

Cheshire East Council

Corporate Overview and Scrutiny

Date of Meeting:	7th June 2018
Report of:	Fiona Reynolds, Director of Public Health
Subject/Title:	Environmental Services in Crewe
Portfolio Holder:	Janet Clowes, Portfolio Holder for Adult Social Care and Integration

1. Report Summary

1.1. In September 2016, Cabinet approved a 12 month action plan, to facilitate changes in behaviour and address the needs identified as part of the Crewe Fly tipping pilot. On the 18th July 2017, an update was discussed at Informal Cabinet regarding the implementation of the Neighbourhood Action and Fly-Tipping Action Plan for Crewe. This report identified lessons learnt and actions required to inform longer term plans and changes to the way future services need to be delivered. As part of the recommendations in the July report, it was agreed that further work needed to be done to:

- Identify the resources required to continue the targeted Communications Plan and Campaign work across the borough.
- To consider how ANSA's role to educate on waste minimisation is expanded to include wider waste management issues, and that work is specifically targeted to areas where incidents of fly tipping and littering are highest.
- Explore options for waste management service changes in Crewe and develop a business case, outlining the resources required. To ensure that service changes have an approach, which ensures bins are stored appropriately and not left on public footpaths.

1.2. Controlling fly tipping has been a consistent area of underperformance for the authority and the pilot demonstrated that with some additional resources how effective management and enforcement of fly tipping could be improved particularly in the area of the largest concentration in the high density housing of Crewe.

- 1.3. The pilot and recommendations have embraced resident feedback and insight into a multi-faceted behaviour change and enforcement delivery model that is appropriate to the community. The work has been high profile and has engaged local people and it is critical that the authority continues this work to address issues identified.

2. Recommendations

- 2.1. To support the continuation of the “No Rubbish Excuses” Campaign at a cost of £18,800 for 12 months through an allocation from environmental enforcement FPN income reserve.
- 2.2. To note plans to extend ANSA’s waste education role in schools, so that it covers wider waste management issues and includes those schools in the hotspot areas.
- 2.3. To support a recommendation to the Portfolio Holder to endorse £5,000 for specific bin identification marking equipment to increase public ownership and care of their bin in affected areas through an allocation from environmental enforcement FPN income reserve.
- 2.4. To support the recommendation that the Portfolio Holder agrees a one-off payment and agrees with Crewe Town Council what the funding will be spent on to add value to the work of the team already in place. To support the allocation of a one off sum of £74,000 from the 2017/18 FPN Income reserve to add value to the work Crewe Town Council are leading on. This will be a one-off payment as there is an income target of £118k pa from April 2018 onwards.

3. Reasons for Recommendation

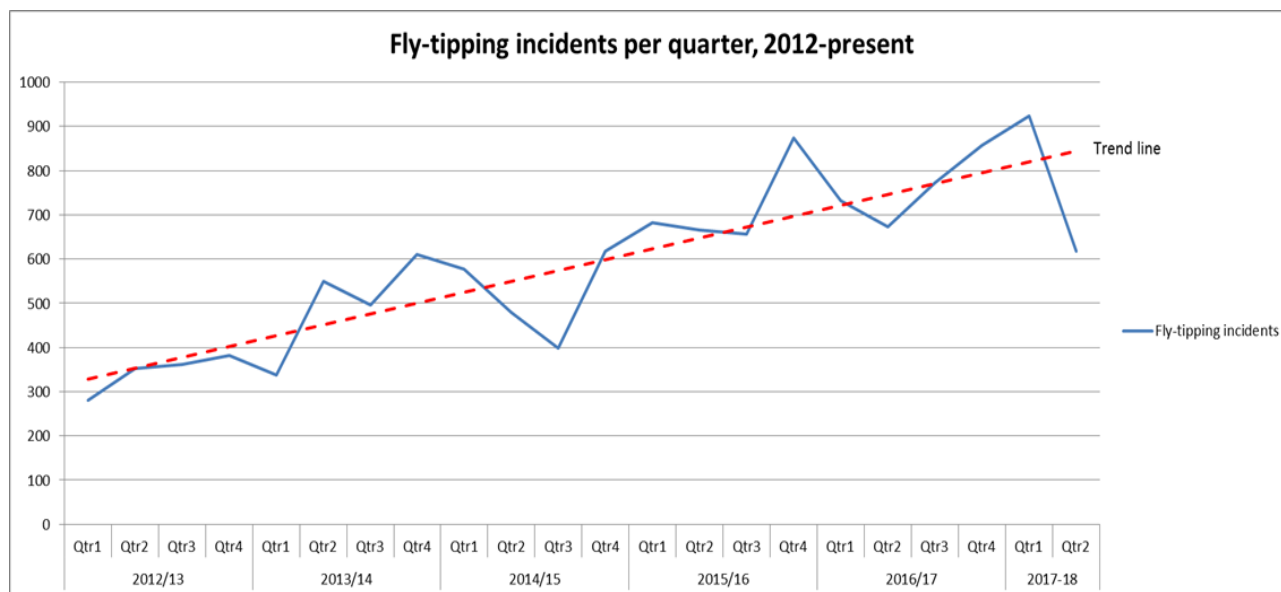
- 3.1. Cheshire East Council is committed to building strong and supportive communities and this pilot embraces resident feedback and insight into a multi-faceted behaviour change and enforcement delivery model that is appropriate to the community. The work has a high profile and has engaged local people, and it is critical that the authority continues this work to address issues identified.

