APPENDIX 1

Scrutiny Report of Cardiff's Environmental Scrutiny Committee

Litter & Fly Tipping in Cardiff

February 2019

CARDIFF
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Cardiff Council

CONTENTS

CHAIR'S FOREWORD

Litter and fly tipping is a problem, not just in Cardiff but also in many parts of the United Kingdom. Evidence suggests that certain types of littering, for example, fast food litter, have become worse in recent years making the issue a priority for local residents. So, in response to this the Environmental Scrutiny prioritised this as a topic for scrutiny in 2018 and agreed to carry out a comprehensive review to establish the current position and where improvements could be achieved. In delivering this task & finish exercise the Committee undertook numerous pieces of work including:

- Reviewing the work that the Council carries out to deal with the litter and fly tipping;
- Speaking to Cardiff's amazing volunteers who regularly give up their time to help keep our city clean;
- Running a public survey to find out what local residents think about litter and fly tipping - completed by 3,433 residents;
- Taking part in front line job shadowing to better understand the challenges faced by the Council's staff in dealing with litter and fly tipping;
- Meeting with key outside agencies, for example, Keep Wales Tidy and Natural Resources Wales; and,
- Benchmarking Cardiff against the best performing local authorities and looked for examples of best practice.

The inquiry included five task group meetings that supported eleven separate witness sessions; dealt with 26 witnesses and made a series of theme based recommendations across the following areas - 'Resource Allocation & Technology', 'Enforcement & Fines', 'Education & Awareness', 'Bins', 'Volunteering', 'Litter in General', 'Fast food Litter', 'Fly Tipping', 'Dog Fouling', 'Smoking Litter' and 'Chewing Gum'. All of this work was carried out with the hope that the findings would ultimately help make Cardiff a cleaner place. Key recommendations made during the inquiry included:

- The creation of a dedicated Litter Enforcement Team in addition to existing resources to be delivered on a cost neutral basis;
- Refreshing the 'Love Where You Live' campaign and using more social media to deliver targeted education and awareness messages;
- Improving the Council's digital litter reporting processes, for example, expanding the number of litter offences that can be reported through the Council's new app;
- Better bin management by improving the collection of data, along with the roll out of fewer but bigger bins;
- To make the Council's Volunteer Co-ordinator Post permanent to help further grow Cardiff's litter picking volunteer networks;
- Issuing fast food litter awareness stickers to all of Cardiff's fast food retailers;
- End to end digitalisation of the Council's fly tipping removal and reporting process.

To conclude I would also like to thank everyone who has taken part in the task & finish exercise. This includes the members of the Environmental Scrutiny Committee members, Cabinet Members, external witnesses and Council staff. Without your help this inquiry would not have been possible. My hope is that the contents of this report are helpful to the Cabinet and that the recommendations provided help to make Cardiff a cleaner city.

Councillor Ramesh Patel
Chairperson – Environmental Scrutiny Committee

INQUIRY METHODOLOGY

Cardiff's Environmental Scrutiny Committee reviewed the management of litter and fly tipping in Cardiff to better understand the current position and identify how and where improvements could be achieved. In doing this the inquiry considered Cardiff's main litter and fly tipping types (litter in general; fast food litter; fly tipping; dog fouling; smoking litter and chewing gum); benchmarked against other local authorities to establish best practice; delivered a citywide litter survey and undertook front line job shadowing. In reviewing the information the task group drew upon a number of witness contributions and information sources including:

- Cardiff Council's Cabinet Member for Clean Streets, Recycling & Environment;
- Officers from Cardiff Council's Planning, Transport & Environment Directorate;
- Keep Wales Tidy;
- Natural Resources Wales;
- Scrutiny Research;
- Cardiff's Litter Volunteer Groups;
- Cardiff's Front Line Cleansing & Fly Tipping Staff.

From this body of evidence the Members drew key findings and a series of recommendations that are contained within this report.

INQUIRY TERMS OF REFERENCE

The aim of the inquiry is to provide Members with the opportunity to explore and consider how the Council can better manage litter and fly tipping in Cardiff. In delivering this inquiry the task group will:

- Undertake comparative analysis and benchmarking on how other local authorities manage litter & fly tipping, with the main aim of identifying best practice. The comparative analysis and benchmarking should focus on the performance of core cities, Welsh local authorities and cities with a large student population.

- Undertake a detailed survey on litter & fly tipping to test public perception on how they feel about litter, fly tipping and wider street cleanliness in Cardiff.

- To arrange a number of Member visits to frontline street cleansing and waste enforcement services to help gain a better understanding of the work that they carry out and everyday challenges that they face.

