

Appendix 1: Recommendations

Resource Allocation & Technology

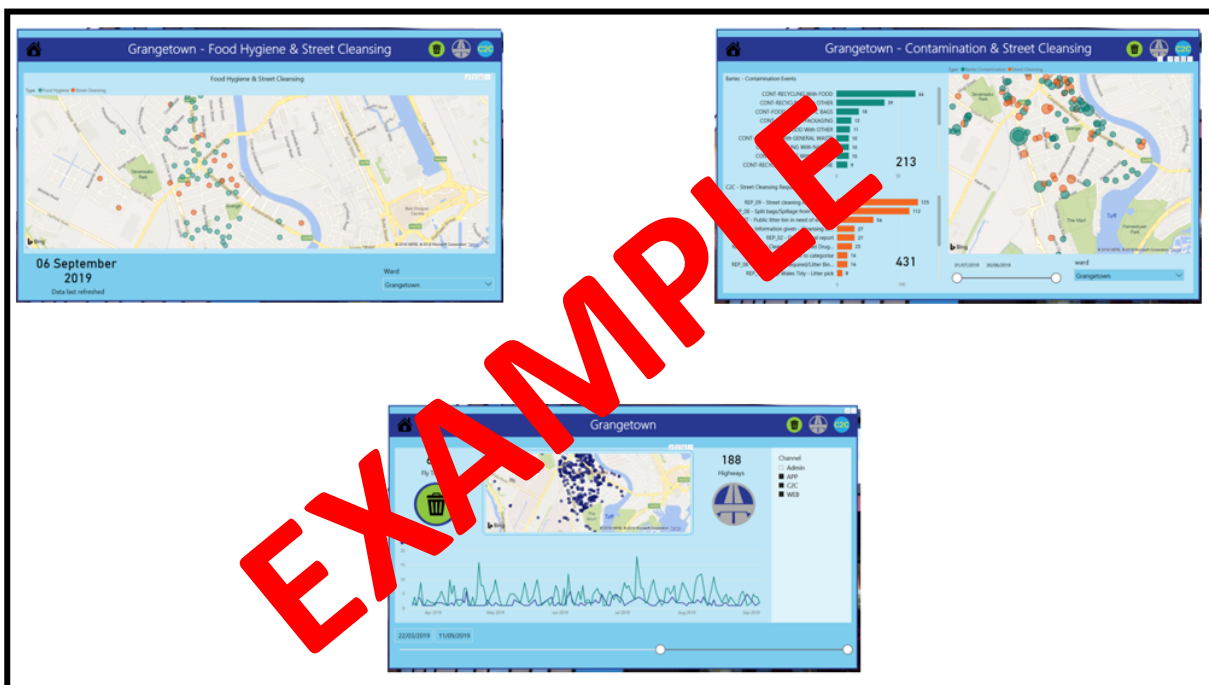
1: Resource Allocation Based on Good Data – A consistent message that came through during the task & finish exercise was the importance of understanding where the main litter and fly tipping challenges were located, and then prioritising the limited resources accordingly. This means having a robust data source that is easily and constantly updated to reflect the growth and changes in the city. Achieving this means having an extensive and integrated technology network that allows front line staff, members of the public, councillors and other key stakeholders the opportunity to constantly upload information into one single data source. This should also be supported with existing data, for example, LEAMS. This would provide management with a comprehensive picture of litter and fly tipping issues across the city so that they can then allocate resources appropriately.

Response: This recommendation is accepted

The committee has identified potential benefits to the organisation that new or improved technologies may deliver. There is a wealth of data available to the team ranging from individual team performance through to customer reporting. This data is often spread across various systems which, on their own may not illustrate the whole picture. Ensuring the teams are making the right decisions informed by data is a key part of using resources well. Already we have started to collate our reporting data to provide dynamic views which display customer reports.

This is part of Cardiff's overall move towards the use of data visualisations to provide narrative and context to activities. Whilst it is still relatively early in development there is a dedicated team looking at the use of tools such as Power Bi and developing use cases for its deployment across the organisation. Cleansing activities performance of waste services is at the forefront of this.

Example Data:



2: Ensuring Access to Staff Benefits for Frontline Staff - During the front line job shadowing exercise one of the Members identified that some front line staff were not aware of a number of benefits that were regularly offered to Council staff, for example, discounts on shopping, eating, tickets, etc.. He felt that this was unfair as they were missing opportunities that were regularly enjoyed by many office based staff who received regular updates by email or through the intranet. Providing this type of benefit to staff helps to make them feel valued and more of a part of the organisation. It has been proved that staff who feel valued are happier and more productive; therefore, the Council should find a way to keep front line staff more engaged with the range of discounts and offers made available, for example, regularly updating notice boards at depots with staff offers.

Response: This recommendation is accepted

The concerns raised here highlight an issue of more general communication challenges for teams without regular access to email. Learning from other front line services will be used to ensure all front line staff have access to information, benefits and offers and that the channels of communication are sustainable and reliable.

3: Multi Skilling & Recruitment – A theme identified by the research undertaken for this inquiry and from the job shadowing exercise was the benefit that multi skilling can provide. The inquiry recommends that the Council should do all that it can to provide relevant training opportunities to frontline staff, which in turn would help to create a multi skilled workforce. In addition to this, it needs to recognise the dedicated hard work of agency and other temporary staff. The job shadowing experience identified that some agency and temporary staff had proven their loyalty and competency over a long period of time – the Council’s failure to make them permanent left them a little frustrated and disgruntled. Therefore, after a reasonable time and when circumstances permit, the Council should do all that it can to offer agency and temporary staff a permanent contract of employment.

Response: This recommendation is accepted

As identified in the report the number of agency staff employed in the service and the average length of service indicates a need to review the balance of agency to permanent posts. As a first step, 26 permanent loader jobs have recently been created alongside a modified recruitment process. There was a very encouraging response to this opportunity from current agency staff with over 100 applications. This is a first phase of a wider piece of work that will be implemented over the next 18 months. Opportunities for multi-skilled roles will be considered as part of this wider review and individual training plans developed.

4: Greater Role Flexibility – During the job shadowing exercise Members identified there was a great reluctance by some staff to deal with or remove litter/ bags that were not on their designated route. A Member described that the material “could be on a side street that was meters away, but there was very much an attitude of ‘that’s another teams problem’”. Quite often, it takes less time and effort to deal with an issue than to report it and leave for someone else. From a residents perspective it means that it takes longer to address the actual problem. This reluctance to be proactive needs to be addressed, with staff (within reason) encouraged to deal with problems that directly impact the residents instead of only working to a fixed work pattern.

Response: This recommendation is accepted

A working group has been established to develop links across a wide range of street scene council services. One aspect of the work is to provide a clear understanding of what enforcement powers are available to all services; to understand whether and to what extent those powers are being used and to consider if the exercise of those powers could be extended to a wider range of officers including volunteers. The impact of the use of enforcement powers will also be considered.

Building on this better understanding of current roles and responsibilities recommendations will be considered in relation to the integration of tasks and roles to reduce duplication; eliminate gaps in service where possible and improve efficiency.

5: Work Preparation – Two of the Members involved in the job shadowing exercise reported that they were delayed at the start of the shift because their vehicles didn't have all of the necessary equipment. In addition to this a Member reported that this lack of preparation sometimes meant that they wasted time going back to base to collect pieces of equipment, for example, a bigger machine to lift the bags that they were not able to pick up due to the weight. This lack of preparation appears to disrupt the staff working pattern, which in turn results in less time spent carrying out cleansing activities. This needs to be addressed, therefore, Members recommend that a process is put in place ensuring that all vehicles are prepared for the working day in advance of the start of the working shift, for example, preparing a vehicle for the next day could be the last task of each working day.

Response: This recommendation is accepted

Work to review the preparedness of vehicles – both in terms of equipment and issues around defects – has commenced. This will clarify roles and responsibilities within Waste management and Central Transport Services and ensure clear processes and performance monitoring are in place.

6: Review Speed of Waste Transfer – A Member was very surprised at the length of time that it took to dispose of the rubbish collected by the street cleansing team at Bessemer Close. The time the whole crew spent at Bessemer Close waiting to dispose of waste was time that they could have spent dealing with litter. This was a contrast to the approach witnessed by another Member who explained that only the driver went to dispose of the rubbish collected, while the other staff remained in the ward and undertook a litter pick. Members recommend that the process for disposing of rubbish at waste transfer sites be reviewed; with the aim of speeding up and minimising the number of staff involved with the waste disposal process. Alternative work should be identified for staff not required to visit waste transfer sites for rubbish disposal.

Response: This recommendation is accepted

The process of disposal at Bessemer Close waste transfer station is being reviewed. The team includes officers from the Corporate Health and Safety team to ensure all recommendations for change have no adverse health and safety impacts.

7: Clothing & Safety Equipment – A Member involved with the job shadowing exercise commented that some of the clothing and safety equipment used by staff was good, but felt that of it could have been better. For example, he suggested that quality of safety gloves could have been improved. Current sickness levels in many of the front line services are very high, therefore, ensuring that all clothing and safety equipment used by staff is of a good standard can only help improve conditions and in part help towards a reduction in sickness. The inquiry recommends that the Council reviews the quality of clothing and safety equipment provided to front line staff to ensure that they are adequately protected by the equipment that they use.

Response: This recommendation is accepted

Clothing and safety equipment is obtained via the NPS all Wales framework specifying items and the suppliers the Council must purchase from. The waste stores team in conjunction with workforce representatives continually work with the nominated suppliers to build up a range of equipment that is better suited for the tasks undertaken with in waste management. Trials are currently in place sampling new products including boots, gloves and high visibility tops.

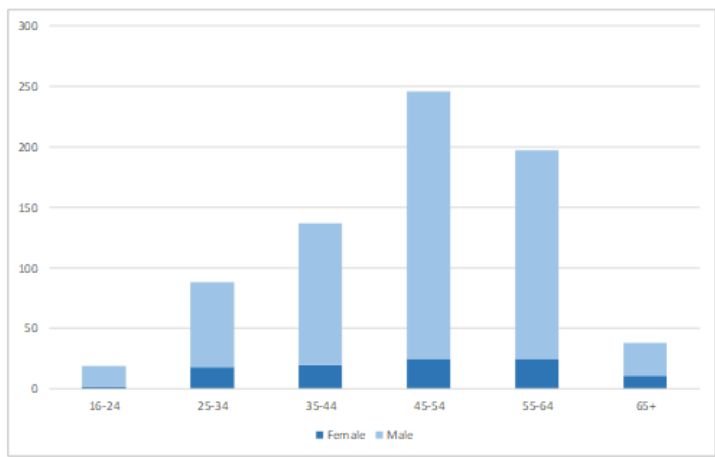
8: Workforce Planning – During the job shadowing exercise concern was raised about the average age of the street cleansing workforce and the physically demanding nature of the work that they undertake. It was suggested that the average age of the staff was quite high and that very few younger people were being recruited into the service. This older age profile has the potential to impact on sickness rates and medium to long term work succession planning. Members recommend that the service feed this issue into the Council’s wider workforce planning exercise.

