

Report of the Interim Strategic Director

CLEAN AND GREEN1. Purpose of report

To inform members of the proposed 'Clean and Green' initiative and to seek approval for funding of the identified activities.

2. Background

A key priority for the Council, and as identified in the Corporate Plan 2016-2020, is to ensure that the environment in Broxtowe is protected and enhanced for future generations. The Council aims to achieve this by:

- Reducing litter and fly tipping to make Broxtowe cleaner
- Maintaining and improving the green infrastructure of Broxtowe
- Increasing recycling, composting and reducing residual waste

The creation of a new 'Clean and Green' initiative will complement the 'Pride In Parks' project. 'Clean and Green' will demonstrate the Council's commitment to improving aspects of the Environment for all residents of the borough.

Additional information, as detailed below, relating to the 'Clean and Green' initiative is contained in the appendices:

- Appendix 1: Background information on the concept of the 'Clean and Green' initiative
- Appendix 2: Details of the proposed activities to support the 'Clean and Green' campaign
- Appendix 3: Proposed timescale for programme of works
- Appendix 4: Financial implications (both revenue and capital)

Following the approval of 'Clean and Green' a communication strategy will be produced.

3. Financial implications

Whilst the cost of some of the proposed activities can be met from existing budgets, additional revenue and capital funding would be required in 2018/19. Full details are set out in appendix 4.

Recommendation

The Committee is asked to:

- 1. APPROVE the activities to be undertaken as part of the 'Clean and Report' initiative.**
- 2. RECOMMEND to the Finance and Resources Committee that revenue and capital funding be provided for these activities in 2018/19 as set out in appendix 4.**

Background papers: Nil

1. What is the concept 'Clean and Green'

The terms 'clean' and 'green' can be interpreted in many different ways. To give the initiative direction and scope the overarching concept of 'Clean and Green' is to:

- Achieve the Council's Priorities for the Environment
- Sustaining and growing the 'Clean and Green' brand is a key requirement of the initiative. Therefore where future projects meet the scope of the initiative these will be promoted under the 'Clean and Green' brand.

2. Monitoring of 'Clean and Green'

A report will be prepared and submitted to Committee each year to inform members of the activities delivered under the 'Clean and Green' initiative.

1. **Litter picking of the A610** – Linked to the Corporate Priority of reducing litter.

Nottinghamshire County Council is responsible for maintaining the infrastructure of the A610. The Borough Council, as the Litter Authority, is responsible for the cleansing of the road.

The current practice entails the A610 being litter picked twice a year, May and September. This operation is carried out in conjunction with grass cutting. In order to undertake the operation prior notification and approval for lane closures must be granted by Nottinghamshire County Council.

Most litter complaints that are received relate to the section of road around the M1 junction. This section is prone to high volumes of queuing traffic, particularly in peak hours, resulting in:

- Increased levels of litter being deposited
- Litter being more noticeable by drivers and/or passengers

It is proposed under the 'Clean and Green' initiative to undertake an additional litter pick of the A610 from the first layby between the M1 Island and Nuthall Island (Eastwood bound) to the first bridge crossing over the A610 (Eastwood bound). This would be undertaken around February/March 2019, dependent upon approval from Nottinghamshire County Council, and would address the build-up of litter in the hotspot area.

Based on current expenditures the cost of an additional litter pick would be as follows:

Staff and Transport Cost	£2,450
Traffic management	£3,000
Total:	£5,450

Highways England are responsible for the operation and stewardship of the motorways and major trunk roads in England. The A52 is classed as a trunk road. The responsibility for cleanliness of the road remains with the Borough Council as the Litter Authority.

The current practice is to work in conjunction with Amey, who are the acting agent for Highways England, with cleansing duties being undertaken when they undertake their grass cutting schedule. The urban stretch which runs from Sherwin Island to Priory Island is litter picked 8 times throughout the year. Working in this manner promotes 'partnership working' as well as saving the Council money in terms of traffic management costs.