- To compare Cardiff's performance in terms of managing litter & fly tipping against best practice identified in the comparative analysis and benchmarking.

RECOMENDATIONS

Resource Allocation & Technology

This section sets out a series of recommendations that relate to resource allocation for managing litter and fly tipping. It also considers the role that new technologies can play in making resource allocation more efficient, thereby partially offsetting the negative impact that budget cuts are having upon frontline cleansing services. Regardless of financial position, residents will always want and need services that effectively deal with litter and fly tipping, so this is an area that the Council really needs to focus on. Based on the information provided during the inquiry the task group recommends that:

- **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. To achieve this the Council needs to:

  - Create and map a clear reporting structure for all litter and fly tipping categories that can be accessed by staff, members of the public, councillors and other key stakeholders. This reporting structure should also include use of existing litter and fly reporting / recording processes, for example, LEAMS. A system that reports into some type

of GIS mapping system would provide an excellent visual tool of the litter and fly tipping challenges facing Cardiff.

- ❖ Identify the technology required by each of the groups identified above (staff, members of the public, councillors and other key stakeholders) and make plans to have this time saving technology put in place. For example, an app for the public and handheld devices for frontline staff.

- ❖ Identify any barriers to introducing the new technology (for example, financial and cultural) and put a plan in place to address these issues. During the task & finish exercise it was suggested by witnesses that in some parts of the Council cultural issues were a barrier to the introduction of new technology, for example, staff were reluctant to start using new software systems. Embracing technology is essential to gathering better data, which in turn is required for efficient management of litter and fly tipping at a time of shrinking resource. To help achieve this change staff need to better understand the benefits of embracing such technology, for example, it can significantly reduce reporting times.

- ❖ When considering the allocation of resources for street cleansing it is important to focus on actual data and not become distracted by varying local expectations. For example, some areas appear to be less aware and more tolerant of litter issues than other areas. Keep Wales Tidy provided Splott and Rhiwbina as contrasting examples of perception of local litter issues.

- **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.

- **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. Benefits identified during the task & finish exercise included:

  - ❖ Providing staff with greater flexibility to address a wider range of problems instead of having to rely on other staff or contractors to deal with the issue;

  - ❖ At a time of high service demand suitably qualified staff from other teams can be temporarily drafted in to help keep on top of work – this can save the Council money and financially benefit the member of staff drafted in;

  - ❖ Being offered training opportunities makes staff feel more valued and, therefore, more productive;

  - ❖ Given the financial pressures currently facing the Council, any savings generated by multi skilling can be used to protect frontline jobs.

  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.

- **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.

- **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.

- **Review Speed of Waste Transfer** – A Member was very surprised at the length of time that it took to dispose 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.

- **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.

- **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.

- **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 the following:

  - **Targeted Cleansing in High Footfall Areas** - Keep Wales Tidy suggested that the Council should target street cleansing resources at high footfall areas. Based on strong data the Council should zone

streets with high intensity footfall to ensure effective management monitoring of these areas. Maintaining good data on key high footfall areas is very important.

- ❖ **Rolling Four Day Working Week** – The research carried out for the task & finish exercise identified that Councils such as Conwy County Borough Council and Glasgow City Council had successfully moved from the traditional five-day working week pattern (Monday to Friday with Saturdays and Sundays as overtime) to a rolling four day week. This means that they now always have staff cover on weekends and bank holidays, with no extra cost to the local authority (for example, overtime). Staff are no longer catching up on work on a Monday or after bank holiday weekends. It is also felt that the four day working week provides a better work life balance for staff.

- **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.

- **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.

- **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.

- **Reducing Litter Produced by Waste Carriers** - A great deal of litter is caused because lorries that transport rubbish have insufficient netting to prevent litter from being blown off. Representatives from Cardiff Rivers

Group suggested that Tredelech Park on Southern Way was a good example, and wanted to see fines for lorries or skips that were not properly covered by a net. There are several waste transfer stations in Cardiff, for example, at Wentloog, Leckwith and Cardiff Docks that accept commercial waste. Using existing CCTV monitoring, these sites should be targeted to encourage waste transporters to take greater care when transferring waste. Where waste carriers are in breach of the required standard then an appropriate fine could be issued. Visiting skip hire companies and waste transfer stations to remind them of their obligations was viewed as being a good start. The Council should also play its part by ensuring that all its vehicles are properly covered when transporting waste around the city.

