

TONBRIDGE & MALLING BOROUGH COUNCIL

HOUSING and ENVIRONMENT SERVICES ADVISORY BOARD

22 February 2016

Report of the Director of Street Scene, Leisure and Technical Services

Part 1- Public

Matters for Information

1. WASTE & STREET SCENE SERVICES UPDATE

Summary

This report provides an update on a number of projects and initiatives within Waste & Street Scene services.

1.1. Christmas Collection Arrangements 2015/16

1.1.1. Details of last year's Christmas arrangements for refuse & recycling collections were reported to the Advisory Board in May 2015. The general approach taken was similar to previous years, with the aim to:

- keep disruption to an absolute minimum;
- provide minimal suspension to green waste collection service, while recognising the need to ensure that no properties go more than 15 days without a black bin collection;
- maintain the green box recycling collections throughout the holiday period; and
- provide notification to all residents in a variety of formats.

1.1.2. This approach was applied again for the 2015/16 Christmas and New Year period and worked very well with only a small number of complaints received from residents. The few complaints received were generally about the suspension of the green waste service for around 10,000 households. The only other issues experienced were due to very windy weather on one day during the issuing of bin hangers, and unusually high demand (compared with previous years) at some recycling bring sites.

1.1.3. Officers are now reviewing options for collection arrangements for the 2016/17 Christmas period and will also be looking at any additional measures that can be taken to help reduce the impact on high use recycling sites. Details will be reported to this Board's next meeting in May.

1.2. Easter, May & August Bank Holiday Collection Arrangements 2016

- 1.2.1. As in previous years, there will be no refuse or recycling collections on either Good Friday (25 March) or Easter Monday (28 March). In order to cause least disruption to residents and to avoid any suspension of the regular recycling cycle, we will be operating on the two consecutive Saturdays (26 March and 2 April). The full Easter Bank Holiday collection schedule is set out below, and has been communicated to residents via the calendar delivered to every property in October, as well as being available on our website at www.tmbc.gov.uk/waste .

Normal Collection due	We will collect
Friday 25 th March	Saturday 26 th March
Monday 28 th March	Tuesday 29 th March
Tuesday 29 th March	Wednesday 30 th March
Wednesday 30 th March	Thursday 31 st March
Thursday 31 st March	Friday 1 st April
Friday 1 st April	Saturday 2 nd April

- 1.2.2. As a result of operating kerbside collections on those two Saturdays, we will be unable to run the normal **Saturday Bulky Household Waste Freighter Service** on 26 March and 2 April. In order that no locations miss their regular visits, we have amended the schedule for March & April accordingly:

MARCH	
Saturday 5 TH March	Week 1 locations
Saturday 12 th March	Week 2 locations
Saturday 19 th March	Week 3 & Week 4 locations
Saturday 26 th March	No Service
APRIL	
Saturday 2 nd April	No Service
Saturday 9 th April	Week 1 locations
Saturday 16 th April	Week 2 locations

Saturday 23 rd April	Week 3 locations
Saturday 30 th April	Week 4 locations

1.2.3. There will be no changes to arrangements and collections will be carried out as normal on **both May** bank holiday weeks and the **August** bank holiday week.

1.3. Food Waste – Kitchen Caddies

1.3.1. In order to raise awareness that food waste can be included in the green waste collection service a number of promotional activities were implemented over the last few months. This included:

- Information on the Christmas bin hangers
- Providing free kitchen caddies through Council and Parish Council offices (including an initial supply of paper liners)
- Promotion on staff email signatures
- News Release

1.3.2. During the promotion approximately 500 kitchen caddies were distributed to residents.

1.4. “Love Kent – Hate Litter” Roadside Litter Campaign

1.4.1. The Kent Resource Partnership (KRP), consisting of Kent County Council and all twelve Kent district councils, ran the Love Kent, Hate Litter Campaign in both 2014 and 2015. The campaign included a radio campaign on Heart FM with a call to action for local volunteer activity. It was a huge success with Social Media engagement across the county of over 1.5 million people. TMBC ensured a high level of local involvement with more than 100 Love Where You Live events in the borough over the four campaign periods.

1.4.2. The campaign is currently running again between February & March 2016. A list of TMBC “Love Where You Live” events advised so far within the campaign period are at Annex 1.

1.4.3. TMBC are again using mobile roadside litter signage to promote the campaign. The current “Take Your Litter Home” signs are being refreshed with a new message, to tie in with the national “Clean for the Queen” campaign.

1.5. Clean For The Queen

- 1.5.1. Clean for The Queen is a national campaign launched by Country Life magazine in partnership with Keep Britain Tidy to “clear up Britain in time for The Queen’s 90th birthday in 2016”. It aims to “rally an army of volunteers across the country to clean up their local areas and will include a special clean-up weekend on March 4–6. Adrian Evans, who has been appointed as Campaign Director, ran The Queen’s Diamond Jubilee River Pageant in 2012. With the full backing of Keep Britain Tidy, the campaign already has the support of well-known national organisations with a total membership in excess of 1.5 million, as well as individual ambassadors
- 1.5.2. Locally, almost 30 groups have already registered their interest in carrying out a clean-up initiative in their local area. There is likely to be at least one event in almost every parish within the borough, as well as five confirmed in Tonbridge. Due to the number of events being organised, we are encouraging groups to hold them throughout the month of March and beyond. This will not only prolong the initiative and maximise publicity opportunities, but will enable TMBC to provide the necessary support in providing equipment and rubbish collections.