4. Other Options Considered

- 4.1. The Report presented in July 2017 considered a range of other options and it was agreed that those outlined in this report best meet the needs identified by local residents.

5. Background

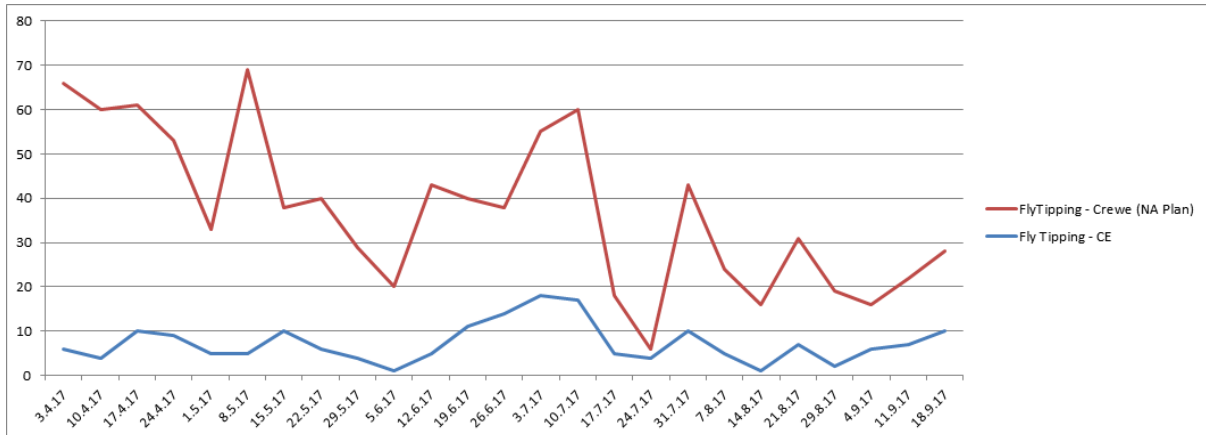
- 5.1. Fly tipping continues to be an issue which Cheshire East Council takes seriously. The graph below shows the trend over the last 5 years. Benchmarking of the authority by 'LG Inform' shows of the 68 authorities that responded in Quarter 1 of 2017-18 the authority was 8th highest for fly tipping incidents.



- 5.2. Fly tipping, littering and dog fouling in the Crewe area was raised by the Environment Scrutiny committee. This committee then formed a task and finish group to explore options to address these matters. It must be acknowledged that generally the majority of residents are responsible and take pride and care to maintain a clean and healthy environment.
- 5.3. The task and finish group, working with enforcement and the waste service, presented a proposal to full Council that saw specific actions being taken to tackle this increasing environmental issue. Full Council approved the appointment of two additional staff to target six pilot zones in Crewe and these have been in post since September 2016.
- 5.4. The instigation of a 12-month pilot was based on rising levels of reported fly tipping, littering and dog fouling incidents, with 85% of all reported incidents being in the south of the borough and predominantly in Crewe. Because of this targeted action and a detailed analysis of its impact there is a proposal to extend the scope of the project.
- 5.5. The Council previously had a team of 12 waste prevention officers who sought to improve the environment and tackle local hotspots through proactive work with staff and residents but as a result of cost cutting exercises these posts were all made redundant. The proposal to engage

two additional staff to tackle issues raised by residents, councillors and the enforcement team seeks to, in a limited way, to redress this loss of service.

- 5.6. Work over the last 12 months has had an impact, in terms of changes in behaviour and we are now seeing a decrease in fly-tipping incidents in Crewe being reported to the Enforcement Team. The diagram below shows the decreases for Quarters 1 and 2 this financial year:



- 5.7. In order to maintain this trend, we need to continue engaging residents through our Neighbourhood Action programme, and to develop our approach to enforcement regarding environmental crime, as agreed in July 2017.