Enforcement & Fines

The Litter & Fly Tipping Survey and Volunteer Workshop identified that more enforcement against those who litter or fly tip was clearly a citizen priority. 'Improve enforcement of penalties and fines' and 'Implement on the spot fines' were the top two priorities for suggested actions to reduce fly tipping. At the same time the perceived effectiveness of carrying out enforcement actions in 2018 consistently scored over 50% for 'very ineffective' or 'somewhat ineffective' in all six of the categories measured. Fast food was the highest at 65%, followed by fly tipping and litter in general at 61%.

Public awareness of the Council's ability to issue fines for litter and fly tipping offences was relatively high when compared to other areas tested by the survey. It was also clear that overall public awareness in the Council's ability to issue fines for litter and fly tipping offences was higher in 2018 than in 2012. 86% and 74% of survey respondents were aware that the Council could issue fines for dog fouling and litter in general respectively. The public understands that the Council is able issue fines and now they want it to deliver. This section of the report sets the recommendations of the task group that relate to enforcement and fines:

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

  - 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;

  - Is dedicated to specific elements of litter enforcement and should not be able to drift into the delivery of wider education and enforcement issues;

  - 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;

- 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;

- 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);

- 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;

- 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;

- 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;

- ❖ 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.

- **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.

- **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.

- **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 of fly tipping from vehicles is not acceptable. In doing this, the campaign should highlight the range of reporting vehicles available to the public.

Education & Awareness

The Litter & Fly Tipping Survey the public identified education and awareness as popular tool for reducing litter in neighbourhoods, with 52% of respondents supporting this approach. The support for this approach was 8% higher in 2018 than it was in 2012. However, in contrast to this, 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 small percentage (between 11% to 36% across the range of litter categories) were aware of current or ongoing litter campaigns.

The obvious message here is that the public supports educational initiatives aimed at reducing litter and fly tipping, but they don't really know what the Council is doing to deliver the message. Based on this information the task group believe that the Council needs to re-engage with the public through education and awareness raising, and therefore, recommends the following:

- **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.

- **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 tacking 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.

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

Bins

The Litter & Fly Tipping Survey highlighted the importance that the public places on good bin provision in Cardiff. For example, the public rated 'more litter and recycling bins' as the most popular action that the Council could take to reduce litter in neighbourhoods. The 'City Centre' was rated as having the best bin provision in the city with 61% of respondents grading bin provision as 'Excellent' to 'Adequate', while it was perceived that bin provision in 'Parks & Green Spaces' and 'My Neighbourhood' could be improved. Bin emptying in the 'City Centre' was rated as just above adequate, while in 'Parks & Green Spaces' and 'My Neighbourhood' it was viewed as adequate to poor. It is clear from this summary that bin provision in Cardiff is mixed and there is room for improvement, therefore, based on the evidence received the task group recommends that:

- **Bin Management Based on Good Data** - Allocation and emptying of bins should be based the 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.

- **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.

- **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.

- **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.

- **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.

Volunteering

Volunteering plays a very important role in keeping Cardiff clean and in bringing the community closer together. It helps to create pride in the local area; it can generate a feel good factor for local residents; it is an excellent form of exercise; it increases social interaction and it makes people feel valued.

Volunteers are a valuable asset to the Council. In 2017/18, they delivered almost 2,000 events and removed over 9,500 bags of rubbish. Volunteer groups have appeared all over Cardiff with many of these going from strength to strength. Whilst the Council has a duty to keep the city clean, the services that deliver street cleansing and fly tipping are continually being reduced. This means that the contribution of volunteers is becoming more important. Based on this position and the evidence received during the Volunteer Workshop (19th September 2018), the task group has made the following recommendations:

- **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.

- **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.

- **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.

- **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.

Volunteer Support - During the volunteer workshop, a number of volunteers made suggestions around how best to support volunteers in the work that they undertake. Based on the feedback provided the task group recommends that:

- **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…

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

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

- **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.

- **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.

Litter in General

Litter in General had the largest negative impact on neighbourhoods across Cardiff, with 68% of responses falling within the highest impact categories (3 to 5). The public perceive the general litter position to be worse in 2018 than it was in 2012 by 4.31%. Educational campaigns aimed at reducing fast food litter performed very poorly with 35.6% and 36.4% recognition in 2012 and 2018 respectively. Finally, 61% of the public rated the Council's effectiveness for carrying out enforcement against fast food litter as either 'vey ineffective' or 'somewhat ineffective'- rated as 8.22% worse than in 2012. It is clear that improvements are needed in this area; therefore, the task group has made the following recommendations:

- **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.

- **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.

- **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.

