

TONBRIDGE & MALLING BOROUGH COUNCIL

STREET SCENE and ENVIRONMENT SERVICES ADVISORY BOARD

18 July 2016

Report of the Director of Street Scene, Leisure & 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 & New Year Collection Arrangements 2016/17

- 1.1.1 As 2016 is a leap year, Christmas Day and Boxing Day holidays have moved two days on from last year's pattern falling on a Sunday and a Monday respectively. In keeping with previous years, no collections will be made on Boxing Day or Monday 2nd of January. Both week commencing Monday 26th December and Monday 2nd of January will see collection services operating one day late.
- 1.1.2 Members will be pleased to note that as a result of the above, there will be no suspension of the Green Waste Service and collections will continue all properties throughout this period.
- 1.1.3 Subject to final confirmation from Kent County Council (Waste Disposal Authority) regarding the availability of disposal sites, the proposed collection arrangements are as follows:

Normal Collection due	We will collect
Friday 23 rd December	Friday 23 rd December
Monday 26 th December	Tuesday 27 th December
Tuesday 27 th December	Wednesday 28 th December
Wednesday 28 th December	Thursday 29 th December
Friday 30 th December	Saturday 31 st December
Monday 2 nd January	Tuesday 3 rd January

Tuesday 3 rd January	Wednesday 4 th January
Wednesday 4 th January	Thursday 5 th January
Thursday 5 th January	Friday 6 th January
Friday 6 th January	Saturday 7 th January

- 1.1.4 As a result of operating kerbside collections on the two Saturdays identified above, we will be unable to run the normal Saturday Bulky Household Waste Freighter Service on Saturday 31st December and Saturday 7th January. In order that no locations miss a visit within the month, we have amended the schedule for December & January accordingly.

Saturday Bulky Household Waste Freighter Service	
DECEMBER 2016	
Saturday 3 December	Week 1 locations
Saturday 10 December	Week 2 locations
Saturday 17 December	Week 3 locations
Saturday 24 December	Week 4 locations
Saturday 31 December	No Service
JANUARY 2017	
Saturday 7 January	No Service
Saturday 14 January	Weeks 1 & 2 locations
Saturday 21 January	Week 3 locations
Saturday 28 January	Week 4 locations

1.2 Street Sweeping Arisings

- 1.2.1 In February of this year, Kent County Council (KCC) introduced a new initiative to divert street cleansing waste arising from mechanical sweeping operations away from final disposal and into a recycling operation. This arrangement was set up with Biffa Waste Services at its Street Sweepings and Aggregate Recycling Facility at Brookhurst Wood in West Sussex.

The arisings collected via Veolia's mechanical sweeping activities are delivered to the KCC North Farm Transfer Station in Tunbridge Wells from where it is transported in bulk to the Biffa facility. This operation was previously trialled in Ashford and Swale and is now being introduced across all Kent districts. The initiative has the potential to increase recycling and reduce waste sent for final disposal.

Outputs from the recycling process are: Sand; Construction Aggregates; Soil Restoration Medium; Landfill cover; and Recycled Plastic Polymers.

Although it is still early days, early indications show that this initiative is likely to mean that in this Borough alone c. 600 tonnes of street cleansing waste will be recycled during 2016.

1.3 Saturday Bulky Goods & Waste Electrical & Electronic Equipment (WEEE) Service

- 1.3.1 Members will be aware that the Council provides a separate collection of WEEE items via the Saturday Bulky Goods Service. In addition to the static freighter at each site, a smaller vehicle is also provided to collect WEEE items for recycling. This is currently provided at 63 sites per month over a 4 week cycle. While this WEEE element had initially been partially funded by a one-off contribution from KCC, this only supported the service until the end of June 2015. The WEEE Service currently diverts iro. 200 tonnes per annum to recycling.
- 1.3.2 It is also worth noting that as there are currently no Household Waste Recycling Centres provided in our area, KCC continues to contribute £20,000 per annum to the ongoing provision of our Saturday Bulky Goods Service.
- 1.3.3 In February 2015, the Department for Innovation and Skills, in partnership with Valpak (an organisation which helps producers meet their recycling obligations), launched the WEEE Local Project Fund. The fund, which was provided by retailers to help them meet their obligations under the UK WEEE Regulations, invited funding bids from local authorities for projects that increase the amount of WEEE being recycled. This Council submitted a bid for the funding of the WEEE Saturday Service, and despite the fund being oversubscribed in a highly competitive selection process, we succeeded in obtaining the full grant of £25,700. This, together with a reduced contract sum charged by Veolia for this element of the service, has enabled us to maintain the current WEEE service until the end of December 2016.
- 1.3.4 Unfortunately, no further external funding opportunities are currently available and existing budgets do not allow for a further extension of the service in its present form beyond December 2016. Officers have commenced a review of whether any options might be available in the future. Veolia has been asked to look at the WEEE service together with the Saturday Bulky Goods Service, with the aim of identifying any operational efficiencies within the current schedule that could free

up resources to cover the cost of continuing the WEEE service. There are a number of options being explored:

- Reducing time spent at underused sites. Currently all locations are visited for an hour each time. Some sites receive a small number of users of either service, so the time at a number of sites could be reduced.
- Rescheduling the routes to reduce travel time between sites. Currently 30 minutes is allowed for driving between each site.
- Streamlining the services provided, with fewer locations visited. Many users of the service travel by car, often from outside of the area being visited.

