for collection without lids, meaning that on windy days, recyclable items are blown out of the boxes and onto the street, causing problems for the street sweepers. During the collection operation the contents of the boxes are then decanted into larger wheeled 'transfer bins' which in turn, creates further spillages.
- 6.8 Although the footprint of the new containers is extremely similar to the existing boxes, there will be some properties that are not suitable for the new receptacles. Extensive survey work has been carried out to identify these properties and alternative arrangements will be made, dependent on property type.
- 6.9 In addition to the changes in waste containers, for the majority of households there will also be a change to their collection day. 78% of residents' collection day will be changed as the rounds are reorganised in order to make them more efficient and ensure there is a saturation of resource in the same area on any given day which will minimise the effect of vehicle breakdowns.
- 6.10 The change in waste containerisation is a bold decision by the Council and is one which goes beyond the original plan for the rollout of waste services under the SLWP Lot 1 contract. These changes are necessary in order to help achieve the ambition for Croydon to become one of the top recycling boroughs in London and to reduce the financial burden of sending waste to landfill. It is forecast that these changes will result in the avoidance of over two million pounds in landfill costs for the council over a ten year period.
- 6.11 A change of this magnitude which requires the delivery of over 250,000 new waste receptacles, the rescheduling of rounds and a change of collection day for the majority of households in the borough is far from a simple task. The reality is that there will be disruption to the services as a result. Officers are working with our contractor, Veolia to ensure that the extent of this disruption is

minimised and that there is a robust communication plan to engage with residents about the service changes before they are rolled out and that alternative arrangements are in place for non-suitable properties. The communication plan, includes extensive details on the councils website, FAQs, letters and leaflets to all residents, frequent messaging via “Your Croydon”, along with a series of Roadshows around the borough during July, along with a dedicated contact number and email address which will be widely communicated for residents and elected members to use

- 6.12 In addition to the literature which is being provided to residents and elected members the council has created a dedicated hotline and email address should they have any other queries or concerns about the changes, please get in touch at [wasteservices@croydon.gov.uk](mailto:wasteservices@croydon.gov.uk) or on 02086047282 (lines open Monday - Friday between 9am and 5pm).
- 6.13 Flats above shops will be provided with different coloured bags for waste and recycling. As commercial waste customers will also be using coloured bags, it will be easy to identify those who are presenting waste illegally –e.g. in black sacks- and Veolia’s staff will be trained in evidence gathering which will assist the council’s enforcement team in identifying and bringing to justice the perpetrators.
- 6.14 In order to ensure that the performance of our contractor can be managed effectively, it is important that service issues are reported through the correct channels. Veolia have very specific timeframes with which to respond to issues such as missed collections, streets below grade and the removal of flytips. If reported correctly the contractor’s performance against these timeframes can be monitored by officers and they can be held to account over service failures, with financial penalties applied where necessary. It also means that the data can be used to build up an accurate picture of hotspot areas and manage the contract proactively.
- 6.15 The changes to the recycling and waste collection service will continue to be monitored. This is to ensure that we provide the right waste capacity for residents, improve recycling rates and reduce general waste, and continue to increase efficiencies.
- 6.16 Currently many residents circumvent these reporting channels by either going directly to officers or via councillors. By the time the officers pick these requests up, the response times have often elapsed, and in most cases they are not logged, only passed through to Veolia as an instruction which is then carried out, meaning penalties cannot be applied.
- 6.17 For a borough-wide service change in a local authority the size of Croydon, the amount of contact that will be generated means that the established channels are the only way of effectively dealing with and managing the contractor’s performance as individual officers won’t have the capacity to deal with the volume of issues.
- 6.18 Built into the cost savings in the new contract is the employment of six officers who will be based within the Environment and Leisure service area. These officers will work closely with Veolia to assist residents who have questions

about the new service and will give support to residents on how to do the right thing with the new service.

## **7. SERVICE STANDARDS UNDER THE NEW CONTRACT**

- 7.1 The delivery of bins and other waste containers will be carried out within 5 working days, as opposed to the current 5-20 working days, meaning residents will receive replacement bins/boxes far more quickly than they presently do.
- 7.2 The contractor will work toward a target of thirty missed collections per one hundred thousand properties, whereas under the current contract it is 90/100,000 properties.
- 7.3 Garden waste will be an all-year round service instead of stopping in the winter as it has previously. This means that instead of receiving approximately 13 collections each year, residents will now get 26 collections per year for just £1.50 extra to last years annual charge.
- 7.4 Every year, for a two week period at the beginning of January, Veolia will arrange for the free collection of Christmas trees from kerbside residents, for composting.