Fast Food

The public is clearly concerned by the amount of fast food litter in Cardiff. For example, fast food litter had the second largest negative impact on neighbourhoods across Cardiff with 64% of responses falling within the highest impact categories (3 to 5). Educational campaigns aimed at reducing fast food litter performed very poorly with 16% and 12.5% recognition in 2012 and 2018 respectively. Finally, 65% of the public rated the Council's effectiveness for carrying out enforcement against fast food litter as either 'vey ineffective' or 'somewhat ineffective'- rated as 8.33% worse than in 2012. It is clear that improvements are needed in this area; therefore, the task group has made the following recommendations:

- **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.

- **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.

- **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.

Fly Tipping

As is the case with most types of littering, fly tipping is perceived to be a problem in Cardiff. 56% of respondents felt that fly tipping had a negative impact on their neighbourhoods; 56.29% of respondents felt that improving enforcement of penalties and fines was best way to reduce fly tipping, and 47.24% suggested that the Council should look to issue more on the spot fines. Only 20.30% of the respondents were aware of any campaigns or promotions aimed at reducing fly tipping, while 77% of respondents were aware that the Council can issue fines against those who fly tip.

The picture is clear. The public regard fly tipping as a problem, awareness of educational campaigns to tackle fly tipping is very low and a large number of the public understand that the Council can issues fines against those who fly tip. Based on the survey data and the information provided to the inquiry the task group recommends that:

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

- **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.

Dog Fouling

Dog fouling was perceived to be less of a problem by Cardiff's residents in 2018 than it was in 2012. The survey identified that the problem had reduced by 13.33% between the two dates; however, 52% of respondents still felt that it had a negative impact on their neighbourhoods.

Public awareness and campaigns around dog fouling was very low, with only 22.4% of respondents being aware of any campaigns designed to reduce the problem – this was lower than the 29.3% achieved in 2012. The two dog fouling logos were rated as the most identifiable, with one scoring a 48% recognition rate. In 2018, 53% of residents were aware of Council regulations around dog fouling, while 86% of people knew that the Council could issue fines for the offence. 56% of the public felt that enforcement against dog fouling was either 'very ineffective' or 'somewhat ineffective'.

Scrutiny is due to review the Council's Draft Public Space Protection Order for Control of Dogs. A joint meeting on the 19th November 2018 involving Cardiff's Economy & Culture and Environmental Scrutiny Committees considered an item titled 'Public Space Protection Orders – Control of Dogs'. This looked at feedback following a public consultation on proposals aimed at reducing dog fouling. A copy of the letter sent to Cabinet Members after the meeting is attached to this report as **Appendix 1**.

It is hoped that the new Public Space Protection Order will have a positive effect in reducing dog fouling, however, before making further comment the Environmental Scrutiny Committee has agreed to consider the 'Draft Public Space Protection Order – Control of Dogs'. It has been suggested that this draft document will become available for scrutiny in March 2019. To avoid prejudging Cardiff's future approach towards dog fouling, the task group has decided not to comment on how best to deal with dog fouling at this point in time. Instead they will make their comments and recommendations known after future scrutiny of the 'Draft Public Space Protection Order – Control of Dogs'. The only exception to this is that the task group recommends that dog

fouling is added to the 'Cardiff Gov App' to help improve public reporting of the problem, the full recommendation is below:

- **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.

- 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.

Title: Smoking Related Litter

The impact of chewing gum litter was 5.92% lower in 2018 than it was in 2012, although it was still perceived by 43% of the population as having a negative impact on their neighbourhoods. Campaign awareness around smoking litter was only 15.8% in 2018, while only 53% of residents understood that the Council could issue fines. 58% of residents felt that the Council's effectiveness in carrying out enforcement actions in 2018 was either 'very ineffective' or 'somewhat ineffective'.

In summary smoking litter is rated by Cardiff residents as the second least problematic of the litter categories, and that during the last six years there has been an 5.92% improvement in this area. Campaign awareness was low, however, given the rise of problems in other litter categories it does not appear that raising the profile of smoking litter as a problem should be a priority for the Council, i.e. the limited funds available could be better spent in other areas to target more significant litter problems. Based on the improvement in this area, the only recommendation directly aimed at smoking litter is:

- **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.
- **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.

Chewing Gum

The impact of chewing gum litter was 11.91% lower in 2018 than it was in 2012, although it was still perceived by 35% of the population as having a negative impact on their neighbourhoods. Campaign awareness around chewing gum litter was only 10.9% in 2018, while only 40% of residents understood that the Council could issue fines. 59% of residents felt that the Council's effectiveness in carrying out enforcement actions in 2018 was either 'very ineffective' or 'somewhat ineffective'.