Response: This recommendation is accepted

A workforce development plan was developed for Street Scene in 2018. Employing 725 members of staff the Street Scene covers Cleansing, Civil Enforcement, Environmental Enforcement, Highway Assets, Waste Collections and Waste Strategy.

Age Profile

The 45-54 age group is the highest represented group at 33.93% of the total workforce. The second highest age group is 55-64 at 27.17%. Although women represent only a 13.93% of the total workforce, the ratio of male to female has improved slightly within the 25-44 and 35-44 age groups. 16 -24 year olds are under-represented in the service area.



Work is underway to consider opportunities for the creation of apprenticeships in the service that will assist in addressing the issues identified in the workforce planning exercise.

9: Effective Allocation of Staff Resources – The research undertaken as part of the task & finish exercise identified a number of staff allocation and working patterns that were successfully delivered by other local authorities. The task groups feel that the Council should review and consider implementing **Targeted Cleansing in High Footfall Areas** and **Rolling Four Day Working Week**.

Response: This recommendation is accepted in principle

The principle of the recommendation to review staff allocation and working patterns is supported.

It is very important in moving forward that we fully engage with staff who will inform and influence service redesign decisions. Targeted cleansing is currently being piloted in a number of high footfall areas and the results will be analysed to consider the impact.

10: Trialling the 'Glutton' - The research carried out for the task & finish exercise identified that Exeter City Council delivered street cleansing improvements by trialling and then investing in a giant street cleansing vacuum called the 'Glutton'. The machine is described by its manufacturer as an urban and industrial vacuum cleaner that saves time, makes work more comfortable, reduces effort, and improves health and safety. The service has had very positive feedback from staff saying that this was "easy to maintain, it's quiet, it's not dusty, and it is quite impactful and this thing hoovers up all the detritus, all the litter". The machine is available for trial and if successful can be purchased for approximately £18,000. The task group recommends that the Council contacts the company to arrange a trial of this machine with a view to making a purchase if the trial is successful. Thought should also be given to approaching FOR Cardiff to see if they are interested in taking part in the trial of the 'Glutton' as the machine could help improve cleanliness in the city centre.

Response: This recommendation is accepted in principle

Cardiff Council Waste Management have trialled over the last 12 months, Electric Vac Sweeps, Electric Mechanical Sweepers, Street Washing vehicles and Gum Removal Machines.

Three Electric Vac Sweeps have been purchased with an arrival date of October 2019. They will be based in three wards initially and subsequently moved to other wards on an agreed rota.

This will deal with issues such as detritus, smoking related litter etc and will have a positive effect on the cleanliness of a ward

We have in previous year's trialled the Glutton and it was felt at that time that the manoeuvrability and suction would not be adequate for the locations it would be required to work in.

We do however recognise that technology moves on and when arranging further trials of machinery to improve the cleanliness of the city, will look again at the Glutton.

11: Needles in the City Centre – While job shadowing staff in the City Centre Cleansing Team a Member was made aware of the issue of discarded needles and syringes. This is clearly a health and safety concern and something that the Council has to deal with urgently. The task group recommends that the Council reviews what can be done to keep needles off the street in the city centre. This could include a number of options, including the possibility of introducing dedicated needle / syringe bins – something that Newport City Council is considering to tackle a similar problem.

Response: This recommendation is accepted

All Cleansing staff are needle stick trained and all staff carry a sharps box with them in their respective roles in the city centre to deal with any needle issues.

A recording procedure is now in place to record the amount of needles collected in the city centre and surrounding areas to highlight hot spot areas.

Cleansing and Enforcement Officers are working with the Police, Outreach Workers and Probation to ensure that the people most at risk are aware of needle exchange arrangements which include safe disposal "sharps" boxes.

Cleansing management are also currently included in the multi-agency vulnerable people task group which brings together all parties to work together as one team to work to address the needle issues in the city centre and surrounding areas.

12: Improving Digital Reporting – The inquiry was told that Connect 2 Cardiff, the Council's main point of contact and reporting mechanism, still prioritised phone calls over emails. This meant that there was quite often a delay in responding to emails submitted to the Council through this service. This is the exact opposite of digitalisation which is where the Council needs to be to maximise efficiencies – something that has to happen given the continually reducing budget. The task group feels that the Council should be doing more to integrate digital communication such as email into becoming the preferred method for reporting issues. Councillors quite

often receive feedback from Members of the public complaining that they have emailed the Council, but have not received a reply. Thought should be given as to how the Council provides:

- Quicker responses and feedback to members of the public to the inquiries that they raise;
- An early or holding response confirming that inquiries have been received, what happens next and the relevant timescale;
- Smooth integration of the inquiry through the system and directly to the part of the Council with responsibility for dealing with the inquiry;
- That details of each inquiry are recorded and built into a wider Council database so that it is able to build up a more detailed picture of the type and geography of various issues across Cardiff.

Response: This recommendation is partially accepted

We note the comments put forward by the committee around C2C and the delays experienced using email as a channel. The direct C2C@Cardiff.gov.uk email address was closed from June 2019 with customers asked to use the online services and forms held within the website. This has helped to ensure that reports made by customers are more structured and increases our ability to resolve the query at the first attempt.

When our customers use online services that we have built as part of the digital offering (e.g. street cleansing and fly tipping) the report is sent direct to the team responsible for delivery. As we continue to develop our services we expect to see more transactions of this nature leading to a much improved customer experience.

The screenshot shows a web form interface. At the top, a dark teal progress bar contains eight numbered steps. Step 2, 'What is the problem?', is highlighted. Below the progress bar, the form title 'What is the problem?' is centered. A list of problem categories follows, each with a right-pointing chevron icon indicating it can be expanded. The categories are: Litter build-up, Leaves on the pavement, Leaves on the road, Litter bin needs emptying, Damaged litter bin, Dog fouling, Drugs or needles, Glass, Human waste, and Dead animal.

1 2 What is the problem? 3 4 5 6 7 8	
What is the problem?	
Litter build-up	>
Leaves on the pavement	>
Leaves on the road	>
Litter bin needs emptying	>
Damaged litter bin	>
Dog fouling	>
Drugs or needles	>
Glass	>
Human waste	>
Dead animal	>

We work in partnership with our camera control room and with South Wales Police camera control room and if officers do witness this happening we would ask for the camera footage to further support the officers' evidence.

The enforcement officers use caged vehicles to remove waste or when they do use a flat-bed vehicle, a net is always used to secure any waste.

Enforcement & Fines

14: Dedicated Enforcement Team – The Council needs a dedicated Litter Enforcement Team that:

- A:** Focuses on issuing Fixed Penalty Notices for specific littering offences such as dropping fast food, smoking litter, chewing gum, dog fouling and litter in general;
- B:** Is dedicated to specific elements of litter enforcement and should not be able to drift into the delivery of wider education and enforcement issues;
- C:** Is a resource that is in addition to existing staff in the Education & Enforcement Team. The hope would be that staff in the Education & Enforcement Team are then freed up to focus on important roles such as delivering more education and awareness activities aimed at reducing litter;
- D:** Any business case, contract or service level agreement that is created for the dedicated Litter Enforcement Team should reflect a number of pre agreed Council aims, priorities and values;
- E:** The dedicated team should as a minimum be delivered on a cost neutral basis, i.e. the monies raised through issuing fixed penalty notices should be at least enough to cover the costs of the new operation. This has been achieved in the United Kingdom by using both private companies (for example, 3GS and Kingdom) and in house teams delivered by local authorities (for example, Newcastle City Council);
- F:** Issuing Fixed Penalty Notices against people that have committed litter offences is often a very confrontational task that can sometimes results in officers being subject to threatening or violent actions. As a safety precaution the officers in the dedicated Litter Enforcement Team should be provided with body cameras;
- G:** The priority of the task group is to have a dedicated Litter Enforcement Team that helps to reduce littering in Cardiff on at least a cost neutral basis. It is happy for the Council to assess how best to deliver this team, something that should involve the comparative merits of comparing private companies against in house provision. Once a business case for the delivery of the team is completed (and before the team is actually put in place) a copy of the document should be made available to the Environmental Scrutiny Committee for consideration;
- H:** As with all other teams involved with managing litter and fly tipping the work of the dedicated Litter Enforcement Team should, as far as is possible, be driven by the good information and data. This would mean identifying areas in the city with documented littering problems and then allocating the resource appropriately. Using good data would be an effective way of targeting repeat offenders;
- I:** Prior to launching the dedicated Litter Enforcement Team the Council should run a city wide promotional campaign to raise awareness about littering and the potential penalties. At the same time the public should also be made aware of the new team and the work that they are being tasked to deliver. A similar range of messages should be circulated on an ongoing basis to ensure that the public is reminded of the problems caused by litter and associated penalties.

Response: This recommendation is accepted in principle

The overall objective that this recommendation is seeking to achieve is accepted. Specifically in relation to a dedicated litter enforcement team a more “Whole Council” approach to street scene issues is being considered with particular emphasis on the wider use of enforcement powers by staff from across the Council. This approach has worked well in other areas of work. The opportunity for the involvement of volunteers will also be considered.

15: Encouraging Residents to Report Litter & Fly Tipping Offenders – The task group believe that helping to managing litter and fly tipping challenges is both a Council and community problem. To this end Members feel that local residents should play a vital role in reporting incidents and offenders. Local authorities like Conwy County Borough Council have actively encouraged local residents to report offences such as dog fouling through the 'DON'T STAND FOR IT' campaign. This approach has worked in identifying persistent offenders and in raising the public profile of a range of littering offences. The task group believe that there is merit in this approach and recommend that the Council run a public reporting pilot in the city to test how effective this approach might be in Cardiff.

Response: This recommendation is accepted in principle

Through the Love Where You Live Campaign we are launching a Green Dog Walker Campaign which has proven successful elsewhere. The Campaign will encourage Dog Walking Champions who carry and share bags for dog fouling to encourage others to dispose of waste responsibly. Public Spaces Protection Orders (PSPOs) are also to be adopted to issue Fixed Penalty Notices for dog fouling related issues. The PSPOs will be publicised alongside the campaign.

Information provided by residents is already utilised by the Environmental Enforcement team to investigate and enforce issues relating to fly tipping and dog fouling. The service area is required to work under data governance legislation to ensure the management of any information and the details of those providing the information.

The Service area will review the development of a 'report offenders' element as part of the 'report it' aspect of the Council website and app. A media campaign could be utilised to promote the 'report it' website and app as well as the associated features.

16: Community Protection Notices – The Litter & Fly Tipping Survey identified fast food litter as a significant problem in Cardiff. The public perceive that since 2012 the enforcement effectiveness of dealing with fast food litter has reduced by 8.33%. Newport City Council has also identified fast food litter as an issue, and so to address the problem they are due to start using Community Protection Notices. These will be used against establishments who do not proactively deal with and control litter from their establishment. This approach will allow the local authority to issue a fine to a maximum value of £150 a day if the establishment fails to comply the Community Protection Order. Newport City Council seemed confident that this approach would work well, therefore, the task group recommends that the Council reviews the option of applying this approach against persistent offenders in Cardiff.