The Council does not formally monitor the business as usual complaints received in relation to litter on the A52. However officers who deal with the cleansing activities only recall receiving a small number of recent complaints

regarding litter on the A52. Therefore based on the current frequency and the number of business as usual complaints received it is viewed that no additional litter picking of the A52 is required.

In order to ensure a more robust complaint monitoring system is in place, in future those employees engaged in handling litter complaints will be required to keep a record of the number of business as usual complaints received relating to the A52. This information can then be used to ascertain whether funding is needed as part of the 'Clean and Green' initiative for any additional work on A52 in the longer term.

Contact will be also made with Amey to ascertain what other planned maintenance works are scheduled for the A52 during the next year and whether litter picking could be carried out as part of the planned road closure. The road can then be inspected prior to these works and consideration given as to whether additional litter picking is necessary.

Any further revenue implications as a result of additional litter picking activities will be reported back to Committee in due course.

2. **Weed Killing** - Linked to the Corporate Priority of making Broxtowe cleaner.

Controlling weed growth on the public highway is the responsibility of Nottinghamshire County Council. The County Council have appointed Broxtowe Borough Council to undertake this function on their behalf for which the Council receive a payment. To meet the contract specification two borough wide weed killing applications are applied per annum. The applications are generally undertaken in May and September with town centres also receiving an intermediary applications around July. The exact timing of the operation is weather dependant as the application cannot, for example, be applied in wet conditions as this will affect the effectiveness of the active ingredient contained within the product.

It is proposed that in 2019, as part of the 'Clean and Green' initiative, that inspections of high priority and difficult to reach areas are undertaken. Where it is evident that weeds are growing additional spot treatments of these areas will be undertaken. It is anticipated that this work will be a carried out in July over a two week period. The cost of this activity is:

Labour, Transport, Product: **£1,900**

The cost of this initiative can be met within the existing margins so no additional funding is required.

3. **Fly tipping** - Linked to the Corporate Priority of reducing fly tipping

In 2017/18 there were 344 fly tipping incidents. The Council currently spends an estimated £16,000 per year on removing fly tipping.

Throughout the borough there are known hot spot areas where fly tipping regularly occurs. Some of the hot spots are shown below:

- New Road, Watnall
- Narrow Road, Watnall
- Bessell Lane, Stapleford
- Westby Lane, Babbington

Preventative measures, such as signage or soil bunds, have been located in hot spot areas and there has been a decrease in the overall number of fly tipping incidents throughout the borough over the past two years. However in order to continue the downward trend it is proposed to invest in mobile CCTV cameras which can be located at known hotspots around the borough.

Whilst there have been a number of successful prosecutions for 'Duty of Care' offences there have been no recent prosecutions against the perpetrators who illegally deposit waste. This is primarily due to the lack of evidence available to support a successful prosecution. The installation of CCTV cameras, and the capturing of actual footage of the fly tipping incident, will help support successful prosecutions in the future.

In progressing this initiative and to ensure legislative compliance, appropriate consultation with all relevant teams within the organisation will be undertaken and the Surveillance Commissioner's guidance in respect to the deployment of CCTV will be followed.

Research is still to be undertaken into the most appropriate CCTV cameras to purchase. However, indicative costs are in the region of **£20,000**.

Analysis of the 2017/18 fly tipping figures show that around 33% of fly tipping incidents occur on Council land. Under the 'Clean and Green' initiative fifteen Parks and Open Spaces have been identified where improvements to the security of the site can be made.

The improvements consist of installing metal barriers, metal lock shrouds and the use of moveable concrete stop blocks. These measures should reduce the number of fly tipping incidents and consequently the amount of money spent by the Council on removing illegal deposits of waste.

The cost for the additional site security is **£13,000**.

4. Waste Days - Linked to the Corporate Priority of reducing littering and fly tipping, increasing recycling and reducing residual waste

Residents are able to take their bulky waste items to a Household Recycling Centre. These sites are operated by Nottinghamshire County Council and there are two in the borough, these being located in Giltbrook and Beeston.