In summary chewing gum litter is rated by Cardiff residents as the least problematic of the litter categories, and that during the last six years there has been an 11.91% improvement in this area. Campaign awareness was low, however, given the rise of problems in other litter categories it does not appear that raising the profile of chewing gum as a problem should be a priority for the Council, i.e. the limited funds available could be better spent in other areas to target more significant litter problems. Based on the improvement in this area, the only recommendation directly aimed at chewing gum is:

- **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.

KEY FINDINGS

'Litter & Fly Tipping in Cardiff' - Meeting 1 - Wednesday 13th June 2018 - Cardiff Council Approach – Litter & Fly Tipping

Council Approach to Litter & Fly Tipping - Councillor Michael Michael and officers from the Planning, Transport & Environment Directorate were invited to the meeting to brief Members on the Council approach to managing litter and fly tipping across Cardiff. The briefing that they provided information and commented on:

- The 'Fly Tipping' report due to be received by Cabinet on the 14th June which seeks authorisation to expand the Council's powers to deal with fly tipping;
- Future proposals being scoped around litter management in the city;
- The future use of Public Space Protection Orders to help create a cleaner and more sustainable environment across Cardiff.

Key Findings

1. **Fly-tipping Enforcement -** Local Authorities are responsible for clearing fly tipping from public land. Investigation of fly tipping is not a statutory duty, but tackling fly tipping is a corporate priority for the Council.

2. Historically there has been no Fixed Penalty Notice (FPN) for the Council to use against those who commit fly tipping offences, so where evidence is found the Council has prosecuted through the Courts or recovered the cost for clearing the fly tipping.

Fly-tipping Statistics

3. Officers provided fly tipping figures for the past seven years that are shown in **Table 1** below:

Year	2011/ 12	2012/ 13	2013/ 14	2014/ 15	2015/ 16	2016/ 17	2017/ 18
Fly-tipping incidents reported	11,185	10,957	4,621	3,905	6,241	7,993	5,928

4. The number of fly tipping incidents was at its highest in 2011/12 with 11,185 cases reported. There was a substantial drop in 2013/14 to 4,621 reported cases, followed by a further reduction to 3,905 in 2014/15. The large drop in this period has been linked to a change in the fly tipping definition, where an increased number of cases were reported as incorrectly presented waste. The number of reported cases increased in 2015/16 to 6,241 and then fluctuated between 7,993 and 5,928 in 2016/17 and 2017/18 respectively.

5. 5,928 fly tipping incidents were reported in 2017/18. From this total no waste was found on arrival at 1,134 of the reported incidents (approximately 19%).

6. 90% of reported fly tipping incidents must be cleared within 5 working days. The Council has consistently exceeded this target in recent years, achieving 98% in 2016/17 and 99% in 2017/18.

7. Fly tipping is a difficult crime to detect. Officers explained that in the last 12 months there had only been three cases that had met the criminal standard of proof criteria to proceed to court prosecution.

8. Officers explained that the process for dealing with the end-to-end management of fly tipping is not digitalised.

9. The Street Scene Enforcement Team in 2017/18 had a gross budget expenditure of £1,321,000. Funding from the Single Revenue Grant supports £415,000; £260,000 is funded through fines and £45,000 is delivered through enforcement service contracts. This means that the Council has to find an

additional (or net budget figure) of £601,000 to support the cost the service and its operations.

10. The Enforcement Team generated fine income of £137,466 in 2017/18, however, actual expenditure amounted to an additional £191,847. The additional expenditure was mainly due to non-recurring staff costs and additional disposal costs.

Solutions

11. The new Fixed Penalty Notice for fly tipping is set at £400. The proceeds raised through this will help support the service to tackle fly tipping, cover the costs of supporting staff and allow the Council to invest in CCTV to tackle the problem.

12. The Council is piloting the use of CCTV cameras by working with two different service providers (ARC internally and Vodafone).

13. The Council is developing a 'Report It' app / Webpage to hopefully help reduce ineffective reporting. This is also referred to as the 'Cardiff Gov App'. At this point in time the public is only able to report fly tipping through the 'Cardiff Gov App', i.e. they cannot report any other litter offences.

14. The service is in the process of transitioning across to the StarTraq system to support internal end-to-end processes and improved reporting.

15. Councillors raised the issue of businesses fly tipping commercial waste. They were also concerned by the trend of small businesses using public litter bins to dispose of waste to avoid the cost of using a commercial provider. An officer explained that they were aware of these problems, and that meat and oil disposal was a particular concern.