Response: This recommendation is accepted

We will consider the use of a Community Protection Notices as part of the approach to tackling retail food litter. It will be important to fully understand the range of tool's available to resolve identified issues in a more location specific way and also to pilot and test interventions to understand the impact.

17: Cameras & Litter from Vehicles – The Council needs to explore the possibility of using Cardiff's wider camera network to issue fines against those committing litter and fly tipping offences, i.e. not just Council cameras but also those owned by other public bodies such as South Wales Police. Members felt that this approach would be particularly useful if it was used to target people who were throwing litter or fly tipping from a vehicle. An educational campaign would be needed to support this approach, with the public being made aware that throwing litter or fly tipping from vehicles is not acceptable. In doing this, the campaign should highlight the range of reporting vehicles available to the public.

Response: This recommendation is accepted in principle

The Council will continue to use CCTV cameras when appropriate in this regard. The process can be challenging with stringent guidelines for us set by the Surveillance Commissioner however, we continue to work with all parties to deploy cameras in an appropriate and responsible way. We have been in contact with Glasgow and extensively studied their joint operations centre with a view to building a business case to support a similar approach in Cardiff. This will allow the Council to take full advantage of the range of camera's at our disposal, including public realm camera's which are jointly operated with South Wales Police as well as Council traffic cameras and the camera network operated to support our housing and hub estates.

Education & Awareness

18: Refresh the 'Love Where You Live Campaign' - Educational campaigns need to be refreshed on a regular basis to keep important messages fresh in the mind of the public. 'Love Where You Live' was a successful campaign; however, given the low level of educational campaign awareness Members believe that it now needs to be refreshed. Initially there was strong volunteer support for the 'Love Where You Live Campaign' – they thought that it projected a strong message to the public, and gave the Council a consistent brand against which to run a range of litter related projects. The task group recommends that the Council relaunch 'Love Where You Live' and support it with a wide range of Council and community supported initiatives aimed at reducing litter and fly tipping.

Response: This recommendation is accepted.

There continues to be strong volunteer support for LWYL, and there has been a continuous increase in the number of constituted community groups as well as the number of litter champions. The LWYL brand will continue to be promoted through regular campaigns. Upcoming campaigns include:

- Leave Only pawprints campaign
- Love Your Lanes
- Urban Orchards/Community Street Planters
- Careful littering

'Love Where You Live' is an overarching brand to deal with aspects where Street Scene services work to support community initiatives. Volunteering is a strong part of this work but the team also promotes aspects such as National Campaigns (Refill, Single use Coffee Cups – Time to change', No Straw Stand, The Gum Slam Dunk – bin it your way etc...).

The service will be meeting the volunteering groups following the response to this recommendation and will be asking how volunteer groups and the services can work together to promote initiatives aimed at reducing litter and fly tipping.

19: Using Social Media to Deliver Targeted Messages – Evidence provided during the task & finish exercise suggested that there is no one size fits all approach to dealing with litter and fly tipping. Litter and fly tipping problems vary from area to area; the background and demographics of those responsible vary from area to area. For many years officers have attended scrutiny to comment on litter and waste issues. Time after time, they have provided examples of challenges caused by difficult to reach groups. Transient populations, language barriers and cultural differences have regularly been referenced, these are then followed by a commitment to make leaflets available in a wider range of languages and to send out education and enforcement officers. Times have changed. We now live in a digital world where a huge number of people from right across our society communicate through social media and other electronic formats. The electronic footprints that most people now create mean that it is possible to identify an issue and then link it to a specific group of people by a wide range of categories including geography, age and language. The cost of running a ward targeted campaign through Facebook adverts is very low – a whole ward in Cardiff could be targeted for less than £10 a day which is much cheaper than the current approach. It is also possible to accurately measure the success, reaction to and impact of such posts in almost real time – meaning that the Council would be able to constantly review and adapt campaigns to improve the impact. This approach also provides greater flexibility in that groups could be targeted outside of normal Council working hours (for example, in the evening or on weekends) if circumstances required, while repeating the exercise would only involve a click of a button and small cost. Clear, concise and regularly repeated Facebook campaigns are a tried and tested approach to delivering behaviour change. The task group recommends that the Council selects an area with challenging litter and fly tipping issues, identifies the root cause of the problem and then delivers a pilot Facebook campaign aimed tackling the problem. This

should feature a series of simple and clear messages, for example, the impact and associated fine for the offence. The message should be repeated over a three or four month period. At the end of the exercise the success of the pilot should be evaluated and if successful rolled out across the city where appropriate.

Response: This recommendation is accepted in principle

Cardiff Council now has over 92,500 Twitter followers and over 23,000 Facebook followers. The Council uses a combination of organic social media posts and paid for targeted Facebook advertising. Organic posts on Facebook are scheduled strategically to work with the algorithms of the platform and therefore maximising the reach of each post. The Facebook advertising is tailored to reach the target audience using the demographic and geographical specifications built in to Facebook Business Manager. It is a very cost effective way of reaching the target audience.

The Council is looking at an area to pilot new approaches to tackling littering and fly-tipping. Targeted communications and education will support this initiative. As well as using targeted Facebook, the campaign will include all other Council social media platforms, on the ground public engagement and marketing communications activity.

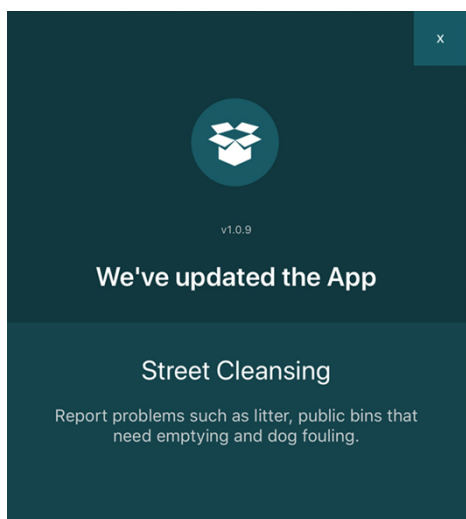
Based on data collected, the Council is currently exploring which area has challenging litter and fly tipping issues and to identify the root cause of the problem. This data will be used to shape the key messages and inform the strategic approach to developing the activity in the communications plan and on the ground education.

20: Cardiff Gov App – The Council has recently created the ‘Cardiff Gov App’ that provides members of the public with an opportunity to report fly tipping. This is a positive step forward for digitalisation that will provide the Council with an opportunity to gather more accurate fly tipping data and create a clearer picture of hotspots across the city - but the ‘Cardiff Gov App’ has the potential be so much more. If the key to better litter management is improved data then the app needs to be a public reporting tool for all of the main litter categories. All of the gathered data could then feed into a single database that would create a much clearer picture and act as an excellent management tool for resource allocation. The task group recommends all of the main litter offence categories are added to the ‘Cardiff Gov App’. Once these have been added then the Council should run a promotional campaign aimed at encouraging people to sign up for the upgraded app, and in particular raise awareness of the benefits of reporting litter and fly tipping.

Response: This recommendation is accepted in principle

We were pleased to hear that the Committee felt that the mobile app as a mechanism for customers to report issues was a positive step. In September 2019 “Street Cleansing” as a topic was introduced to the app and our digital platforms. The ethos that we have followed when developing these services is to ensure that we are developing across all platforms and the same service (which puts reports direct to the back office teams) is available on the Cardiff website and also for agents within C2C.

This design is key to developing services with the widest level of coverage, offers a consistent experience and develops in the most efficient manner possible, re-using the underlying technology in all cases.



The data from this is consolidated into on database to allow us to clearly see where our reporting hotspots are and the preferred methods of contact for our customers.

The introduction of street cleansing reports to the app is a continuation of a rolling programme of service development which was first launched in June 2018 and has since seen over 17k downloads from residents with new services released on 14-16 week cycles. We are also taking the lead from our customers with suggestions added to the backlog for future works.

21: Litter & Fly Tipping Promotional Materials for Councillors – 3,443 people completed the 2018 Litter & Fly Tipping Survey. This was a 53% increase in participation compared to an almost identical survey that was circulated by scrutiny in 2012 – and delivered with significantly less resource. The reason for the huge increase was the use of local social media networks - in particular the social media accounts of local councillors. Many local councillors are very effective at communicating with residents through social media and other electronic formats. At a time of shrinking budgets this is a resource that the Council cannot afford to ignore. Given the range of materials available to promote litter and fly tipping problems the Council should get into the habit of providing councillors with copies of these materials so that they can then circulate appropriate messages to local residents through, for example, Facebook posts and other social media. Should the Council require additional promotional materials then it should contact Fly Tipping Action Wales and Keep Wales Tidy who have access to such materials.

Response: This recommendation is accepted in principle

The Council's media team already promote environmental aspects via social media and there is an agreed programme to ensure key messages are delivered to promote the services we deliver and the good work taking place. The waste cowboy and the staged fly tipping outside City Hall is an example of promotional information on dealing with issues relating to residents giving waste material to companies or individuals who do not have a waste carrier license.

Members Briefings are now used to highlight initiatives and campaigns, a recent example being the briefing on changes to Concessionary Travel Cards. These briefings can also be used to provide information for Councillors to share in their wards. The Cardiff Council social media feeds will continue to push anti-littering and fly-tipping messages, and Councillors sharing these posts with their followers will be extremely valuable in helping to spread these messages.

22: Keep Wales Tidy – Campaign & Promotional Material Consultee - Before launching any litter or fly tipping promotional campaigns it would seem sensible to test the proposal with a consultee third party. A suitably experienced third party like Keep Wales Tidy should be able to provide appropriate feedback that could help iron out any issues and provide assurance for the Council on the proposed campaign. The task group, therefore, recommends that Council liaise with Keep Wales Tidy to ask them to act as a consultee for all future litter and fly tipping campaigns.

Response: This recommendation is accepted

The Council has a Partnership Agreement with Keep Wales Tidy to support sharing of promotional campaigns and support resources in Cardiff. The service area will ensure any promotional campaigns are shared with Keep Wales Tidy for comment.

23: Deliver Simple Clear Messages – The Litter & Fly Tipping Survey identified that public awareness of current educational campaigns or promotions aimed at reducing litter and fly tipping was very low. The 2018 results show that only a relatively small percentage (between 11% to 36% across the range of litter categories) were aware of current or ongoing litter campaigns. In addition to this the recognition levels of a sample of litter campaign logos used by the Council was also very low, with all five images scoring less than 50% recognition. The best performing logo was the simple, yet clear dog fouling logo that achieved 48% recognition. Members felt that this scored the highest response because it was clear, simple and universally recognisable – irrespective of where people are from or the language that they speak, the simple message of the dog fouling logo was easy to understand. Keeping educational material simple, clear and very recognisable was the key to a successful promotion.

