

OPEN

BRIEFING REPORT

Environment and Communities Committee

Date: 10 November 2025

Cleaner Crewe Project Update

Report of: Chris Allman- Director of Planning and Environment

Purpose of Report

- 1 To provide an update on the Cleaner Crewe initiative, outlining progress, objectives, and operational plans for implementation.

Executive Summary

- 2 The Cleaner Crewe Project builds on the success of the original Cleaner Crewe pilot, aiming to reduce environmental crime, improve public spaces, and foster community pride. The project will focus on:
 - (a) Mapping hotspots for littering, fly-tipping, and graffiti.
 - (b) Resident engagement through volunteer clean-up events, education and advice.
 - (c) Enforcement actions including the issuing of notices pursuant to section 46 of the Environmental Protection Act 1990 ("Section 46 notices") for environmental offences.
 - (d) Case Management System implementation to streamline reporting, tracking, and resolution of incidents
 - (e) Provision of two ½ days per month mobile household waste centre service to commerce with the Cleaner Crewe to be designed and developed with the project team and go live by Summer/Autumn 2026
 - (f) Dedicated Staff Commitment of x2 Community Enforcement Officers and x2 Waste Support Officers to the Cleaner Crewe Project- Officers to be recruited for 1st April 2026.

(g) An anticipated go live date of late Summer/early Autumn 2026.

Background

- 3 The original Cleaner Crewe Project was launched in 2020 to tackle persistent environmental issues in Crewe, particularly fly-tipping and waste mismanagement. At the time, Crewe accounted for 70% of all fly-tipping borough wide.
- 4 Key challenges included fly-tipping in alleyways and public spaces and contaminated bins and missed collections.
- 5 The original project fostered strong community involvement with alleyway Champions where alleyways were transformed into green, welcoming spaces.

Briefing Information

- 6 This briefing explains the progress of the Cleaner Crewe Project so far following on from the successful pilot. The pilot showed successes but also lessons learned as per the [Briefing Report in 2022](#).

Lessons learned From the Pilot Scheme

- 7 By learning from the pilot it has been established that the works and engagement required should be carried out by both Community Enforcement Officers and Waste Education Officers. This presence on the street is vital to ensure the success of the project through education and enforcement. These dedicated resources will be recruited for in April 2026.
- 8 Another key learning point was the issuing of Section 46 notices and the administrative tasks associated with this. Evidence is necessary for the enforcement of the section 46 notices therefore it has be recorded. This is an admin intensive task which requires a suitable case management system. This case management system will streamline reporting, tracking, and resolution of incidents.

Scope of the New Project

- 9 The Cleaner Crewe Project will build on this success and widen the area to the maps shown within the Appendices :-

[Crewe Central and St Barnabus](#)

[Crewe South & West](#)

[Crewe South](#)

- 10 The Environment and Communities Committee as part of its decision on 26th September 2024 agreed to implement the approved permanent household waste recycling centre service provision. Mitigations included mobile HWRC's across the borough based on fly tipping rates amongst other criteria.
- 11 Areas of Crewe are highest for fly tipping, and as such the proposal is that they will receive the equivalent of 2 ½ day Mobile Household Waste Recycling Centre provisions as part of the new Household Waste Recycling Centre Services Changes. The delivery will be adapted to suit the needs of the area and integrated into this project in agreement with the Crewe Town Council, Project Officer and wider board.
- 12 Key Timescales include:
- Autumn/Winter 2025- Reforming board, ToR agreed, Project Areas agreed, Project Officer job description confirmed.
 - Spring/Summer 2026- Case Management System implemented, Section 46 notice preparation and roll out, Officers in post, roll out reduced cost recycling bin scheme.
 - Late Summer/Early Autumn 2026- Identify Community Champions, confirm mobile bring sites, leaflets and communication to residents.
 - Go Live
- 13 Considering all of the update topics, the project will be supported by a robust communications and engagement plan. The detail around this will be presented to the Cleaner Crewe Board at relevant intervals. The following are the key components under consideration;
- (a) Dedicated webpage and social media channels hosted by CEC
 - (b) Case studies – showcasing pilot success and what can be achieved with involvement by the community.
 - (c) Reporting our performance
 - (d) Formal launch event
 - (e) Aligning the project with the Council's Environment Strategy 20-24 and Anti-Social Behaviour Policy.

Progress so far

- 14 Reconstitution of the Cleaner Crewe Board with representatives from Cheshire East Council ward members, Crewe Town Council Officers and Cheshire East Officers.
- 15 Mapping and Hotspot Review. Whilst areas have been mapped, background work is being undertaken to ensure that fly tipping hotspots are evident in the mapped areas. This will be done using historic data from Fix My Street and more recent data from TraCE. Maps will be agreed at Board.
- 16 Section 46 notices are vital to the success of the project allowing Enforcement Officer to issue warnings and fines if necessary. Once maps have been agreed by the board, Section 46 notices will be rolled out to the areas in a phased approach. It should also be noted that as part of the weekly food waste roll out a borough wide Section 46 notice will be issued (how will this be done? By leaflet?)
- 17 Alleyway Regeneration- A phased programme of alleyway clean ups will be implemented, as per those delivered successfully in the first project. Lessons learned in the first project told us that this only works when there is clear "buy in" from ward Members and the residents themselves without this "buy in" these schemes will not happen. It is essential that these areas have a resident champion identified as part of this process, someone officers can work with to develop proposals and bring communities into the clean ups. Ward members have engaged with the community and gathered data on potential Champions.
- 18 Crewe Town Council Project Officer- Crewe Town Council have drafted a person specification and job description which is currently being reviewed by Cheshire East Council to align with the aims of the Project. Following approval, Crewe Town Council will recruit to the post. This project is reliant on the Project Officer being in post to support the education and enforcement functions and enable community groups, which was a key success of the pilot.