16. An officer explained that catching businesses who disposed of commercial waste was a challenge as they needed to witness them actually carrying out the action. Quite often watching the suspected culprits would require the Council issuing a RIPA – applying for these is very time consuming and very few are actually issued. The Council has yet to catch anyone disposing of

commercial waste in this way on CCTV. While enforcement is important, quite a lot of the work required to reduce this problem is educational.

17. A Member asked how close the Council was to successfully integrating technology into the whole process for dealing with fly tipping and litter enforcement. She was told that it was something that they were looking at; however, there were other more pressing priorities that they had to deal with first. Staff were not always enthusiastic about the idea of implementing new technology, with many believing its use should merit an additional technology payment.

18. Councillors felt that the roll out of technology to better manage litter and fly tipping was essential. It was a more efficient way of working that provided better information / data around how and where to tackle litter and fly tipping challenges. Encouraging a wider range of staff to use such tools would increase the number of eyes on the street, resulting in problems being identified and dealt with quicker.

19. An officer explained that the Council reporting system (at that point in time) still prioritised a phone call over an email – there is quite often a delay in responding to email. Phone calls are more expensive to deal with than emails, and taking this approach is the exact opposite of digitalisation.

‘Litter & Fly Tipping in Cardiff’ - Meeting 2 - Tuesday 30th October 2018 - Litter & Fly Tipping Survey, Best Practice Research & Volunteer Workshop

Litter & Fly Tipping Survey Results – Gladys Hingco, Principal Research Officer talked Members through the results of the recently commissioned Litter & Fly Tipping Survey.

20. The Litter & Fly Tipping Survey was commissioned by the task group as a part of the wider task & finish exercise into Litter & Fly Tipping in Cardiff. The survey was delivered by Scrutiny Research during June and July 2018. The aim of the survey was to test public perception on the following litter types:

- General litter;
- Fast food litter;
- Fly tipping;
- Dog fouling,
- Smoking related litter; and,
- Chewing gum.

21. The survey also tested how the public felt about litter / fly tipping in specific parts of the city, including:

- City centre;
- District shopping centres;
- Residential areas;
- Cardiff Bay; and,
- Parks & green spaces.

22. As a part of the exercise the survey considered a number of broad questioning areas including:

- Litter / fly tipping regulation awareness;

- Perception of educational campaigns & initiatives;
- General actions used to tackles litter; and,
- The provision and management of litter bins in Cardiff.

23. The survey was very similar to a previous Scrutiny Research survey that was delivered as a part of the 2012 Environmental Scrutiny Committee task & finish report titled 'Litter in Cardiff'. The similarity between the two surveys allowed the task group to compare the 2018 results against many of those produced in 2012. This allowed the task group to consider how public perception had changed in the six year period for a number of littering challenges.

24. The survey was made available online and hard copies were provided to secondary schools, hubs and leisure centres. The survey was made available in English and Welsh. A copy of the survey is attached to this report as **Appendix 2**.

25. The response to the survey was very positive with 3,443 people completing the document; this was an improvement against the previous 2012 survey that was completed by 2,248 people (an increase of 53%). The survey completion details for 2018 are below:

- Completed by 3,443 respondents;
- 3,384 respondents completed the survey in English (98.3%);
- 49 respondents completed the survey in Welsh (1.7%);
- 3,210 respondents completed the survey online (93.2%);
- 233 respondents completed the survey in hard copy (6.8%);
- 3,164 respondents completed the survey online in English (91.9%);
- 46 respondents completed the survey online in Welsh (1.3%);
- 230 respondents completed the survey in hard copy in English (6.7%);
- 3 respondents completed the survey in hard copy in Welsh (0.1%);
- The survey was completed by a very wide cross section of Cardiff's population.