Response: This recommendation is accepted

The service is looking at how we promote clear messages across Cardiff in terms of campaigns relating to litter and keeping the street scene tidy. We have targeted fly tipping but there is still work to be undertaken relating to lanes where issues of fly tipping or abuse by residents persist. The service area is currently reviewing data relating to street cleanliness to inform where aspects like campaigns would be most beneficial.

24: Dedicated Budget for Litter & Fly Tipping Campaigns - The research undertaken for the task & finish exercise identified many local authorities no longer have dedicated budgets for litter and fly tipping campaigns. Members felt that this was a mistake since the key to delivering real behaviour change is through a combination of education and enforcement. The task group recommends that if the Council is serious about reducing litter, then it needs to maintain a dedicated budget for litter campaigns and other educational initiatives.

Response: This recommendation is partially accepted

Financial pressures mean that dedicated budgets for media campaigns have reduced over time. However alternative funding sources are used wherever possible and there is scope to use existing channels of communication more effectively. Service change proposals in this area will also include the cost of communication and promotion as part of the business case.

25: Promotion of Key Educational Messages – The range of key educational themes that should be considered when promoting educational messages include:

- Promotion of Accepted Service Standards - Service standards for cleansing should be promoted through education and awareness campaigns.

- Litter Enforcement Directing Behaviour Change - It was emphasised that litter enforcement should be used as a tool for behaviour change, however, it is essential that this should be supported by education. The idea of an all Wales litter campaign was suggested during the inquiry.
- Litter Prevention - Litter prevention should be the first priority, i.e. to stop it from happening before it is created.

Response: This recommendation is accepted

We are currently working in partnership with Caru Cymru (Keep Wales Tidy) on a programme of activities. The focus will be on behaviour change and litter prevention rather than one-off clear ups. Keep Wales Tidy will coordinate pan-Wales campaigns that all Local Authorities can access, this is supported by Natural Resources Wales, Cardiff University and Welsh Government.

A set of Service Standards will be developed. Benchmarking is currently underway to establish how other authorities have set and communicated such standards.

26: Educational & Promotional Messages Aimed at Young People – It has been documented on many occasions that young people under the age of 18 are more likely to litter than other age groups. Taking enforcement action against people under the age of 18 is not possible; therefore, the only way to address the problem is through education. To tackle this problem the Council needs to work with schools and Keep Wales Tidy to develop a specific strategy to educate younger people on the problem of litter. This should include information about the problems and costs of litter; the practical steps that schools can themselves take to reduce litter both at school and on the main routes into and out of the school. Given the number of schools in Cardiff, the information should be something that the teachers or other school staff are able to deliver without outside support.

Response: This recommendation is accepted

Cardiff Council runs the annual Really Rubbish campaign which focusses on messages around recycling and littering. Officers can deliver workshops in schools to all ages from reception upwards. Resources are also available for teachers to deliver via the Keep Cardiff Tidy website. Keep Wales Tidy have a dedicated ECO schools staff member who we work in partnership with. In 2018 the Love Where You Live team delivered story books to all 98 primary schools in Cardiff around marine plastics. Cardiff Council also works with secondary schools in Cardiff as part of the environmental element of their Welsh Baccalaureate.

Bins

27: Bin Management Based on Good Data - Allocation and emptying of bins should be based on extensive and reliable data. Evidence suggests that local authorities with good data are able to create more efficient bin collection rounds. The time saved can be directed towards other tasks or to produce savings. To support good data gathering all of the Council's bin stock needs to be electronically documented (digitalised) or referenced with unique identifiable number. The unique bin number then needs to be recorded on a central litter database so that incoming data relevant to that bin can be stored to build up a picture of how the bin is used, and the frequency with which it needs to be emptied. Creating this bin data gathering structure will involve lots of work initially, however, once established will provide valuable data that will allow the creation of shorter and more efficient bin emptying rounds.

Response: This recommendation is accepted in principle

Litter bin sensors have been trialled on 100 litter bins and a number of benefits identified. A business case has now been developed to procure further sensors, with the aim of procuring further sensors by the end of the financial year.

28: Rotating Sensors to Gather Data – Given the cost of sensors and the challenging financial position facing the Council, the existing sensor stock (ENEVO technology) should be continually rotated around Cardiff's bins to gather data. Once the data is collected it should then be used to design more efficient bin collection rounds. The rotation should be managed to take account of seasonal variations. For this to work properly the precise location of all bins needs to be electronically documented (see the bullet point above). To date the sensors have been mostly located in city centre bins – given the high footfall in this area and that the public rate bin emptying in the city centre as the best in Cardiff, the Council should undertake an assessment to establish if the new sensor technology is a contributing factor to the better performance in this part of the city. As Cardiff has an extensive bin stock, and given the urgent need to achieve almost immediate savings, the Council might also give consideration to leasing more of these sensors in the short term to help accelerate its bin data gathering exercise.

Response: This recommendation is partially accepted

Sensors are not currently based in the city centre, and it can be a costly exercise to move them. As operatives have to litter pick the city centre locations regularly anyway, these areas are seen as low priority for sensors, as operatives can visually check these bins daily. As such, sensors will be prioritised to outer areas to ensure maximum efficiency. Use of the sensors will be cost effective as it will reduce the size of litter bin rounds and therefore the number of litter bin rounds required.

29: Fewer But Bigger Bins - Evidence suggests that the Council needs to gradually replace smaller bins, for example, bins mounted on lampposts, and move towards the provision of fewer and bigger bins. The research carried out for this inquiry indicated that several local authorities were creating efficiencies and reducing litter by replacing smaller bins with fewer large ones. This resulted in shorter bin emptying rounds and reduced the number of overflowing bins – a common cause of litter in some locations.

Response: This recommendation is partially accepted

This recommendation will be trialled where appropriate. Unfortunately, some locations are not suitable for free-standing litter bins, and in such scenarios lamp-post bins are the best available solution.

30: Bins – 'Cardiff Gov App' – As per a wider recommendation on the 'Cardiff Gov App', the task group recommends that a public reporting facility similar to the existing one for fly tipping be added to the app for

bins. This would require all bin locations to be digitally recorded (see above), which in turn would allow the public to report any full or overflowing bins through the app. This would help provide management with information so that they can better direct resources to improve how they manage bins.

Response: This recommendation is partially accepted

This recommendation will be explored. However, hopefully the litter bin sensors will remove the need for such a service.

31: Covered Bins – Given the large number of seagulls and other vermin in Cardiff, the Council should move away from the provision of uncovered bins. Placing a top or cover on each bin would prevent the vermin from entering the bin and removing pieces of litter, which in turn would reduce the amount of litter on the street.

Response: This recommendation is accepted

The Litter Bin Policy stipulates the types of bin that should be utilised. The Policy stipulates that bins should be covered, and where we have uncovered bins they are being prioritised for replacement.

An investment programme to improve bins in the City over the last 3 years has seen £262,600 spent on replacement bins and their installation over this period. Open top bins are no longer procured and there has been a targeted focus to replace open top bins with bins with lids as part of this investment. There are 3,600 bins across Cardiff.

Volunteering

32: Annual Recognition Ceremony – The Council needs to run an annual ceremony to recognise the efforts of volunteers. This could be held annually in one of the Council's flagship heritage buildings, for example, City Hall or the Mansion House. It should be designed to reward volunteers for their efforts and send out a clear message that the Council values the work that they deliver.

Response: This recommendation is accepted

Agreed – this is something we have set budget aside for and plan on holding in February, and to continue to do so on an annual basis. This year we held 'coffee and cake' thank you events as part of National Volunteer Week and held a picnic to link in with Splott Beach Clean.

33: Incentivise Volunteering – The Council and Keep Wales Tidy should review the range of opportunities around creating incentives or benefits for those who volunteer. For example, they should develop a consistent approach that would mean that all volunteers are able to report and access time credits for all the work that they undertake – at the moment the ability of volunteers to access time credits is patchy. They should also look into using the large volunteer base across Cardiff (and possibly Wales) to apply for a collective bid to access 'employee benefit' or 'employee discount schemes'. With a sufficiently large group of people such schemes are free and offer discounts for things like retail shopping, event tickets, etc... Creating access to these benefits and discounts would help pass on a well-earned thanks to volunteers for the great work that they carry out.

Response: This recommendation is accepted in principle

The Council has worked in partnership with Tempo time credits in the past, but due to the vast nature of volunteer work completed by litter champs the time credit model is not sustainable. Instead, time credits are offered via Tempo to 'Keep Tidy' groups who wish to sign up. This is the decision of individual groups whether or not to sign up to the time credit scheme. The Council will look into how current staff benefits may be passed onto volunteers. In the past we have offered ad hoc 'thank you treats', such as concert tickets.

34: Volunteer Co-ordinator Post – Members understand that the current volunteer co-ordinator post is on a temporary contract basis, and that approximately only a quarter of her time is allocated to co-ordinating volunteers. It clear that the post has provided a significant return on investment for the Council (equivalent to a value of £41,252 in Quarter 1 2018/19 alone), and that if this was a dedicated resource then this could be significantly increased. The task group recommends that this post is made permanent and that the role is dedicated to volunteer co-ordination). The success of the post should be monitored, and if it is clear that the value added continues to increase then the Council should look to add to this resource. In addition to this, an additional post should be created within the Cleaner Cardiff Team to cover the tasks previously undertaken by the Volunteer Co-ordinator that don't relate to volunteer co-ordination, for example, education and awareness work.

Response: This recommendation is accepted in principle

We are continuously exploring funding opportunities in order to ensure that we can retain this role. Furthermore, we have recently recruited a community development assistant. This will ensure that time spent co-ordinating volunteers remains the primary function of the role.

A new post has been created on a temporary basis to focus on the litter champion scheme and the new 'leave only pawprints' champions.

35: Strategy & Consistency – Whilst it is important to provide volunteer groups with the independence to grow and thrive, the Council and other key agencies (for example, Keep Wales Tidy) should develop an outline volunteer strategy that helps to properly structure volunteer groups and point them in the right direction. This should include:

- The basics of what each group might need (for example, litter picking equipment, insurance, key contacts, etc);
- The available support from the Council and other key stakeholders;
- Details of other litter picking groups and the Cardiff litter network;
- Advice and support around how to promote the group, for example, social media and promotional material;
- Support around how to access funding for grants;
- Incentives available for each group, for example, time credits;
- How to constitute a group and the benefits that this creates;
- How their contribution helps to support Cardiff as a sustainable city;
- How each new group can receive a needs assessment;
- How to create a bespoke strategy and plan for their group.

Response: This recommendation is accepted in principle

Much of this is in place already and support is provided by both Keep Wales Tidy and the Love Where You Live team. The Council will work with Keep Wales Tidy to ensure that support given is consistent to all groups across Cardiff and will look at putting a 'Group Information Pack' together, with resources made available on the Keep Cardiff Tidy website. We are happy to provide ongoing support for all groups and can meet with them at their own convenience to consider their individual needs. All new funding streams are emailed directly to group leads as and when they are available and can be found on the Keep Cardiff Tidy website.