1.3.5 It is unlikely that any one of the three options alone would be sufficient to fully cover the costs of continuing the WEEE service, but a combination of them may result in the required savings. The outcome of the review will be reported back to this Board in November for Members to agree the way forward.

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. This Council 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 most recent phase of the campaign ran between February & March 2016. This Council again used mobile roadside litter signage to promote the campaign. The “Take Your Litter Home” signs were refreshed with a new message, to tie in with the national “Clean for the Queen” campaign. These have been replaced with a message promoting the LitterGram App and “Have a Great Summer, Not a Rubbish One”.

1.4.3 The next phase of the campaign is due to run between 11 and 31 July, supported by a comprehensive media campaign sponsored by LitterGram. We are pleased to report that this Council are again leading the way with the number and range of events and initiatives.

1.5 Clean For The Queen

1.5.1 Clean for The Queen was 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...” on 21 April 2016.

1.5.2 Throughout March and April, events took place in virtually every area of the Borough, supporting the national campaign. The campaign urged communities to

help Council's clear up litter grot spots, especially those areas which are not regularly cleaned, in time for the Queen's 90th birthday in April. Over 40 groups took part in clean up events across the Borough. A total of nearly 400 volunteers collected over 300 sacks of rubbish from litter grot spots, and 15 new Street Monitors were also signed up.

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 This Council are continuing to work with Littergram to further develop the app and to ensure that it is user friendly. Since it was launched in February 2016 we have received over 300 reports via the LitterGram App. These included a number which were passed to third parties for action, such as potholes and dirty/damaged road signs to KCC.
- 1.6.3 The LitterGram App has been funded and developed by a local businessman, Danny Lucas. He has worked closely with the Council in developing the app so that it not only benefits residents but also assists the Waste & Street Scene team in being able to respond promptly to reports and take appropriate action. In recognition of the work and LitterGram support, Mr Lucas received an Environmental Champions Award in February this year. We are currently preparing a joint case study regarding the our experience and use of the App. Mr Lucas is also in discussions with members of the Kent Resource Partnership about expanding the App to other Councils and the potential for another Kent-wide clean-up campaign over the summer.

1.7 Voluntary Litter Code

- 1.7.1 The Voluntary Litter Code in Larkfield has had ongoing success at keeping Larkfield clean and recognising the 25 businesses, including Tesco Lunsford Lane, that ask their customers to use litter bins and have staff clean up around their premises. The scheme was initiated by committed Street Monitor, Mr Stuart Olsson of Larkfield Neighbourhood Watch in partnership with the Borough Council, East Malling & Larkfield Parish Council and Kent Police. There is a clear link between littering and anti-social behaviour. Businesses are awarded a certificate after one year of attained and maintained standards. This litter code model has also been adopted in East Malling, Ditton and Snodland.
- 1.7.2 The Snodland Goes Cleaner group has also adopted this Code and have so far signed up nearly 50 businesses in the town to commit to doing their bit to keep Snodland clean. Snodland Town Council reported that perception of both businesses and residents of the cleanliness in the town is much higher than it has been in the past.

1.7.3 The Council's Economic Regeneration Officer is discussing the scheme with businesses in other locations across the Borough.

1.8 Responsible Dog Ownership

1.8.1 On 6 April 2016, micro-chipping of all dogs over the age of 8 weeks became compulsory. During March, our Dog Warden ran 6 free micro-chipping events across the Borough. These targeted areas where un-chipped dogs were causing an issue of stray dogs not being able to be returned direct to their owners, and their owners then struggling to pay the subsequent kennelling fees. A further session was held at Larkfield Recreation Ground in June due to local demand.

1.8.2 The events were made possible by the donation of a supply of micro-chips and micro-chipping equipment by the Dogs Trust, and the use of social media to promote the sessions. In all, over 330 dogs were chipped and registered, including 97 at the session run at Tonbridge Racecourse Sportsground.