## **8. YOUNG PEOPLE TAKING PRIDE**

- 8.1 The ongoing success of the DMWC Campaign will be dependent upon the support of the whole community, meaning both Croydon and the SLWP will need to explore new ways of communicating and engaging with young people, including the use of with Recycle for London's three-year (2017-2020) communications and education campaign which will be focused on 18-34 year olds and exploring technologies such as Apps that provide timely proactive recycling-related prompts, to remove the 'lack of time' barrier reported by this age group.
- 8.2 To this effect, the authority has launched the DMWC – Young People Taking Pride campaign, which specifically aims to engage young people with the wider objectives of the DMWC campaign.
- 8.3 As with the wider DMWC Campaign, Young People Taking Pride (YPTP) will seek to build further on the 'Take Pride' element of the campaign strapline, which places an onus on engagement with individuals and community groups to take ownership of their streets and their surrounding environment. The following actions listed will feed into the wider campaign
- 8.4 Employment of a dedicated Recycling Education Officer. A fully qualified and experienced teacher has been employed into the Recycling Team. This officer has reviewed the curriculum for primary schools and developed a set of classroom resources for young people which support the DMWC campaign. A selection of lesson plans is being developed so that teachers can use a 'pick and mix' approach which will encourage long term use with curriculum links. Approaches have been made to schools to trial these resources, with the aim of

a fully developed programme being available for use in schools for the summer term. Initially schools in the areas where the resident engagement team are active will be prioritised prior to opening the programme up to schools across the borough. There are plans underway to as well as developing some summer activities for these children during the holiday period, as well as developing an additional set of resources for secondary school pupils in the autumn.

## **9. WORKING WITH SCHOOLS TEACHERS' SURVEY**

- 9.1 Teaching children about waste and waste minimisation is important as they are the next generation of consumers. It's never too soon to ensure children understand how much waste is generated every day and what practical steps can be taken to minimise waste going to landfill. To develop a schools programme an online teacher's survey has been built and is available for schools to complete. 88 schools have been emailed with a link to the survey and 12 responded, and one school has contacted the council directly to express an interest in helping to develop and promote the programme. As part of the 'pick and mix approach lesson plans will be available covering the whole waste hierarchy including waste reduction and reuse. The programme of assemblies to school children in Croydon is now underway with a total of fifty schools planned. There has been extremely positive feedback from teachers and children of the schools visited so far.

## **10. TARGETING OPINION FORMERS AND INFLUENCERS**

- 10.1 Croydon has responded to the Mayors draft London Plan, highlighting key areas where we feel the aims of the circular economy could be driven. In particular, it is felt that a more holistic view of waste is needed which focuses not only on recycling, but the minimisation of waste through good design of products, educating consumers about their choices and encouraging people to reuse and upcycle products wherever possible.
- 10.2 The recent Blue Planet documentary has highlighted the issue of single use plastics and their disposal. The council wants to eradicate the use of these plastics wherever possible and is in discussions with its internal catering company regarding the phasing out of non-recyclable coffee cups as well as providing reusable cups to all staff.
- 10.3 The council will also be writing to businesses to encourage them to do the same, as well as promoting existing refuse workshops and examples of good practice. One case in point is that of council employee Andrew Dickinson who in his spare time uses his bicycle to collect the used coffee grounds from coffee shops around the borough. These old coffee grounds, which would otherwise have ended up going to landfill, are used as a growing medium to grow 'Croyster' mushrooms, which are then sold to local restaurants for use in a range of tasty dishes. Such instances of a truly circular use of resources are exactly what the council wishes to promote.
- 10.4 Census data will be used to establish the demographics of the relevant areas to provide information and opportunities to identify and target local opinion formers

and influencers. These could take a variety of forms, for example areas with high percentages of families with school age children, local school catchment areas can be assessed and activities undertaken with the relevant schools in the expectation that children will go home and speak to parents about recycling at home. Councillors in the areas where the resident engagement team will be working have been contacted many have supplied the details of contacts within those communities for the team to follow up this is with the aim of supplying recycling education and encouragement through a number of local communications channels.

- 10.5 A collaboration between three primary schools has seen pupils designing stickers with messages promoting clean, green Croydon with the winning designs being displayed on the Solar Compacting litter bins in the surrounding area.
- 10.6 Working with the Cabinet Member and Veolia, Steve Reed M.P. has organised an anti-litter poster competition amongst schools in his constituency, the winning designs are displayed on Veolia vehicles as part of the Council's anti-litter campaign.