Volunteer Support

36: Support & Grow the 'Cardiff Tidy Network' – The Council and Keep Wales Tidy need to work together to expand and support the growth of the 'Cardiff Tidy Network'. This is a great way for volunteer groups to meet, share experience and talk about best practice. It is also a good way to develop contacts and improve volunteer collaborative working. This could help develop a consistency of approach towards volunteering, sharing best practice, etc...

Response: This recommendation is accepted

The 'Keep Tidy' network meeting will recommence running quarterly and provide an opportunity for groups to come together and share what they are doing, key successes and discussions around key concerns. These are attended by council officers from Love Where You Live, cleansing and enforcement, along with Keep Wales Tidy.

37: Storage – The Council needs to give serious consideration to providing established volunteer groups with access to storage facilities on Council land. Cardiff Rivers Group, for example, is in need of additional storage to keep its equipment and certain recycled materials (that they sell on to raise income for the group). They are currently looking into the cost of leasing a suitable storage space. Given the size and diversity of the Council's estate, this is something that could be assessed on a case by case basis, and where the volunteer group meets the criteria then storage could be provided for free.

Response: This recommendation is accepted

Cardiff now has 15 'litter lockers' based in Cardiff's hubs and libraries. These can be accessed by groups around Cardiff to access equipment. Equipment can also be stored in the hub/libraries as needed. Keep Cathays Tidy

currently have their own kit in Cathays Library and Fork and Trowel Gardening Group store equipment at Llandaff North and Gabalfa Hub. Cardiff Rivers Group have been given storage at Lamby Way. We are happy to work with groups to look into other options as well.

38: Deep Cleans – The Council needs to improve liaison between itself and volunteer groups when ‘blitz’ or ‘deep cleans’ take place in the ward in which they are based. This will provide local residents with an opportunity to run events in conjunction with the ‘blitz’ or ‘deep cleans’, thereby increasing local participation and ownership. In addition to this, when the Council consults with volunteer groups asking for advice on the work that needs to take place it should not completely ignore their suggestions. Acting in this way leaves local volunteer groups feeling disappointed and feeling ignored.

Response: This recommendation is accepted

The Community Development Coordinator based within Waste Management has been liaising with Cleansing to support community litter picks over the last 12 months, which has worked very well, and good feedback has been received.

It is now intended that the Deep Cleanse and Blitz Schedule going forward will be drawn up with input from the coordinator, which will ensure local residents are aware of the areas to be cleansed and joint operations can be put in place.

This will also allow the local volunteer groups to feel included and address any feelings that they are being ignored.

39: Provision of Litter Picking Equipment – The Council should create a dedicated budget for volunteer litter picking equipment. This should be used to cover the costs of bags, pickers, safety equipment, etc... This budget should then be reviewed on an annual basis and adjusted to reflect the amount of work delivered by the volunteers.

Response: This recommendation is accepted in principle

Cardiff Council now has 15 ‘litter lockers’ based around Cardiff within the hubs and libraries that both litter champions and groups can access. This provides a sustainable model moving forwards to ensure that as many volunteers as possible can access kit, and is the same model that Keep Wales Tidy have now moved to. The Council can support all groups by lending them equipment as needed, as well as helping to write funding bids to secure their own equipment. Keep Wales Tidy will also be adding 5 kit access points around the city, on an annual basis, to make kit as widely available as possible.

40: Provision of Promotional Materials - The Council should create a dedicated budget for volunteer promotional support material. This should be used to cover the cost of promotional materials such as business cards and volunteer group banners (to be placed out at every event), etc... This budget should then be reviewed on an annual basis and adjusted to reflect the amount of work delivered by volunteers across Cardiff.

Response: This recommendation is accepted in principle

We are happy to work with volunteer groups to help them promote their groups and the amazing volunteer work that is being undertaken. Under the new Caru Cymru funding there will be a small budget that can be accessed for this purpose and all requests will be reviewed on an individual basis. In previous years we have supported Keep Roath Tidy with flyers and have had signage made for Canna Collective along the street bins on Cathedral Road.

41: Communications Support for Volunteer Groups – Where required the Council should provide communications support to volunteer groups who are interested in expanding their range of activities and

events. For example, information on how to create and manage social media platforms and wider distribution of their messages through the Council's social media platform – this should include circulating to and through the Council's associated partner networks. Volunteer groups would also benefit from featuring alongside and being promoted through the Cardiff Council 'Love Where You Live' brand.

Response: This recommendation is accepted

Cardiff Council actively promotes 'Keep Tidy' groups on their social media platforms, as well as through our internal communications to staff and schools. Groups are featured on the Keep Cardiff Tidy website and we encourage groups to write blogs about their successes. Two recent features on the website were Dave King's MBE (CRG) and Keep Creigiau Tidy's clear up of Llantrisant Road.

The Council is committed to provide communications support for volunteer groups. Social media is a particularly effective means of promoting volunteer groups. Litter picks are now promoted by Cardiff Council beforehand and coverage provided during and after the events to encourage more people to volunteer in the future. For those that cannot make it to a litter pick but are keen to get involved, Cardiff Council is using its social media to publicise the litter pick equipment that is available to borrow from its Hubs.

The Council shares and likes the social media posts from the individual volunteer groups' accounts and their accounts are also tagged into the Council's social media posts for them to then share with their followers. Links to the volunteer groups' social media accounts are published on www.keepcardifftidy.com. The Council also uses social media to highlight the individual stories from the volunteer groups. For example, this year the Council has highlighted the story of Cardiff's 'youngest litter picker' and the story of a person who received an MBE for the voluntary work to keep their community tidy.

In addition to using its social media platforms, Cardiff Council is also providing communications support through its other channels. Blog posts are written and published on www.keepcardifftidy.com as well as www.cardiffnewsroom.co.uk. Press Releases are issued to all local media outlets and the Council utilises all its internal communications channels to promote the groups to staff working in the local authority.

The promotion of the volunteer groups sits under the Love Where You Live brand and the Council continues to explore new ways of using its popular social media channels to promote their work. For example, its Facebook account will now be used to create Facebook Events as a means of promoting individual litter picks. This will allow followers of the Cardiff Council account to express their interest in attending the litter pick, and to share the event with their social media connections.

42: MOT Support – Some of Cardiff's more established volunteer groups rely on the use of a vehicle for work that they undertake, for example, Cardiff Rivers Group. Using vehicles for volunteer work incurs a range of costs; this can include an annual MOT. Cardiff Council has an in house MOT testing facility that is based at Coleridge Road which is used to undertake MOT's on Council vehicles. The task group believes that if a volunteer group is using a dedicated vehicle for litter picks and other community projects, then the Council should provide a free MOT for that vehicle.

Response: This recommendation is not accepted

The utilisation of vehicles will not be just for volunteering relating to Council based activities and therefore it would be difficult to identify a dedicated vehicle. The Council supports groups to identify sources of funding available to assist them to fund their activities.

43: Household Waste Recycling Centre – ‘Waste Carrier Licence’ - Where a volunteer group is collecting a reasonable quantity of waste (both recyclable and non-recyclable), the Council should issue them with a ‘waste carrier licence’ so that they are able to dispose of the waste collected by taking it directly to the Household Waste Recycling Centre. This would help to save costs as the Council would no longer need to send out an officer to remove the waste.

Response: This recommendation is partially accepted

The Cardiff Rivers Group are the only group to have access to the waste transfer station and are not charged for depositing waste collected from volunteering events. The driver has received an induction to Lamby Way depot and the associated risks of driving and delivering waste within the working depot.

The Council will continue to support volunteer groups to collect bags or remove waste due to the issues of having volunteers accessing a working waste depot.

44: Fundraising – The Council should provide volunteer groups with additional support and opportunities to raise funds for their group, which in turn would help make them more self-sufficient. Feedback suggested that certain volunteer groups wanted more flexibility and opportunity to raise funds, which would mean that they could carry out more work and extend support to other groups. For example, a volunteer suggested that if they had access to the Household Waste Recycling Centres to pick up unwanted items, then these could be ‘upcycled’ and sold on to raise funds for the group. The Council already has this type of arrangement in place with Cardiff Cycle Workshop; this is an example of social enterprise that has worked very well.

Response: This recommendation is accepted

We are happy to work with groups to help them raise funds, either by formal means such as grant applications, or to support more flexible approaches. When community funding becomes available all information is emailed out to groups and is also put on the Keep Cardiff Tidy website and we can support with writing the funding applications. We are happy to work with groups to identify alternative ways of fund raising.

45: Attendance at Volunteer Events – Volunteers felt that the events that they ran would benefit from greater support from local councillors, PCSO’s and Council Enforcement Officers. The task group recommends that this should be reviewed by the Council to see what can be done to improve participation by these groups at future volunteer events.

Response: This recommendation is accepted in principle

We promote all volunteer events via the Keep Cardiff Tidy website, as well as promotion our social media platforms. Where it is appropriate we can arrange for enforcement officers to attend events, where they will be able to offer additional support. We can also publicise events through our network of community hubs and staff from a range of organisations will be made aware of the opportunity to take part.

46: Refresh ‘Love Where You Live’ – Volunteers felt that ‘Love Where You Live’ was a strong brand that had provided a strong message. They felt that it was no longer promoted in the way that it had been in the past, and that it now needed to be refreshed. The task group agrees with the volunteers and recommends that ‘Love Where You Live’ is refreshed to reflect the current challenges facing Cardiff in terms of addressing litter and fly tipping. Refreshing ‘Love Where You Live’ it was thought would provide a consistently branded and ongoing message.

Response: This recommendation is accepted

Love Where You Live is constantly adapting and responding to the changing needs of the city. Under Caru Cymru there will be greater focus on behaviour change and prevention and education, as well as supporting volunteers and volunteer groups. We are linking in more closely with waste management, cleansing and enforcement to ensure that there is consistent messaging in all that we do. The Keep Cardiff Tidy website has been updated to make it more friendly and easy to use.

47: First Aid Kits – Volunteers felt that the Council should provide all volunteer groups with a first aid kit.

Response: This recommendation is accepted

We are happy to supply first aid kits for groups relating to Love Where You Live volunteer groups.

48: Recording Volunteer Achievements - The Council needs to get a better understanding of the amount of rubbish that volunteers pick up. Several volunteers commented that the figures provided to illustrate the work of volunteers was a gross underestimate. A process needs to be put in place that accurately records the volume of litter collected by volunteers so that their achievements can be celebrated.

Response: This recommendation is accepted

All volunteers are asked to self-report the amount of bags that have been collected and these are the figures that are circulated. Keep Wales Tidy has recently introduced their eppicollect app which allows volunteers and groups to provide on-the-spot recording of their volunteering – giving us a more accurate picture of what volunteers are doing across Cardiff. We understand that there are people voluntarily litter picking that are not signed up as either Love Where You Live or Caru Cymru champions and we are unable to record what we don't know about. We encourage anyone we know about to sign up as a champion to ensure that they have the appropriate Personal Protective Equipment and safety awareness and are covered by either Keep Wales Tidy or Caru Cymru's public liability insurance.