Implications

Monitoring Officer/Legal

- 19 .
- 20 Cheshire East Council has the authority to issue Section 46 notices to householders regarding the presentation and management of waste.
- 21 Further, Cheshire East Council can prosecute or issue a fixed penalty notice householders for non-compliance with Section 46 notices.

- 22 Cheshire East Council enforces offences contrary to the Environmental Protection Act 1990 through a combination of investigation, enforcement, and partnership working.

This paragraph doesn't fall under legal implications so should be slotted in to a different subheading. *Section 151 Officer/Finance*

- 23 Funding for Cheshire East Staff resources will be met by the Waste collection changes business plan as detailed below.

- (a) x2 Community Enforcement Officers and x2 Waste Support Officers.
- (b) The final DEFRA grant received was £870,923 of which part of it will fund the above post and the wider implementation of the project.

- 24 DEFRA are expected to announce a further New Burdens Grant for 2026/27 expenditure. This will cover the ongoing revenue costs of staff and costs of running the weekly food waste collection service in 2026/27.

- 24 Crewe Town Council will fund the Project Officer.

- 25 Mobile HWRC (including) costs will be funded from the £3.1m current revenue budget for all mobile HWRC's across the borough.

Human Resources

- 26 As part of the Project x2 Waste Educations Officers and x2 Community Enforcement Officers will be employed by Cheshire East Council, along with a Project Officer who will be funded by Crewe Town Council. The Waste Education Officers will focus on the Cleaner Crewe Project to ensure community engagement providing bin and waste management advice, including alleyway regeneration plans. The Enforcement Officers will be a dedicated resource to proactively address enforcement across the designated area.

- 27 The Project Officer role will be funded by Crewe Town Council, however, Cheshire East Council will review the person specification and job description to ensure it aligns with the requirements of the Project. The role will include enabling community groups, development and co-ordination of alley regeneration plans, acting as a central point of contact, facilitating reporting to track progress and supporting education and enforcement functions.

Risk Management

28 This project is tied to the wider food waste and 3 weekly collection project.

Impact on other Committees

29 There should be no impact on other committees.

Policy

30 Policies relating to this project include:-

- [Fly tipping and Waste Management Policy](#)
- [Municipal Waste Strategy](#)
- [Anti-Social Behaviour Enforcement Policy](#)

**Commitment 1:
Unlocking prosperity for
all**

- Deliver a shared vision for Crewe, including jobs, affordable housing, and regeneration.
- Promote education, skills, and lifelong learning to support employment and community roles.

**Commitment 2:
Improving health and
wellbeing**

- Empower communities to access information, guidance, and funding.
- Reduce health inequalities through targeted approaches.

**Commitment 3: An
effective and enabling
council**

- Foster innovation through collaboration with residents, businesses, and partners.
- Maintain effective governance and evidence-based decision-making.

Other Implications

- 32 The project links with Cheshire East Council's community work allowing cleaner and safer spaces for residents, children and young adults. Fly-tipping and littering will be significantly reduced in targeted areas with cleaner environments which will lower the risk of pest infestations, disease transmission, and injuries from hazardous waste aligning with Public Health objectives.
- 33 Previously neglected areas will be transformed into safe, welcoming spaces for residents to gather, socialise, and celebrate. This fosters mental wellbeing, reduces social isolation, and encourages physical activity as well as community ownership.
- 34 Cheshire East Council has committed to making the borough carbon neutral by 2045. Cleaner Crewe complements these goals by reducing emissions from waste and improving local environmental quality.

Consultation

Name of Consultee	Post held	Date sent	Date returned
<i>Statutory Officer (or deputy) :</i>			
Ashley Hughes	S151 Officer	24/10/25	03/11/25
Hilary Irving	Interim Deputy Monitoring Officer	24/10/25	29/10/25
<i>Legal and Finance</i>			
Adrian Leslie	Contracts and Procurement Team Manager	15/10/25	15/10/25
Helen Green	Lead Finance Partner – Companies Finance & Accounting	15/10/25	15/10/25
<i>Other Consultees:</i>			
<i>Executive Directors/Director</i>			
Phil Cresswell	ED Place	20/10/25	20/10/25
At Place DLT			
Chris Allman			

Access to Information	
Contact Officer:	Amy Smithies- Strategy and Customer Manager Ralph Kemp – Head of Environmental Services Ralph.Kemp@cheshireeast.gov.uk

Appendices:	<u>Crewe Central and St Barnabus</u> <u>Crewe South & West</u> <u>Crewe South</u>
Background Papers:	<u>Briefing Report in 2022.</u>