## **11. DON'T MESS WITH CROYDON**

- 11.1 The Don't Mess with Croydon, Take Pride campaign seeks to crack down on fly-tipping and other environmental crimes in the borough. It sends a firm message to anyone who blights our borough with illegally deposited waste.
- 11.2 The council is committed to tackling fly tipping across the borough, fly tipping is a national crisis and Croydon is not alone in tackling those individuals that blight boroughs across the UK. The council is further committed to working with residents and contractors around behavioural change and taking pride in local communities.
- 11.3 Dumping waste illegally is a serious criminal offence (Environmental Protection Act 1990); it carries a fine of up to £50,000 (unlimited if the case goes to the Crown Court) and a prison sentence of up to five years. Councils can also issue £150 fines and Croydon has recently approved a £400 fine for more serious fly tipping offences.
- 11.4 The DMWC campaign was developed to tackle fly tipping and work towards making Croydon the cleanest and greenest borough in London. Its aim is to raise awareness of a range of environmental issues and to get people to take more responsibility for their local area through enforcement, encouragement and education. Issues such as fly-tipping have a negative effect on people's quality of life. Those who dump rubbish in our streets affect everyone in the community; it is not enough to simply remove the fly-tips once reported but to ensure that we are taking both preventative measures and strong action.
- 11.5 To tackle some of these issues, we have put in place special fly-tip reaction teams to carry out observations at known fly tip hotspots and to patrol the borough with council enforcement officers, investigating fly-tips to catch, fine and prosecute offenders. We will continue to work closely with residents and local business to ensure they too are playing their part in supporting our campaign.

- 11.6 Take pride: it's everyone's duty to look after the environment and dispose of their waste responsibly; there are a range of services available to help to keep communities clean and tidy. With the communities support we can make Croydon one of the cleanest greenest boroughs in London.
- 11.7 This paper provides an update on the DMWC Campaign, the successes and achievements so far, and future plans for service improvements and developing the messages from the campaign and increasing community pride and involvement.
- 11.8 Since DMWC started in May 2014 the council has seen considerable success in the following areas:

A commitment to remove 80% of fly tips with 48hrs. Prior to May 2014 the average clearance rate in 48 hours recorded by Veolia's echo system was only 3%. For month of May 2018 97% of flytips have been cleared by Veolia within 24hrs

- Recruitment of 350 Street Champions and 212 clean up events since the campaign began
- Renewed emphasis on enforcement to target individuals that are blighting our borough with a higher numbers of FPNs being issued than ever before – over 3900 since DMWC began with 50% of these being for fly tipping offences. Prior to 2014 the principal focus for FPN issuance was for lower level littering offences such as dropping cigarette butts.
- 198 people have been successfully prosecuted for fly-tipping and other environmental offences with two offenders receiving jail sentences.
- The council have confiscated 36 vehicles involved in waste and fly tipping offences and we are now a national leader in this field providing briefings and advice at DEFRA and for numerous other councils across London and England
- Tackled fly-tipping in our district centres by restricting over 3,400 businesses' waste collection times to between 8am and 5pm – The rollout of 'Time Banded Waste Collections' in ten High Street locations across the borough has improved collection arrangements resulting in cleaner high streets.
- There have been more visits to businesses to check trade waste agreements than ever before with over 4000 inspections since the campaign began.
- Introduced 90 dual use recycling receptacles on highways at key transport hubs, town and district centres.

- Introducing 150 Big Belly solar compacting bins in the town centres and areas of high footfall, these bins are able to compact waste to approximately 8 times the capacity of a standard street bin. These have seen a significant saving in operative time which has been diverted to street cleansing activities within the town and district centres.
- Introduced a new contract for the management of the Household Reuse and Recycling Centres (HRRCs) which has seen major refurbishment works at Factory Lane and Purley Oaks which have led to increased customer satisfaction, reduced queueing times and improved recycling rates at the sites.
- All sites are on track to exceed their recycling target of 70% and recent customer satisfaction surveys at the sites indicated that 96% were satisfied with their experience, and 86% were queueing for five minutes or less. Further works are planned to improve Fishers Farm HRRC in line with the other two sites.

11.9 The DMWC campaign has received national acclaim and was featured on BBC's Inside Out, The One Show, Sky News and twice on ITN national and regional news. Several council's across the country have asked for advice and information about our successes and DEFRA have requested that our environmental enforcement team address their regional networks at seminars and conferences. DMWC was shortlisted for the 2016 national LGC Awards for Campaign of the Year and given a Special Recognition Award in November's Croydon Council Awards. Croydon is now an Exemplar Member of the Keep Britain Tidy Network and an academic report on the work done to improve the standard of street cleansing and reduce fly tipping in Croydon was recently published in the Journal of Litter and Environmental Quality, with a further article planned for publication in the Journal of the Chartered Institute of Wastes Management.