26. The results and key findings identified in the survey are set out in the sections below.

Neighbourhood Impact – By Various Litter Type

- **Figure 1 – Impact by litter type on local neighbourhoods**

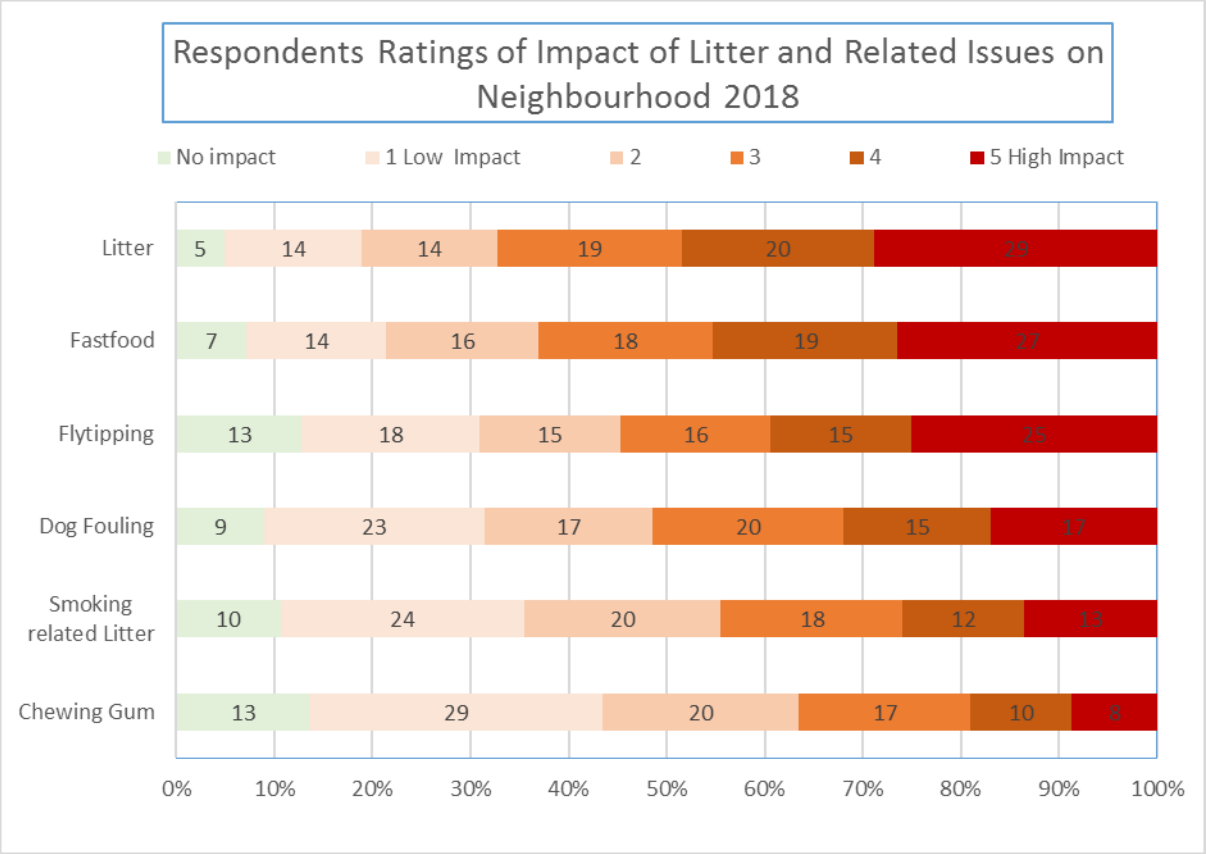


Figure 1 - Impact by Litter Type on Local Neighbourhoods - Key Observations

27. Litter in General had the largest negative impact on neighbourhoods across Cardiff, with 68% of responses falling within the highest impact categories (3 to 5).

28. Fast Food Litter had the second largest negative impact on neighbourhoods across Cardiff, with 64% of responses falling within the highest impact categories (3 to 5).

29. 56% of responses suggested that Fly Tipping had a negative impact on neighbourhoods with responses falling within categories 3 to 5.

30. Dog Fouling (52% in categories 3 to 5), Smoking Related Litter (43% in categories 3 to 5 and Chewing Gum (35% in categories 3 to 5) were assessed as the forms of litter that in relative terms had the least negative impact on neighbourhoods.

- **Table 2 - Mean Value Ratings of the Impact of Litter**

Perceptions of Impact on Neighbourhood							
		Litter in General	Fast Food Litter	Fly Tipping	Dog Fouling	Smoking Related	Chewing Gum
2012		3.25	3.2		3.3	2.87	2.77
2018		3.39	3.34	3.188	2.86	2.70	2.44
Percent (%) Change		4.31%	4.38%		-13.33%	-5.92%	-11.91%
2018 rating scale	No Impact	Low negative Impact				High Negative Impact	
		1	2	3	4	5	

Table 2 - Mean Value Ratings of the Impact of Litter Key Observations

31. The public perceive that the impact of 'Litter in General' and 'Fast Food Litter' on neighbourhoods was higher in 2018 than it was in 2012. Litter in General increased from a mean value of 3.25 in 2012 to 3.39 in 2018 – this represents an increase of 4.31%. Fast Food Litter increased from a mean value of 3.2 in 2012 to 3.34 in 2018 – this represents an increase of 4.38%.