- 5.8. It was agreed, that we should identify the resources required to continue the targeted Communications and Campaign work, to sustain the benefits of the existing campaign. The “No Rubbish Excuses” campaign to date has reached thousands of people both on street (via Billboard, alley gates and bus advertising), traditional promotional materials and social media. Our social media campaign has resulted in posts receiving high levels of reach e.g. one of the highest social media posts reached over 22,000 people.

- 5.9. The funding outlined would enable the campaign to continue and in addition also deliver:

- Targeted fly-tipping activity particularly around HMOs and letting agents. We know from our data and community feedback that the fly-tipping is concentrated near certain properties, areas and HMOs. We are continuing to work with our housing and environmental health colleagues to tackle the issues from several angles.
- Engagement with landlords and letting agents to ask them to share a pack for tenants giving information about waste and recycling facilities and asking them to help take care of the local community. The tenant pack would have information translated into the five main languages of Polish, Slovakian, Romanian, Portuguese (for East Timor) and Bangladeshi.

- Work with our housing team to ensure that environmental and waste management measures are included in any new HMO licensing scheme which was proposed earlier in the year by the Government.
- 5.10. The Communities Team will support the work and will have the campaign as a standing item on neighbourhood action meetings to keep its profile high and ensure continued community involvement.
- 5.11. Communities are developing a new element to the campaign to recognise and reward those who are helping to keep our environment clean. The “Bin it to Win it” campaign, developed with Kingdom will give people chance to win prizes if they are seen using bins for litter and dog fouling.
- 5.12. It is proposed that a budget of £18,800 be made to sustain the benefits of our communications work, recognising that to achieve community behaviour change is inherently complex and takes time. The budget would secure 25% of a Communications Officer post, plus a budget of £10,000 for promotional material, social media advertising, translation etc. This would be temporary funding.
- 5.13. In July 2017, it was agreed that ANSA should consider how their role to educate on waste minimisation can be expanded to include wider waste management issues, and that work is specifically targeted to areas where incidents of fly tipping and littering are highest. ANSA are enhancing the schools education work in the Crewe area, on a cost neutral basis.
- 5.14. ANSA have put the following into place:
- A three month plan to target all the schools in the pilot zones
 - New focus on waste management
 - Advising schools that they can be helped to achieve one of the requirements for the ‘Eco Schools Green Flag’
 - Offer advice / signposting for ‘Eco Schools Green Flag’
 - Offer primary schools the opportunity to join the ‘Junior Recycling Officer’ programme
 - Facilitate school visits to a Household Waste Recycling Centre when required
 - Secondary and primary schools to be targeted separately
 - Social media campaign to compliment the work
 - Focussed articles in the primary schools enewsletter.
- 5.15. The comprehensive report approved in July, identified the need to explore options for waste management service changes in Crewe and ANSA were asked to develop a business case, outlining the resources required.
- 5.16. The review found that containers placed at the end of alleys for collection were unsupervised and therefore more susceptible to being lost, stolen, damaged or contaminated. ANSA have researched options, which enable identification of bins to properties, as the current system of stickers can easily be bypassed. A system is available which embosses onto the bin,

thus providing a permanent solution. This would create a stronger link between bins and properties and reduce the likelihood of bins being lost or stolen, which are costly to replace. This proposal has a one-off cost of £5,000 to purchase the equipment required.

5.17. The July report, contained a range of options for possible waste management service changes in Crewe, based on what has worked well in other Local Authority areas. These options were considered and it was agreed that any service changes use an approach, which ensures bins are stored appropriately, and not left on public footpaths.

5.18. The proposal is for a one-off payment of £74,000 to Crewe Town Council to support their dedicated 'waste clean team', to tackle persistent issues, engage with the public and manage cleanliness of each area. This proposal needs to be developed jointly with Crewe Town Council, who are providing funding to increase the Ranger Service, and so options to maximise the impact of this work need to be discussed. The Neighbourhood Action Report details the range of persistent issues that are placing additional demand on the Council's resources. Working closely with the enforcement team it would be expected that the clean team will deliver the following outcomes:

- Area looks better and if the physical environment improves it has a positive impact on the community as the team concentrate on litter picking, hand sweeping, removal of weeds etc.
- Staff on the ground to address issues immediately
- Community will have local regular contact with team, spending a day in each zone. Zones to match up with ward boundaries so residents and ward members could have a say in where the team is directed
- Community links will lead to the team working alongside community activity e.g. litter picks, to provide added value
- Team would spend a day a week in each ward - Crewe South, Crewe St Barnabas and Crewe North (combined), Crewe West, Crewe Central, Crewe East
- This would allow the team to be known in their regular area, building relationships and reducing the need for environmental enforcement over time.