## **12. INCREASING PARTICIPATION IN THE WIDER COMMUNITY**

12.1 Supporting this 'Take Pride' message are a number of developments aimed at increasing community participation and improving standards of street cleansing, refuse and recycling collection highlighted below.

12.2 By looking at demographic information relating to the identified areas it's possible to understand local characteristics, identify key influencer audiences and target these with relevant messages to support and encourage behavioural change.

12.3 Non recyclers are being engaged at the doorstep with targeted communications material, whilst feedback and encouragement is given to those already recycling to recycle an increased range of materials. This is a simple and effective way of improving performance, understanding at a local level the barriers to participation and encouraging increased recycling. Previous work using a similar methodology encouraged 69% of non-recycling properties to start participating in recycling

collections. This is expected to see a significant increase in the amount of waste diverted from landfill.

- 12.4 The communications approach will focus on taking pride and community responsibility through messaging that encourages peer-to-peer behavioural change and highlights active resident participation in local environmental activities, such as the Street Champions scheme. The campaign visuals will be evolved for the 'Take Pride' element of the campaign to be more people-centred in order to engage individuals and community groups around the theme of community responsibility.
- 12.5 An initial analysis of the data for poor performing rounds shows a high correlation between poor performing round areas and areas with a high prevalence of privately rented property, and consequently high turnover of tenants. To maximise the impact of the project landlords can be engaged with, through the Landlord Licensing Scheme to create a longer term impact.
- 12.6 DMWC already has 350 active street champions across the borough. Where these reside within target areas look to engage with them to help disseminate messages within the community and encourage behavioural change.
- 12.7 The tone of communications will be positive and encouraging, with the messaging tailored to fit with local demographics. The demographic information will also help provide an understanding of the predominant languages spoken in the target areas with the aim of recruiting a team who can liaise with residents in their native language.
- 12.8 Communications will also be required to engage with relevant audiences identified by the demographics work, such as landlords and schools.
- 12.9 In order to ensure the transition from the existing contract to the new SLWP contract runs as smoothly as possible, a performance improvement plan has been developed with Veolia. The plan focuses on the following key areas:
  - Introducing new technology and equipment to maximise efficiency of service,
  - Ensuring there are robust supervisory systems in place for monitoring all elements of the service
  - Improving the performance
  - Ensuring resources are concentrated in the right places to achieve optimal results.
  - Creating a culture of empowerment in which the crews are proud of their work, where poor performance is addressed and good performance rewarded.
- 12.11 In support of this work, the Council has a monitoring team which inspects around two hundred streets each month. The number of these inspections is considerably more than in previous years, and the team has been increased and experts in the contract monitoring field added to the team, who have helped advise on the new equipment for street cleaning outlined later in this paper. Additionally, Veolia supervisors also undertake over 250 street cleansing inspections each month.

12.13 A successful trial of eighty solar powered compactor bins in areas of high footfall. These street bins are able to compact street litter by eight times, meaning that they need to be emptied less frequently, and therefore, the time saved can be spent on enhancing other street cleansing activities. A further 70 solar bins have since been deployed around key areas of the borough.

### **13. CAPITAL INVESTMENT**

13.1 In order to make the transition from the current contract and level of service and performance indicators to the new robust service performance indicators in the SLWP Contract, a capital investment of £1.28M has been made, which includes:

- Bringing in 4 compact mechanical sweepers split North/Central & South, these vehicles are already operational and are being used strategically to focus on high use high impact areas.
- Two additional Refuse Collection Vehicles to focus on the collection of the orange bags, this provides greater capacity and reduces down time running to tip.
- 3 x 3.5 tonne cage tippers Narrow access vehicles for the street cleansing service Ideal for housing sites, alleyways and access to 'hard to reach fly tips'
- Initial rollout of 25 x electric hoovers for street cleansing operatives with an intention to rollout across the borough.
- Introduce deep cleaning jet wash equipment for the council's environmental response team to target localised deep cleaning on high footfall areas.

13.2 Following a successful trial, 80 solar powered bins have been placed in district centres and high footfall area such as approaches to transport interchanges and high use public parks to replace the existing bins. These Solar powered street bins are able to compact waste to up to 8 times the capacity of a standard street bin. A further 70 solar bins have since been deployed around key areas of the borough. The council is also currently investing in various items through its existing capital programme. These are already funded within the budget. These include the replacement of the old 'paladin' bins from blocks of flats with 'Chamberlain' bins which are more visually pleasing, sturdier, easier to manoeuvre and can be lifted without the need for a specialist vehicle.