Not all households live close to a Household Recycling Centre. To assist those residents in the community who cannot easily dispose of their larger bulky items it is proposed to undertake a series of up to 6 trial 'Waste Days'.

The 'Waste Days' would entail vehicles being located at strategic locations throughout the borough on specified days. Where possible, vehicles will be parked at locations which have a high number of residents in close proximity. Residents will then bring their bulky items to the designated collection point.

The 'Waste Days' will be widely publicised in the areas where the event is being held using a number of communication methods. This includes Facebook, Twitter, group forums and poster advertisements.

An evaluation will be undertaken to determine whether it is beneficial to locate the vehicle at one location throughout the day or whether it would be prudent for the vehicle to be moved to different locations within the same locality throughout the day, with associated timeslots at each location. Investigations are being made into suitable locations which will allow the public to easily access the site.

Whilst the exact locations are to be confirmed it is proposed that the events will take place across the borough in both Council and non-Council housing areas. In order to engage with residents and make the most out of an event officers will also be in attendance to offer advice on recycling and waste minimisation issues. In addition Housing officers would also be on hand to offer support and advice in those events taking place in Housing areas.

It is proposed to undertake trial 'Waste Days' both in the week and at a weekend in order to gauge their success in resident participation. The events taking place within Housing areas will be funded by the Housing Department.

Where 'Waste Days' are to be undertaken within the working week it will be necessary to employ the use of additional resources. It is therefore more cost effective and efficient to undertake two or three 'Waste Days' in the same week.

The waste items accepted on 'Waste Days' will be items which can be collected as part of the bulky waste collection service. Residents will not be able to dispose of items, such as asbestos, which are outside the scope of this service.

Below are indicative costs relating to the provision of one 'Waste Day' event:

Staff, Transport and Communication costs: **£3,100**

It should be noted that there could be an impact on the income received through the Bulky Waste service as a result of the Waste Days. Any significant variation to the projected level of income will be reported back to Committee in due course.

5. Replacement litter bins - Linked to the Corporate Priority of reducing litter

There are approximately 1,300 litter/dog bins located around the borough. The annual budget for purchasing replacement and new bins is £22,500. A detailed review of the state and condition of the litter/dog bins has recently

been conducted. The survey showed that whilst the bins are serviceable 73 bins are showing signs of deterioration.

It is therefore proposed through the 'Clean and Green' initiative to undertake a replacement programme which will lift the quality of the street furniture throughout the borough and improve the general aesthetics of the area.

The replacement programme will commence by replacing 26 bins located in high profile areas and where there is a significant amount passing traffic or foot fall, for example, main roads, twitchells, parks and bus stops.

The cost of this replacement programme, including over the longer term, will be met within existing resources. A further report will be brought back to Committee in due course to update members on the progress made.

- 6. Community Clean Teams Initiative** - Linked to the Corporate Priority of making reducing litter, reducing fly tipping, increasing recycling and composting and reducing residual waste

The cleanliness and aesthetics of an area has the ability to significantly affect the people who live and work in that area. The introduction of a 'Community Clean Teams' initiative would enable local people to make a positive difference to their neighbourhood.

The Community Clean Team initiative would be an informal scheme to support local people and organisations to make small changes in their neighbourhood. It could support work already being undertaken by a formed group, organisation or an individual.

A person or group wanting to be part of the Community Clean Teams initiative would receive a welcome pack which included:

- Details on how to organise a 'Clean and Green' event
- A draft risk assessment
- Details on how to publicise the 'Clean and Green' event
- A range of equipment used and relevant contact detail to carry out an event, for example litter pickers and information on liaison points to have the litter collected.

As part of the initiative the Council will create a web page to promote the scheme which will be used to keep residents and organisations up to date on activities that Community Clean Teams are undertaking and how their work is benefiting their neighbourhood.

The web page can be set up within existing resources. However there would be some financial implications in terms of creating the welcome pack and resources provided as part of the Community Clean Teams initiative, for example, litter pickers and branded tabards.