We will also build on the approach to volunteer recognition developed in relation to other volunteering opportunities. For example for Advice and Benefit volunteers the Council holds annual celebration / thank you events for volunteers. These have been held in City Hall. We provide light refreshments and invite families of the volunteers to attend too. They are presented, on stage, with a commemorative plaque / pen and a certificate. We also have a handful of special contributions award with prizes presented by Members. We also nominate our volunteers for external awards. To date the teams have been successful in winning the WCVA Awards for Digital Volunteers.

49: Recycling Waste Collected by Volunteer Groups - Several volunteer groups felt that all recyclable materials collected should be recycled and not sent for incineration. They felt that the Council were not always recycling the material that they collected and that the position needed to be clarified. The task group recommends clarification on this position, and that the Council provides volunteer groups with information on what can and cannot be recycled. A sensible way to deliver this might be via a presentation at the 'Cardiff Litter Network', so that attendees can then circulate the information to their respective groups.

Response: This recommendation is accepted

In terms of events Cleansing now offer the hire of BIN PODS to event organisers. This allows all waste to be placed in separate waste streams and removed from site separately. The BIN PODS have proved to be very

successful and are a frame, which includes four 140 litre bins and signage to indicate which bin are for which waste stream such as recycling, food and general waste.

The half marathon in 2018 trialled the BIN PODS and Cleansing were able to produce a 96% recycling rate for an event with over 20,000 people attending including runners and spectators, and this has been agreed for 2019 also.

We have also used the BIN PODS in St Fagans Food and Drink Festival and trialled them in the school holidays in Victoria Park.

These have proved to be very popular and we have been asked to extend the hours of placements at next year's food and drink and expand the number of parks we place the BIN PODS in next summer.

Litter in General

50: Litter on Sports Pitches - Litter on sports fields is a problem, for example, in Pontcanna fields after a football game. There are always bottles left after games and during the football and rugby seasons this dramatically increases. Cardiff Rivers Group believe the hire agreement for pitches stipulates that they need to be cleared of all litter after the games. They suggest a “three strikes and you are out” approach – three warnings in a season for not clearing up or your pitch would result in bookings being refused. This approach would need policing and accepting photos from other park users could be one way of identifying when there is a problem. It was suggested that “Pop-up” bins could be provided with a booking – the club would be responsible for the bin in the same way that they use their own nets for the goals. The task group feel that this is a good suggestion, and one that the Council should look to pilot at a sports field where litter has already been identified as an issue.

Response: This recommendation is accepted in principle

Litter on Sports pitches are accepted as a significant issue, mainly for plastic single use water and energy drink bottles.

Every pitch in the City is used for Mini and Junior football on a Saturday morning with clubs acting as key holders for the changing facilities on match days. Approaches to tackle the problem so far include:

- Leagues introduced a fine for offending teams but dispute resolution proved problematic to resolve with teams suggesting the need for pre and post-match photographic evidence. Consideration is therefore being given to introducing a penalty to the league to encourage a more holistic approach to resolving the problem.
- Every team is provided with a black bag to collect their litter with some but limited effect. The pop up bin idea will be trialled to see if the impact is greater.
- Random enforcement High Viz patrols will be carried out at certain points in the season. This is likely to be quite effective in preventing litter drop at these times but can only be a part of the solution. We will encourage the leagues to send out a communication with their registration regarding litter and regular reminders. We will approach the WRU and FAW to consider a joint promotion/campaign to build on the Sport v plastic approach.
- We have running drinking water at all sites and therefore methods to encourage the use of refillable drink bottles will be considered. Vending machines have been removed at sites to reduce the waste bottle problem.

51: Localised Litter & Fly Tipping Approach - The key message put forward by Jemma Bere from Keep Wales Tidy was that “one size fits all” does not work for litter and fly tipping management - the approach needs to be tailored to local needs and challenges. The task group agrees with this and recommends that once the Council is confident in its litter and fly tipping data, then it should look to develop localised litter and fly tipping approaches that involve the local community and volunteer groups.

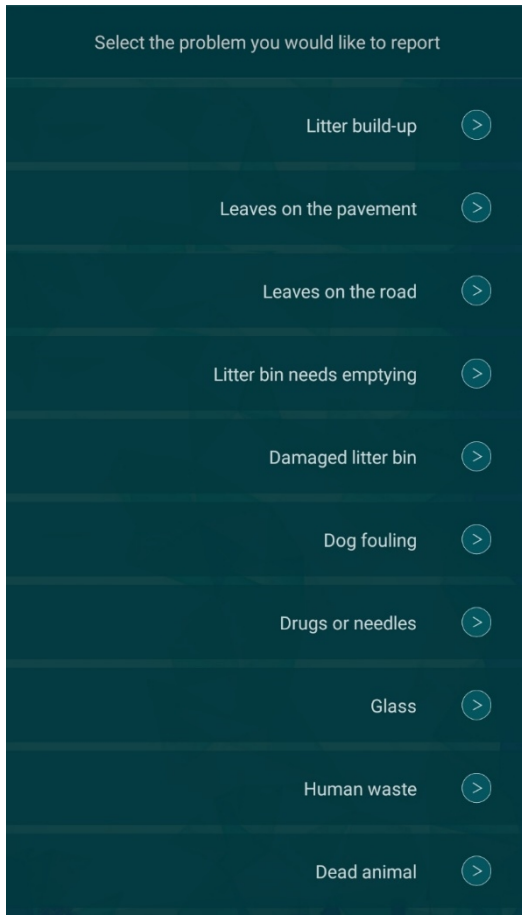
Response: This recommendation is accepted

The service area is currently working to review data with regards litter and fly tipping to ascertain how we deal with issues. As part of this work, a Locality Programme Board has been formed bringing together service areas from enforcement, cleansing, parks, housing and communities to deal with concerns. At this programme board there is a recognition on local issues specific to individual communities and work is progressing to see how best to implement specific interventions and monitor the outcomes achieved.

52: Litter in General – ‘Cardiff Gov App’ – As per a wider recommendation on the ‘Cardiff Gov App’, the task group recommends that a public reporting option for litter in general is added alongside the existing reporting option for fly tipping on the app. This would help provide management with better information to help direct resources and improve how the Council deals with litter in general. A similar reporting option for the main litter types covered in this report should also be built into the same section of the app.

Response: This recommendation is accepted

We are pleased to confirm to the Committee that “Street Cleansing” was released in September 2019 to allow customers to report various cleansing issues including Litter Build up, Leaves on the pavement or road, litter bins that need emptying or are damaged, Dog fouling, Drugs or needles, Glass, Human waste or dead animals. This uses the same process as fly tipping to allow customers to identify the location of the issues and this feeds into locational reporting as part of our Data Visualisation work. As with all services developed for the app this is replicated on the Web and within C2C for consistency.



The screenshot displays a mobile application interface with a dark teal background. At the top, a header bar contains the text "Select the problem you would like to report" in white. Below this, a list of ten reportable issues is presented, each on a separate row with a light teal background. Each row consists of the issue name on the left and a circular button with a white right-pointing chevron on the right. The issues listed are: "Litter build-up", "Leaves on the pavement", "Leaves on the road", "Litter bin needs emptying", "Damaged litter bin", "Dog fouling", "Drugs or needles", "Glass", "Human waste", and "Dead animal".

Select the problem you would like to report	
Litter build-up	>
Leaves on the pavement	>
Leaves on the road	>
Litter bin needs emptying	>
Damaged litter bin	>
Dog fouling	>
Drugs or needles	>
Glass	>
Human waste	>
Dead animal	>

Fast Food

53: Fast Food Litter Awareness Stickers – Given that fast food litter is regarded by the public as one of the biggest litter problems in Cardiff, the task group felt that something had to be done to target this litter at source. The only way to target this litter at source is at the point of purchase, i.e. in the shop or take away where the fast food is sold. Members reflected on the positive impact of the recently introduced ‘Food Hygiene Ratings Stickers’. All Welsh food establishments are now required to display these in a prominent location at the establishment to demonstrate the standard of food hygiene that they achieve. This very cost effective initiative has significantly increased food hygiene standards across Wales. The task group recommends that fast food litter should be targeted in a similar way, i.e. by asking all establishments to display a sticker at the point of purchase. The sticker should highlight the problem that fast food litter creates and provide details of the maximum penalty for the offence. The Council could quickly deliver this scheme by working with the Shared Regulatory Service who already distribute Food Hygiene Ratings stickers to 3,252 establishments across Cardiff. 3,500 stickers would cost less than £500 to purchase, and would ensure blanket coverage of establishments that sell fast food across the city.

Response: This recommendation is accepted in principle

The evidence of the impact of fast food litter in general terms is very clear but it is important that, in line with a more tailored approach, we clearly understand the issues on a locality basis. The work to gather and integrate appropriate data streams (see Recommendation 1) will help to inform the interventions in respect of fast food outlets. Consideration is also being given to developing a Cardiff rating system for retail premises in respect of their approach and compliance with waste and recycling matters. This is more likely to be a medium term initiative but will be included in the action plan associated with the delivery of the scrutiny recommendations.

54: Fast Food Litter – ‘Cardiff Gov App’ – As per a wider recommendation on the ‘Cardiff Gov App’, the task group recommends that a public reporting option for fast food litter is added alongside the existing reporting option for fly tipping on the app. This would help provide management with better information to help direct resources and improve how the Council deals with fast food litter. A similar reporting option for the main litter types covered in this report should also be built into the same section of the app.

Response: This recommendation is accepted in principle

The committee has identified some key areas of problematic litter which may not be covered by our existing services, in terms of the fast food outlets and problems associated with these we are tracking these through our “litter build up” category within the street cleansing service and will look at how we can introduce a specific category for Fast Food Outlets. We will take the same approach with Chewing gum and look at introducing an additional category for this.

We note the smoking related litter issues raised by the committee and this kind of enforcement issue is already planned in for a future release along with issues such as littering from a vehicle and poorly presented waste.

55: Community Protection Notices – Newport City Council identified fast food litter as an issue in the city, so to address the problem they are due to start using Community Protection Notices. These will be used against establishments who do not proactively deal with and control litter from their establishment. This approach will allow the local authority to issue a fine to a maximum value of £150 a day if the establishment fails to comply the Community Protection Order. Newport City Council seemed confident that this approach would work well; therefore, the task group recommends that the Council consider applying this approach against persistent offenders in Cardiff.

Response: This recommendation is accepted

We will consider the use of a Community Protection Notices as part of the approach to tackling retail food litter. It will be important to fully understand the range of tool's available to resolve identified issues in a more location specific way and also to pilot and test interventions to understand the impact.

Fly Tipping

56: New Fixed Penalty Notice for Fly Tipping – The task group believe that the introduction of the new £400 Fixed Penalty Notice for fly tipping is a positive step forward. They are encouraged that the Council issued 27 Fixed Penalty Notices in the first two months of the fine being introduced; particularly as the proceeds now go directly back to the Council and can be reinvested to tackle litter and fly tipping. The task group believe that more can be done to promote this new fine, and recommend that the Council uses social media, the press and other promotional tools to raise awareness – for example, publicising details of those who are fined.