5.19 As the nature of the issues within the Crewe pilot area are diverse the proposal to add value to the existing dedicated street cleansing team for Crewe, which provides the flexibility to address issues at a very local level. A dedicated resource to this community area should result in:

- An enhanced local environment with cleaner streets
- A responsive team who would meet local needs
- A reduction in complaints on littering, fly-tipping and dog fouling
- The potential to remove the additional vehicle that follows the rounds in this area removing contaminated recycling waste.

- 5.20 The funding recommendations are one off payments to meet the needs identified by the pilot. It is envisaged that the recommendations will enable mainstream services to continue tackling the issues, through existing environmental services budgets.

6. Wards Affected and Local Ward Members

- 6.1. Crewe Central: Irene Fayesi (Pilot Zones 1 and 2)
Crewe South: Dorothy Flude and Steve Hogben (Pilot Zones 3, 4, 5 and 6);
Crewe West: Jill Rhodes and Brian Roberts (Pilot Zone 6).
Crewe East: Suzanne Brookfield and Clair Chapman
Crewe North: Mo Grant
Crewe St Barnabas: Damian Bailey
All Members for roll out of the work.

7. Implications of Recommendation

7.1. Policy Implications

- 7.1.1. There are no policy implications from this report.

7.2. Legal Implications

- 7.2.1. ANSA Environmental Services Ltd could deliver this project through the existing arrangement they have with the Council. An authority notice of change would be drawn up and the requirements of this project clearly stated. The Council in order to meet best value requirements and comply with its own Contract Procedure Rules would need to ensure that the additional services to be provided by Ansa do offer the Council best value.
- 7.2.2. If the proposals for a communications campaign and purchase of equipment involve the Council (as opposed to ANSA) commissioning goods and/or services then they must be procured in accordance with the Council's Contract Procedure Rules.

7.3. Financial Implications

- 7.3.1. The pilot was funded by one off project funding. In order to continue this level of community engagement and project recommendation it is necessary to allocate further funding to relevant departments as indicated below.
- 7.3.2. A full business case has been prepared as a result of the trial recommendation report.
- 7.3.3. This will require the below three amounts totalling £97,800.00 to be allocated from the 2017/18 fines Earmarked Reserve held on 40/HE/97901/4041307 on a one off basis for the below :

- £18,800 to continue the communications campaign to be funded from allocation of environmental enforcement FPN income reserve for 12 months.
- £5,000 for the purchase of marking equipment for permanently etching identification on the household bins. To be funded from allocation of environmental enforcement FPN income reserve for 12 months.
- £74,000 as a one off allocation to support the ongoing work of the CTC street cleansing team. It is proposed that this is to be financed as a one-off payment from the Environmental Enforcement FPN Income reserve.

7.4. Equality Implications

7.4.1. The Council aims to be consistent and even-handed in all regards. Taking enforcement action to deal with environmental crime is not intended to have either a positive or negative impact upon equality and diversity or apply differently to any particular group.

7.4.2. ANSA will develop equality impact assessments before introducing the changes to service.

7.5. Rural Community Implications

7.5.1. There are no rural implications at this stage as the pilot focuses on Crewe. The longer term recommendations will also address rural issues.

7.6. Human Resources Implications

7.6.1. Service changes have HR implications, which have been considered as part of business case development. Funding is required for 2 additional posts that will be managed by Ansa Environmental Services Ltd.

7.7. Health and Wellbeing Implications

7.7.1. The work contributes to achieving public health outcomes as it addresses waste management issues and environmental crimes which affect residents' health.

7.8. Implications for Children and Young People

7.8.1. None specifically. Positive impacts as outlined above.

7.9. Overview and Scrutiny Committee Implications

7.9.1. The original pilot was overseen by a Task and Finish Group reporting to Environmental OSC. Corporate OSC now monitor this work.

7.10. Other Implications (Please Specify)

7.10.1. None

8. Risk Management

- 8.1. The Council has legislative powers available to deal with environmental crime. Failure to make best use of these powers to improve the local environment may lead to criticism of the Council thereby damaging its reputation.
- 8.2. Managing expectations – these actions are seen as a measured response to address the issues that have been highlighted through detailed analysis of the pilot project. There is a risk that Members and residents may consider this response will completely resolve all environmental fly-tipping issues for all time – this would be unrealistic. Also, the public's expectations may have to be managed in relation to the length of the project, based on the ability secure funding.

9. Access to Information

- 9.1. The Cabinet Paper in July 2017, summarised a detailed report which gives extensive information, which has been used to inform this report. Access to more information can be made by contacting Kirstie Hercules, Principal Manager – Partnerships and Communities, (01270) 686632.

10. Contact Information

Contact details for this report are as follows:

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