13.3 In parallel with the reinstatement of the afternoon street cleansing service a review of the cleaning frequencies will be undertaken to ensure the deployment of this resource is maximised throughout the day. Whilst in the main high streets, district centres and town centre are a daily cleanse the side roads key transport hubs are less frequent.

13.4 The outcome of this will be a higher standard of street cleanliness across the borough, improved response times to clear fly-tips, all green bags produced by street cleansing staff removed on the same day as the sweep.

13.5 Rather than the traditional approach of identifying saving in budget through capital investment the council will be reallocating the revenue savings of

approximately £650k into improving the scope of service during this transitional period prior to the commencement of the new improved SLWP contract.

- 13.6 As a National trend, interest in environmental issues tends to be lower amongst young people than other age groups. Recently, the South London Waste Partnership (SLWP) commissioned BMG Research to carry out scientifically-robust and representative research into the views of local residents around waste management. The research found that recycling behaviours are less well entrenched amongst younger residents, with 16-34 year olds significantly less likely to state that they recycle as much as they can (54%) than other age groups. 16-34 years are significantly more likely than any other age group to identify a 'lack of time' as being a barrier to recycling more.

#### **14. FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS**

- 14.1 There are no direct financial implications arising from this report. The budget for the services delivered as part of the South London Waste Partnership and the Don't mess with Croydon Campaign will be funded from existing revenue and capital budgets that have previously been agreed by Cabinet as part of the budget setting report in February 2017.
- 14.2 The financial investment in services and education of our residents will enable revenue savings to be generated which are to be reinvested into improvements in the current service prior to the new SLWP contract. The new contract when operational will also deliver significant savings for the council which have been documented in previous cabinet reports.

**Approved by:** Lisa Taylor, Director of Finance, Investment and Risk and Deputy S151 Officer.

#### **15. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER**

- 15.1 The Council Solicitor comments that there are no legal considerations arising directly out of the recommendations set out in this report.

**Approved by:** Sean Murphy, Head of Commercial and Property Law and Deputy Monitoring Officer, on behalf of the Director of Law and Monitoring Officer.

#### **16. HUMAN RESOURCES IMPACT**

- 16.1 There are no human resources implications arising from this report.

**Approved by:** Sue Moorman, Director of Human Resources

## **17. EQUALITIES IMPACT**

- 17.1 An initial equality analysis was undertaken as part of the development of the environment enforcement policy. This covers the proposals to make Croydon a cleaner and greener borough. The initial equality analysis indicates that the actions arising from this report are unlikely to directly affect equality groups that share a “protected characteristic”. The direct impact will be upon anyone committing an environmental offence rather than a particular group.
- 17.2 The initial equality analysis is currently work in progress and will be reviewed and updated as the education and enforcement actions arising from this report are planned and delivered. For instance, we will ensure that different equality / community groups and schools are engaged in a campaign to educate and raise awareness of the clean and green agenda and any communication / information that we produce is accessible.

## **18. ENVIRONMENTAL IMPACT**

- 18.1 The recommendations of this report impact significantly on the environment as they specifically designed to address enviro-crime such as fly tipping and littering. They will send a clear message that the council working with the communities in taking pride in the environment will not tolerate these offenses, should change attitudes to fly tipping and littering and will ultimately make the borough a cleaner and greener place to live, work and visit.

## **19. CRIME AND DISORDER REDUCTION IMPACT**

- 19.1 The recommendations of this report will impact on crime and disorder as they will intensify the councils approach to identifying and prosecuting people for fly tipping and littering for which these are the offences the council has powers to enforce.

## **20. REASONS FOR RECOMMENDATIONS**

- 20.1 It is recommended that the council continues to adopt the clean and green approach and the range of interventions and engagement with our communities. Introducing the capital investment into the service will provide efficiencies within the service to enable resources to be diverted to areas of the borough with the greatest need. This investment will also allow the current service to transition to the new South London Waste Partnership contract in March 2018.
- 20.2 This is consistent with the environmental enforcement policy, which clearly sets out what the council’s position is regarding tackling fly tipping and littering and other offenses.

## **21. OPTIONS CONSIDERED AND REJECTED**

- 21.1 The range of interventions described above take the existing service provision and powers the council has combining them under a new strategic and operational approach to develop further in order to transition the existing service to the new South London Waste Partnership contract in March 2018. There are options to introduce this approach without including residents, businesses, our schools and contractor but that would undermine the “inclusive” nature of the Clean and Green Strategy and would lead to an approach which did not have partnership at its core

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### **CONTACT OFFICERS:**

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**Background document:** none