Response: This recommendation is accepted

Currently there has been 184 fly tipping fixed penalties issued. The introduction of this fixed penalty has certainly supported the officers in the issues of addressing fly tipping within their wards. There has recently been an enforcement staged event where waste was fly tipped outside City hall. This was to highlight to all residents living in Cardiff and persons working in Cardiff the dramatic effect of one fly tipping incident can have on the environment and the process of the time taken by the officers for investigation through searching the waste for evidence and the removal of the waste. This was published by our press team on social media sites to raise awareness and the Waste Cowboys campaign followed on from this incident to raise awareness to residents that they are responsible for their waste and if they ask any person to remove waste from their properties, to make sure they are a licensed waste carrier and have a legitimate waste carriers registration number.

57: Digitalisation, Technology & Data – Officers explained that the process for dealing with the end-to-end management of fly tipping was not digitalised, with some teams using three separate systems to report one incident. This means that there are parts of the process that have to be recorded manually which is very time consuming. This creates gaps in Cardiff's fly tipping knowledge. As has already been mentioned in this report, gathering data is a vital part of dealing with litter and fly tipping. Good data helps staff to efficiently manage the process, as it creates an accurate picture of where the main problem areas can be found. All data received needs to be recorded in a single location, with all stakeholders able to report information into this system through a range of technology. Positive steps forward have been taken in recent months, for example, the 'Cardiff Gov App' provides the public with a great tool to photograph, record and report fly tipping incidents – something that should reduce inaccurate reporting which has been a feature of the fly tipping process in recent years (in 2017/18 no waste was found at 19% of reported incidents). However, the ability of front line staff and other partner stakeholders to digitally report into the process remains limited. Encouraging a wider range of staff and partner stakeholders to use technology will increase the number of eyes on the street, resulting in problems being dealt with quicker. The process should deal with complaints on both public and private land, and link into data that is currently held on the fly mapper database. Based on this information, the task group recommends that the Council reviews its fly tipping reporting and monitoring systems so that all aspects of this process become digitalised.

Response: This recommendation is accepted in principle

The 'Cardiff Gov App' provides the public, stakeholders and frontline staff with a tool to photograph, record and report fly tipping incidents. All data received through the App and anything reported through C2C is currently recorded in a single location into the Fly Tipping email inbox. The reported incidents are screened by an experienced officer before being redirected to the correct team. If a report is confirmed as a suspected fly tipping case it is assigned to an Enforcement Officer who on visiting site if it is confirmed as fly tipping will record the incident into the Startrak Environmental Enforcement system on their handheld device.

The initial plan was for a full digital process from the 'Cardiff Gov App' directly into Startrak by use of Startrak's application programming interface (API) which is a set of protocols, routines, functions and/or commands that

the programmers use to facilitate interaction between distinct systems. This would generate a case in StarTraQ for every report and assign to an Enforcement Officer to attend. However, after a review of the type of reports coming through the App it was clear that many were not reports of fly tipping but were actually regarding other issues, mainly street cleansing. Currently there is not the technology available to provide the screening that is carried out by the officer who monitors and redirects the reports from the email inbox.

As the 'Cardiff Gov App' develops and the functionality grows, the accuracy and quality of the reports should improve to the extent that the screening by the officer becomes unnecessary. We will continue to monitor this to ensure that if an end to end digital process is feasible we take the opportunity to implement. We, as a digital improvement team, are constantly monitoring and searching for new and emerging technologies which may assist in the full digitalisation of this process and others.

Cardiff Council do not have the legal authority to issue fly tipping fines for incidents on private land. The Owner of the land is responsible for the clearance of any fly tipping. The Cardiff Council Education and Enforcement team can issue a notice to instruct the Landowner to remove waste on private land. If the owner does not comply the council may remove the waste and recharge the landowner.

58: Growing the CCTV Presence – The task group believe that using CCTV to catch fly tippers is a very positive step forward. CCTV is a great way to covertly catch fly tippers, and the proceeds raised from the fines can be reinvested back into the service to catch even more fly tippers. In addition to this, promotion of the fact that a local authority uses CCTV is in itself a deterrent against fly tippers who do not wish to be caught. The approach has been successful in many areas, with groups like Fly Tipping Action Wales supporting the use of CCTV – to the extent that they hold a stock of real and dummy cameras that they are willing to loan to Welsh local authorities. This approach was supported by both the findings of the Litter & Fly Tipping Survey and opinions voiced in the volunteer workshop. The task group recommends that the Council continues with the roll out of this initiative and in doing so it should:

- As the success of the scheme grows look to introduce more cameras to Cardiff through further investment and borrowing cameras from Fly Tipping Action Wales;
- Explore the possibility of using Cardiff's wider camera network to help catch fly tippers (this is done in Glasgow and Exeter);
- Promote the fact that the Cardiff is using this technology, and publicise details of those that they catch in the local press and across social media.

Response: This recommendation is accepted in principle

The Council will continue to use CCTV cameras when appropriate in this regard and note the response. The process can be challenging with stringent guidelines for us set by the Surveillance Commissioner however, we continue to work with all parties to deploy cameras in an appropriate and responsible way. We have been in contact with Glasgow and extensively studied their joint operations centre with a view to building a business case to support a similar approach in Cardiff. This will allow the Council to take full advantage of the range of camera's at our disposal, including public realm camera's which are jointly operated with South Wales Police as well as Council traffic cameras and the camera network operated to support our housing and hub estates.

59: Planning Advisory Notes – The task group recommends that the Planning Service place a standard advisory note against all planning applications or building regulations cases, stating the importance of using a properly registered waste carrier for the removal of waste from their property. This advisory note should provide details of the potential £400 fine and that the applicant has a "duty of care" to ensure that they use a registered waste carrier. Household owners are not always able to accurately verify an operator's waste carrier licence – this means that they face the risk of having their waste collected and fly tipped by an illegal operator.

Response: This recommendation is accepted in principle

The service area will review information provided through the planning process to ascertain whether further information can be provided as part of the planning or building control process.

60: Multi Skilling – Best practice evidence gathered by the inquiry and working practice observed by Members during the job shadowing exercise suggests that the Council's approach to dealing with fly tipping could be improved by multi skilling staff. This applies to staff in the Fly Tipping Team and those who deliver wider street cleansing roles. For example, members of the Fly Tipping Team told a councillor that they would save time and money if they were trained on asbestos removal rather than the Council relying on a third party to remove the material. Conwy County Borough Council provided staff in the Street Cleanse Response Team with training on dealing with fly tipping. They are now able to extract evidence from bags (for example, letters, envelopes, prescriptions or other contact information), record and report the incident; meaning that fly tipping doesn't always have to be passed onto the Fly Tipping Team which speeds up the process. The task group recommends that the Council invest in additional training for staff in the fly tipping team and wider street cleansing service. This would increase the range of staff skills that in turn would create savings.

Response: This recommendation is partially accepted

Multiple training and development opportunities have been offered to staff, ranging from essential skills training to level 2 and 3 NVQ's. We will continue to work with staff and local union representatives to identify and offer relevant training opportunities in line with the workforce development plan. The arrangements for asbestos are currently under review.

61: Police Partnership – Evidence gathered as a part of the research for the inquiry identified a number of examples of where close working relationships with police forces had significantly improved fly tipping management. For example, Birmingham City Council seconded a police officer to deal with fly tipping. The improved ability to share information meant that it became quicker and easier to check all suspected vehicles so that, for example, falsely registered vehicles became much easier to remove from the road. Birmingham's approach was copied by Newcastle City Council. Newport City Council also work closely with Fly Tipping Action Wales and Gwent Police to undertake multi-agency operations, for example, they periodically carry out stop and search exercises checking waste carrier licences. The stop and search exercises happen three or four times a year. Based on this, the task group recommends that the Council should review its working relationship with South Wales Police and other partner agencies (for example, Fly Tipping Action Wales) to establish how partnership working and information sharing can be improved.

Response: This recommendation is partially accepted

Cardiff Council enforcement team also work closely in partnership with Fly tipping Action Wales. Fly Tipping Action Wales have been seconded a Police Officer from Gwent Constabulary and we have meetings with them to share any intelligence we have and they have on any alleged offenders and the vehicles they are using and where they are operating and what waste they are fly tipping so we have a full understanding on where they are operating, crossing Authority boundaries.

We also work closely with several other local authorities throughout Wales where we meet on a regular basis and share intelligence on any known fly tippers and whether we know if they are crossing authority borders.

Cardiff Council enforcement officer have for several years attended multi agency operation (VOSA) days where we work with all agencies including South Wales Police and issue waste transfer notes and waste carrier licence requests to all vehicles that are carrying waste. One operation is being planned in the near future where we are

working cross border partnerships with Fly tipping Action Wales, Gwent Police and South Wales Police to ensure we capture all vehicles crossing authority boundaries.

We also work closely with South Wales Police on CCTV footage with the possibility of tracking the fly tippers vehicles and there is an operation planned in the near future working with South Wales Police and Fly tipping Action Wales within Cardiff.

62: Infrastructure – Public opinion and volunteer feedback suggested that a lack of waste infrastructure made it difficult for members of the public to dispose of waste correctly, which in turn contributed to increased levels of fly tipping. In particular there was strong support for providing a Household Waste Recycling Centre in the north of the city and the reintroduction of the community waste skip scheme. The task group recommends that the Council urgently identifies a suitable site and then delivers a new Household Waste Recycling Centre in north Cardiff, and also reviews the option of reintroducing a community skip scheme in areas of the city that are prone to fly tipping.

Response: This recommendation is accepted in principle

There is already a commitment to secure a suitable site for a household waste recycling centre in the North of the city. It is very important that this task is undertaken with care so that the new facility is sustainable into the long term. The service area monitors the tonnages of waste entering Household Waste Recycling Centres and can confirm there has been no significant impact in terms of a reduction in usage. This indicates that residents are using the infrastructure available to them and there is significant remaining capacity at both current sites. The opportunities to re-introduce the community skip scheme will be considered.

63: Education & Awareness - Only 20.3% of the respondents were aware of any campaigns or promotions aimed at reducing fly tipping. If the Council is serious about reducing fly tipping in Cardiff then this is something that needs change. In order to increase education and awareness about fly tipping the task group recommends that the Council should:

- Run an ongoing educational campaign aimed at reducing fly tipping. All communications should contain clear and consistent messages about the impact that fly tipping has and reference the newly introduced £400 Fixed Penalty Notice.
- Social media should be used as a tool to push forward the message (but also supported by other communication tools), which should target specific groups to increase community engagement – an approach that was referenced as best practice during the inquiry.
- As has been mentioned, promotion of the public's "duty of care" to ensure that they use a properly licenced waste carrier has to happen. The public needs to understand that ignorance is not an excuse that will prevent a £400 fine.
- Fly Tipping Action Wales has an extensive range of effective promotional techniques and materials that it is happy to share with the Council. Officers should contact Fly Tipping Action Wales to discuss the option of using this material, and to discuss the best approach to take in Cardiff.