To support the initiative the Council intends to plan and promote up to 9 litter picks over the next six months. A number of local and already established groups have been contacted to engage their support in the Community Clean Team initiative.

The anticipated set up costs for the Community Clean Teams initiative is **£4,000**.

7. **Livery** - Linked to the Corporate Priority of reducing litter and increasing recycling

There are 17 vehicles in the refuse fleet. The vehicles within the fleet cover the whole borough throughout the working week. A number of years ago the vehicles were fitted with vehicle livery signage. The signage promoted the Council's Priorities for the Environment particularly with regards to recycling.

However since the initial signage installations a number of the original vehicles have since been refurbished or replaced with new vehicles. This has resulted in 9 vehicles now not being fitted with the livery frames and signage and 6 vehicles being fitted with out-dated signage (two vehicles have recently been fitted with new signage promoting the Council's Trade Waste service).

As part of the 'Clean and Green' initiative it is proposed that new livery on the vehicles be installed that will promote the key Priorities for the Environment and the initiatives associated with 'Clean and Green'. A number of different designs will be installed across the fleet. The designs will include:

- Promotion and advertising of the 'Clean and Green' brand
- Promotion and advertising of the Community Clean Teams Initiative
- Promotion to address fly tipping
- Promotion and support Recycling and Waste Minimisation

In addition to new livery on the refuse vehicles the Grounds Maintenance and Street Cleansing fleet will also have 'Clean and Green' logo on the vehicles. This will demonstrate the cross cutting theme of 'Clean and Green' over all service areas as well as giving the initiative maximum exposure.

The cost of new livery for the operational fleet is **£11,400**.

Town centres are a focus point within the community. Three of the town centres have Town Centre Attendants. The Town Centre Attendant role is an important role. As well as keeping the town centres clean throughout the day the role acts as a liaison point for the community and many various town centre users.

The Town Centre Attendants use barrows to assist them with their cleansing duties. These have not been replaced for a number of years. Whilst the bins are usable they are showing signs of deterioration.

Town Centre Attendants will be briefed on 'Clean and Green' and will be an ambassador for the initiative. It is proposed that 3 new green barrows are

obtained which are fully branded with the 'Clean and Green' logo. The new barrows will also have a separate compartment for collecting recyclable waste. The waste can then be collected for recycling.

The cost for the fully branded town centre barrows is **£2,800**.

Proposed Timescale for Programme of Works

Activity	Proposed timescale for activity
Waste Days	Date and areas to be determined Date and areas to be determined Date and areas to be determined Date and areas to be determined Date and areas to be determined Date and areas to be determined April 2019 Easter Half Term- areas to be determined*
Community Clean Teams	By March 2019
Litter picking of A610	February/March 2019
Replacement of litter bins	By March 2019
Purchasing and installation of CCTV cameras	By March 2019
Vehicle Livery	By March 2019
Town Centre Barrows	By March 2019
Installation of preventative infrastructure to reduce fly tipping	By March 2019
Increased targeted weed killing	July 2019. Costs met within existing margins

Funding Implications

The anticipated revenue and capital costs of the activities set out in appendix 2 are as follows:

Revenue

Activity	2018/19 £	2019/20 onwards £	Comments
1. Litter picking of A610	5,450	5,450	
2. Weed Killing	0	0	To be met from existing budgets
3. Fly Tipping	0	1,500	Annual licence cost of CCTV cameras installed
4. Waste Days	15,500	15,500	Additional funding needed if trial events successful. Cost of events in housing areas to be met by HRA
5. Replacement of Litter Bins	0	0	To be met from existing budgets
6. Community Clean Teams	4,000	4,000	
7. Livery:			Additional funding likely to be required for signage changes in future years
- Operational Fleet	11,400	0	
- Town Centre Barrows	2,800	0	
TOTAL	39,150	26,450	

The anticipated costs in 2019/20 will be considered when preparing the budget for that year

Capital

Activity	Cost (£)
3. Fly Tipping	
- Purchase and installation of CCTV Cameras	20,000
- Installation of preventive infrastructure	13,000
TOTAL	33,000