1.6. Littergram

- 1.6.1. Littergram is a free app solution that allows users to take a picture of litter, flytipping, dirty street signs or overflowing litter bins. GPS then pinpoints the location of the problem and the photo is sent automatically to the relevant local council authority.
- 1.6.2. Tonbridge & Malling Borough Council has become the first council in the UK to adopt a new app, littergram, in a bid to exploit the latest smartphone technologies to help clear the streets and countryside of rubbish.
- 1.6.3. TMBC have worked with littergram to develop the app, which will help the Council to respond even more quickly when rubbish is spotted and reported by app users. As well as pinpointing the exact location of the rubbish and sending a photo, the app also gives the Council the opportunity to reply to the sender to let them know what action is being taken. It also enables us to forward reports to third parties where the responsibility for the issue lies elsewhere, such as potholes and waste on private land.
- 1.6.4. The app was created by Danny Lucas, Chairman of Lucas, a UK specialist fit out and finishing company based in Wrotham. Mr Lucas – a resident of Higham ward - has developed a number of apps to advance his own business and the littergram app was a by-product of one of his Company’s technology developments. As a result of his close work with the Council in developing the app so that it not only benefits residents but also aids the Waste & Street Scene team in being able to respond promptly and take appropriate action, Mr Lucas has been nominated for this year’s Environmental Champions Awards.

1.7. Environmental Champions Awards 2016

- 1.7.1. The Environmental Champions scheme, which was launched in 2009 to encourage more people to make an extra effort to improve the environment, is open to all Tonbridge and Malling residents and anyone can nominate a person or a group to become an Environmental Champion. The awards are part of the Love Where You Live campaign and are kindly sponsored by Veolia, the council's refuse, recycling & street cleansing contractor
- 1.7.2. Over the last 7 years we have recognised groups and individuals for litter picking, supporting local food projects through farmers markets, flood wardens, school and uniform groups Love Where You Live projects, community wildlife gardeners, country park volunteers, volunteer health walk leaders and volunteer Street Monitors, as well as a special Love Where You Live Gold Award for Tonbridge Canoe Club.
- 1.7.3. This year's call for nominations has resulted in 12 winners who will be recognised at a reception at Tonbridge Castle on Friday 26 February 2016. A list of the winners is attached at **Annex 2**.

1.8. Kent Resource Partnership (KRP) Communications Group – Waste Resources Action Programme (WRAP) Funding

- 1.8.1. Members will recall that last year the KRP was successful in bidding for £70,694 of the £350,000 made available by the national Waste Resource Action Programme (WRAP). The aim of the funding was to assist local authorities to increase recycling through communication activities. KRP officers also managed to secure additional funding from external partners, Marks & Spencer and Alupro.
- 1.8.2. The KRP is now implementing a Kent wide recycling campaign from October 2015 to June 2016. The aim is to increase both the capture and quality of dry recycling in the whole county and especially the six target districts. This is to be achieved through a combination of increasing household participation, increasing capture of target materials and reducing contamination (thereby reducing the risk of rejected loads and increasing recycling). A range of core communications activities are being delivered by KRP officers with support from district council representatives via the KRP Recycling Communications Group.
- 1.8.3. The first phase of the campaign was aimed at raising residents' awareness of the various different types of plastics that they can recycle. WRAP's research showed that although most residents were aware that they can recycle plastic bottles such as fizzy drink & sauce bottles, they did not necessarily know that bottles used for bathroom & cleaning products, for example, or food pots, tubs & trays can be recycled. A leaflet was distributed to every household in Kent in early January, which served as a useful reminder to TMBC residents of the wide range of containers that we collect via our network of plastics bring banks.

- 1.8.4. The second phase of the campaign focuses on metal recycling, specifically raising awareness of what happens to metals once they have been collected. Two leaflets have been developed, based on 2012's national "Metal Matters" campaign and the first was sent out to every Kent household in w/c 1 February, with the second to follow during w/c 29 February.
- 1.8.5. TMBC has supported both phases through the use of social media, sending out regular messages via Twitter and Facebook throughout each phase of the campaign. The subject of the third phase has yet to be confirmed but is likely to be either paper & card, or food waste. This will depend on the findings of the waste audits being carried within the next month or so, as that will indicate which material has most potential to be diverted from residents' black bin waste.

1.9. TMBC Communications Plan

- 1.9.1. Last year each district was allocated some funding by the KRP so that they could run tailor-made communications activities that were specific to local needs whilst still supporting Kent-wide and national campaigns. Officers are currently working with a local marketing agency to produce a communications project plan for TMBC residents which will commence in late March/early April 2016. The campaign's main messages will be:
- "Get Back To Basics" – what material goes into which bin; when & where to put your bin; no side waste with black bin; clinical waste & pull outs; etc
 - "Your Waste Need Never Go To Waste" – what happens to your rubbish after you put it out; how black bin waste becomes electricity; how green bin waste is composted; where do your paper, metals, plastics & glass go?
 - Communications throughout the year will also carry seasonal messages, such as how to get a second green bin or bags for extra garden waste during the Spring; how to manage food waste during Summer; recycling at Christmas; etc

Details of the finalised plan will be reported to the Board in May.

1.10. Legal Implications

- 1.10.1. The Council has a statutory duty to provide a refuse collection service. The proposed arrangements ensure that the Council complies with that duty.

1.11. Financial and Value for Money Considerations

- 1.11.1. The costs associated with the collection and contracted services arrangements for Easter and the various promotional initiatives are contained within existing budgets.

1.12. Risk Assessment

1.12.1. Careful planning, good communication with residents and coordinated arrangements for the holiday collection period will ensure minimal disruption and effective delivery of these high profile services.

Background papers:

Nil

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