Response: This recommendation is accepted

This year Cardiff Council launched its Waste Cowboys campaign. The key messages of the campaign are:

- The public need to beware of using unregistered waste carriers that dispose of waste by fly-tipping
- Fly-tipping traced back to a member of the public can result in a £300 fine
- Waste carriers found to be fly-tipping can be fined £400

A range of marketing collateral has been produced for the campaign, including pull-up banners, posters and infographics.

OSGOWCH Y COWBOIS GWASTRAFF

BEWARE THE WASTE COWBOYS



Gallech gael dirwy ddiderfyn os yw'r person rydych wedi'i logi i waredu eich gwastraff heb ei gofrestru!

You could be issued with an unlimited fine, if the person you've hired to remove your waste is unregistered!

Os bydd unrhyw dipio anghyfreithlon yn cael ei dracio'n ôl atoch chi... **CHI** fydd yn gyfrifol am dalu'r ddirwy, yn ogystal â'r masnachwr!

Ewch i www.caerdydd.gov.uk/cowboisgwastraff i gael rhagor o wybodaeth

If this fly-tipping is tracked back to you... then **YOU** will face the fine, as well as the trader!

For more information please visit:
www.cardiff.gov.uk/wastecowboys

www.caerdydd.gov.uk/aillgylchu
www.cardiff.gov.uk/recycling

Caerdydd yn ailgylchu
Cardiff recycles

BEWARE THE WASTE COWBOYS



You could be fined upto £50k, if the person you've hired to remove your waste is unregistered!

If this fly-tipping is tracked back to you... then **YOU** will face the fine, not the trader!

You can avoid this by requesting a **Waste Transfer Note** from your carrier or checking if they are registered with **National Resources Wales** on **0300 065 3000** or enquiries@naturalresourceswales.gov.uk

For more information please visit www.cardiff.gov.uk/wastecowboys


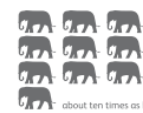


For more information on bulky collections or recycling visit
Cardiff Council - www.cardiff.gov.uk/bulkywaste
or the **British Heart Foundation** - www.bhf.org.uk/cardiff

www.cardiff.gov.uk/recycling
Working for Cardiff, Working together


Caerdydd yn ailgylchu
Cardiff recycles


Fly-tipping in Cardiff

Cardiff Council collects


 4 tonnes a day <small>about the size of two Rhinoceros</small>	 80 tonnes a month <small>about ten times as heavy as an Elephant</small>
 1040 tonnes a year <small>about seven-and-a-half times as heavy as a Blue Whale</small>	 20 tonnes a week <small>about three times as heavy as a Tyrannosaurus Rex</small>


5219 - Incidents in 2018/2019 alone
£2,640 - Average level of fine handed out by the court
171 - Number of fixed penalty notices issued last year
 Costs Cardiff Council **£150,000** per year to clean up

 Hazardous objects are dangerous to children and other vulnerable people

 Affect communities and the way people feel about the place that they call home

The harmful effects of fly-tipping

 Toxic chemicals could be leaked into the environment

 Encourages pests and vermin and is a danger to wildlife, nature and pets

For more information on how to check a trader is a registered waste carrier, please visit www.cardiff.gov.uk/wastecowboys

Cardiff Council is continuing to explore innovative ways of getting its fly-tipping messages out there. Since the completion of the Task & Finish Group's report, the Council has successfully planned and implemented a staged fly-tip outside City Hall to highlight the consequences of fly-tipping, the dangers of using unlicensed waste carriers and the £400 fine that will be issued to anyone caught fly-tipping.

Delivered under the Waste Cowboys brand, a communications strategy was created to maximise the impact of the staged fly-tip, utilising social media, local media, national media, [Cardiff Newsroom](#) and all internal communications channels.



A number of media outlets carried the story, including the BBC, ITV and Walesonline. The event also generated public debate on social media and in the comments sections of the various news websites, helping to further raise the profile of the Council's campaign.



Council behind huge pile of rubbish dumped outside Cardiff's ...

ITV News - 8 Aug 2019

Cardiff Council has confirmed it was behind the huge pile of rubbish that was dumped outside the City Hall overnight. Sofas, mattresses and ...

Huge pile of rubbish dumped outside Cardiff's City Hall

WalesOnline - 8 Aug 2019

[View all](#)



The reason why a pile of rubbish was dumped outside Cardiff ...

WalesOnline - 8 Aug 2019

Cardiff council has admitted it was behind a four-tonne pile of rubbish dumped outside Cardiff City Hall. The local authority said it was ...



Cardiff council is on Twitter defending its City Hall waste stunt ...

WalesOnline - 8 Aug 2019

Cardiff council has been criticised after a pile of rubbish was dumped outside City Hall as part of a publicity stunt to highlight the problem of ...



Council behind fly-tipped waste outside Cardiff's City Hall

Wales247 (press release) - 9 Aug 2019

Council behind fly-tipped waste outside Cardiff's City Hall ... have been allowed to get dumped in front of one of Cardiff's most famous buildings.

Cardiff launches anti fly-tipping campaign

letsrecycle.com - 9 Aug 2019

[View all](#)



Fly-tipping: Council dumps four tonnes of rubbish in stunt

BBC News - 8 Aug 2019

A council dumped four tonnes of rubbish outside its own building to raise ... and used furniture were left outside Cardiff's City Hall on Thursday.

Analytics shows that to date the Council's social media activity supporting the Waste Cowboys campaign has reached 945,000 people, made 113,000 impressions and generated 650 clicks to the Council website.



Cardiff Council
@cardiffcouncil



Did you see the fly tip mountain outside City Hall? This is a typical amount we collect in [#Cardiff](#) in just ONE DAY. It cost the council £150,000 to clear up the mess last year. Find out how to dispose of your waste responsibly: socsi.in/QTH4c [#WasteCowboys](#)



11:24 AM · Aug 8, 2019 · [Orlo](#)

View Tweet activity

44 Retweets **62** Likes

The Council's efforts to reduce fly-tipping continues, and officers will continue to work with partner organisations to support the ongoing communications and public education. In addition to the Waste Cowboy campaign, Cardiff Council is delivering a range of other waste campaigns, including Love Where You Live, Love When You Leave, Everyone in Cardiff's Doing it and Cardiff Council Skip Hire.

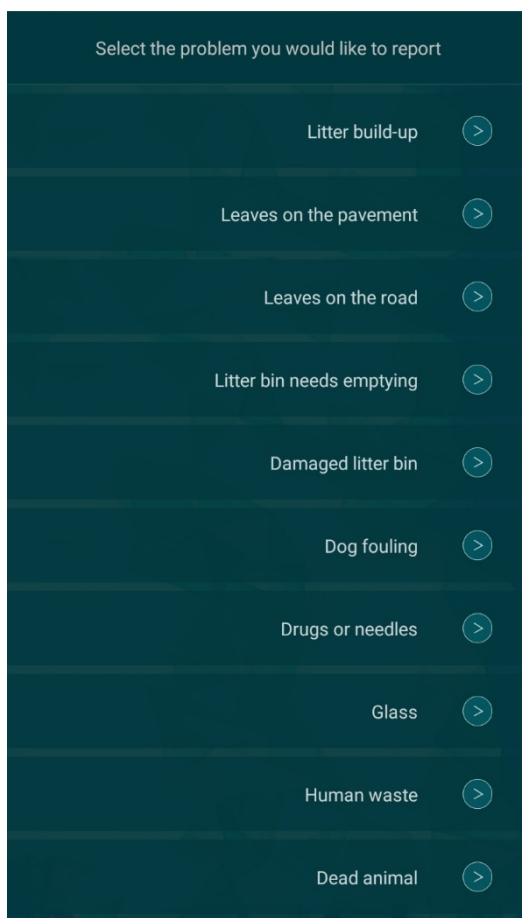
Dog Fouling

64: Dog Fouling – ‘Cardiff Gov App’ – As per a wider recommendation on the ‘Cardiff Gov App’, the task group recommends that a public reporting facility similar to the existing one for fly tipping is added to the app for dog fouling. This would help provide management with information so that they can better direct resources to improve how they deal with dog fouling.

65: Dog Fouling – ‘Cardiff Gov App’ – As per a wider recommendation on the ‘Cardiff Gov App’, the task group recommends that a public reporting option for dog fouling is added alongside the existing reporting option for fly tipping on the app. This would help provide management with better information to help direct resources and improve how the Council deals with dog fouling. A similar reporting option for the main litter types covered in this report should also be built into the same section of the app.

Response: This recommendation is accepted in principle

We are pleased to confirm to the Committee that “Street Cleansing” was released in September 2019 to allow customers to report various cleansing issues including Litter Build up, Leaves on the pavement or road, litter bins that need emptying or are damaged, Dog fouling, Drugs or needles, Glass, Human waste or dead animals. This uses the same process as fly tipping to allow customers to identify the location of the issues and this feeds into locational reporting as part of our Data Visualisation work. As with all services developed for the app this is replicated on the Web and within C2C for consistency.



Select the problem you would like to report

- Litter build-up
- Leaves on the pavement
- Leaves on the road
- Litter bin needs emptying
- Damaged litter bin
- Dog fouling
- Drugs or needles
- Glass
- Human waste
- Dead animal

Smoking Related Litter

66: Smoking Litter – ‘Cardiff Gov App’ – As per a wider recommendation on the ‘Cardiff Gov App’, the task group recommends that a public reporting facility similar to the existing one for fly tipping is added to the app for smoking litter. This would help provide management with information so that they can better direct resources to improve how they deal with smoking litter.

67: Smoking Litter – ‘Cardiff Gov App’ – As per a wider recommendation on the ‘Cardiff Gov App’, the task group recommends that a public reporting option for smoking litter is added alongside the existing reporting option for fly tipping on the app. This would help provide management with better information to help direct resources and improve how the Council deals with smoking litter. A similar reporting option for the main litter types covered in this report should also be built into the same section of the app.

Response: This recommendation is partially accepted

The committee has identified some key areas of problematic litter which may not be covered by our existing services, in terms of the fast food outlets and problems associated with these we are tracking these through our “litter build up” category within the street cleansing service and will look at how we can introduce a specific category for Fast Food Outlets. We will take the same approach with Chewing gum and look at introducing an additional category for this.

We note the smoking related litter issues raised by the committee and this kind of enforcement issue is already planned in for a future release along with issues such as littering from a vehicle and poorly presented waste.

Chewing Gum

68: Chewing Gum – ‘Cardiff Gov App’ – As per a wider recommendation on the ‘Cardiff Gov App’, the task group recommends that a public reporting option for chewing gum is added alongside the existing reporting option for fly tipping on the app. This would help provide management with better information to help direct resources and improve how the Council deals with chewing gum. A similar reporting option for the main litter types covered in this report should also be built into the same section of the app.

Response: This recommendation is partially accepted

The committee has identified some key areas of problematic litter which may not be covered by our existing services, in terms of the fast food outlets and problems associated with these we are tracking these through our “litter build up” category within the street cleansing service and will look at how we can introduce a specific category for Fast Food Outlets. We will take the same approach with Chewing gum and look at introducing an additional category for this.

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