1.8.3 Working closely with the Dog's Trust the Council is arranging further awareness-raising of the new legislation which will take place at a series of fun dog shows over the summer. These will also be used to raise awareness of other responsible dog ownership issues such as fouling, dangerous dog incidents and behavioural problems:

- Sunday 24 July Tonbridge Racecourse
- Sunday 7 August Kings Hill Sports Park
- Saturday 27 August Wouldham Recreation Ground

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

1.9.1 Members may 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.

1.9.2 The KRP implemented a Kent wide recycling campaign between October 2015 and April 2016. The aim was to increase both the capture and quality of dry recycling in the whole county. A range of communications activities were delivered by KRP officers with support from district council representatives. These included leaflet deliveries to every household in Kent; the use of social media with specific campaign messages; supermarket promotions; and collection vehicle liveries.

1.9.3 Research is currently being undertaken to assess the impact that the campaign has had on residents' awareness of recycling in general. Research is also

focusing on specific council services, as well as on amounts and quality of recyclable materials collected during the course of the campaign.

1.10 TMBC Communications Plan

1.10.1 Last year each district was allocated some funding by the KRP so they could run tailor-made communications activities that were specific to local needs. Officers have been working with a local marketing agency to produce a communications project plan for TMBC residents which commenced last month. The campaign's main messages are:

- “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;
- “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 (delivered to households in April); where do your paper, metals, plastics & glass go?

1.10.2 Communications throughout the next year will also carry seasonal messages, such as how to manage extra garden waste during the peak seasons; how to manage food waste during Summer; recycling at Christmas; etc

1.10.3 Future communications will focus on specific materials. The KRP recently commissioned compositional waste analysis in West Kent authorities. The results of the audits will indicate how much recyclable material is still being disposed of via the black bin service, and how much potential there is for diverting this material into recycling & composting. Early indications show, for example, that around 5% of TMBC residents' black bin waste consists of paper that could be recycled through the green box scheme. If the samples audited are representative of TMBC as a whole, this would mean that around 1,000 tonnes of recyclable paper is not being diverted to recycling, which would also generate income to help offset the Council's collection costs. Once the final report has been received this will be used to inform future communication messages.

1.10.4 As well as this communications plan, each year the Waste & Street Scene Team work to a programme of activities, which forms the Cleaner Borough Campaign Action Plan. As well as Love Where You Live initiatives, the action plan includes other aspects such as targeted enforcement, educational talks, responsible dog ownership and the Street Monitor scheme.

1.10.5 The proposed action plan for 2016/17 is attached at **Annex 1** for Members' information.

1.11 Kent Resource Partnership (KRP) Group Updates

1.11.1 Street Scene Group

The February meeting included officer feedback on the joint fly-tipping protocol with a decision being made to recommend continuation of the protocol to the KRP Members Board. The Street Scene Project Group last met on the 10th May. The Group's main focus at this meeting was to discuss and propose priorities for progression during 2016/17. All agreed that work for the remainder of the year should focus on Litter and Fly-Tipping particularly in the areas of education and enforcement, exploring the potential for joint working and sharing of best practice. The outcome of these discussions has been used to inform the new KRP Business Plan. Other items included presentations on the LitterGram App, the potential for further joint working with KCC Highways High Speed Road grass cutting and cleansing, and the role of the KCC Intel Unit linked to efforts to prevent and prosecute fly-tipping.

1.11.2 Health & Safety Group

The group last met on 28 April to discuss and agree priority projects for the coming year. A key priority identified was the provision of consistent training to Waste Managers and Supervisors across Kent. The Group also discussed the recently released Health & Safety Executive guidance on Safe Cleansing on the Highway. The KRP has been seeking consistent guidance on such operations for a number of years, so the recently published document is most welcome. The Group will take forward discussions on how a Kent-wide approach can be agreed to demonstrate compliance with the guidance.

1.11.3 Recycling Communications Group

The Group meets every three months or so, and has most recently worked to deliver the KRP WRAP-funded Kent-wide communications project. Details of the project are included in the Waste & Street Scene Promotion Initiatives report, reported separately on this agenda. At the Group's meeting on 26 April, it received a presentation from Acumen Marketing on the communications plan. It is hoped that the generic infographics and images produced by Acumen can be used by other Kent Districts on future communications materials and for social media campaigns. The group is currently engaged in delivering the latest phase of the "Love Kent, Hate Litter" campaign, detailed above.

1.12 Legal Implications

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

1.13 Financial and Value for Money Considerations

1.13.1 The costs associated with the collection and contracted services arrangements for Christmas and the various promotional initiatives are contained within existing budgets. Any costs associated with the review of the Saturday Bulky Goods and WEEE service will be reported to the next meeting of this Board.

1.14 Risk Assessment

1.14.1 Careful planning, good communication with residents and coordinated arrangements for collections, help to ensure minimal disruption and effective delivery of these high profile services.

Background papers:

Nil

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