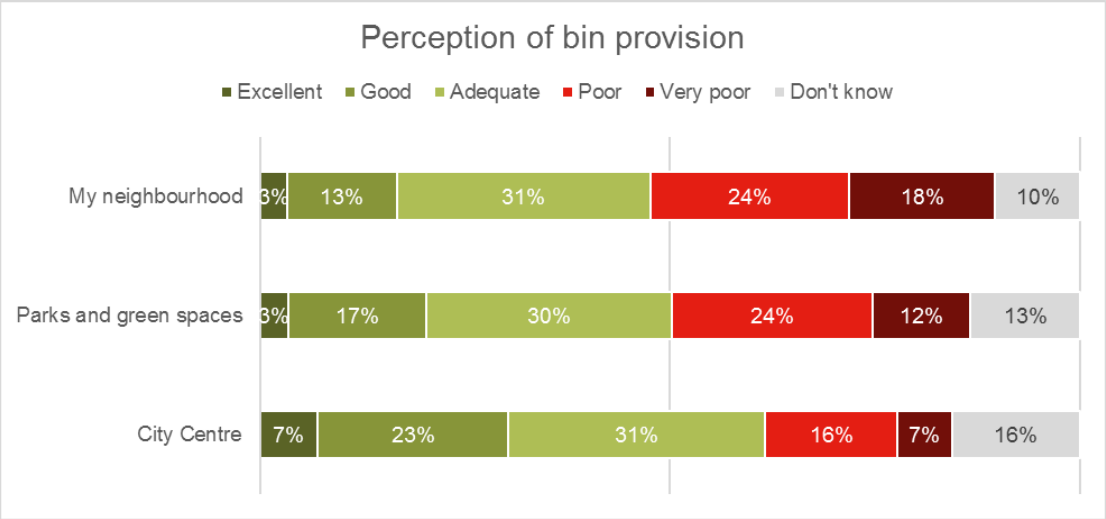
32. The public perceive that the impact of 'Dog Fouling', 'Smoking Related Litter' and 'Chewing Gum' on neighbourhoods was less in 2018 than it was in 2012. 'Dog Fouling' reduced from a mean value of 3.3 in 2012 to 2.86 in 2018 – this represents an reduction of 13.33%. 'Smoking Related Litter' reduced from a mean value of 2.87 in 2012 to 2.70 in 2018 – this represents a reduction of

5.92%. 'Chewing Gum' reduced from a mean value of 2.77 in 2012 to 2.44 in 2018 – this represents a reduction of 11.91%.

33. Public perception of 'Fly Tipping' was not tested in the 2012 survey. The mean value recorded for 'Fly Tipping' in 2018 was 3.188.

Bin Provision in Cardiff

Figure 2 – Perception of Bin Provision in Cardiff



34. The public believe that the 'City Centre' has the best bin provision from the areas identified in the survey, with 61% of respondents grading bin provision as 'Excellent' to 'Adequate'. 16% of respondents were classified as 'Don't know'.

35. The public believe that 'Parks & Green Spaces' has the second best bin provision from the areas identified in the survey, with 50% of respondents grading bin provision as 'Excellent' to 'Adequate'. 13% of respondents were classified as 'Don't know'.

36. The public believe that 'My neighbourhood' has the worst bin provision from the areas identified in the survey, with 47% of respondents grading bin provision as 'Excellent' to 'Adequate'. 10% of respondents were classified as 'Don't know'.

Table 3 – Rating of Bin Provision Mean Values

Rating of Bin Provision Mean Values						
	City Centre		Parks & Green Spaces		Neighbourhoods	
2012	2.66		2.92		3.44	
2018	3.09		2.74		2.192	
% Change	16.17%		-6.16%)		-6.33%	
2018 rating Scale						
	Excellent	Good	Adequate	Poor	Very Poor	
	5	4	3	2	1	

Table 3 - Rating of Bin Provision Mean Values - Key Observations

37. The public perceive that the provision of bins in the 'City Centre' was better in 2018 than it was in 2012. The mean value score in 2012 was 2.66 and increased to 3.09 in 2018 – an improvement of 16.17%. This means that the public now rates bins in the 'City Centre' as just above 'Adequate'.

38. The public perceive that the provision of bins in 'Parks & Green Spaces' was worse in 2018 than it was in 2012. The mean value score in 2012 was 2.92 and fell to 2.74 in 2018 – a reduction of 6.16%. This means that the public now rates bins in 'Parks & Green Spaces' as 'Adequate' to 'Poor'.

39. The public perceive that the provision of bins in 'Neighbourhoods' was worse in 2018 than it was in 2012. The mean value score in 2012 was 3.44 and fell to 2.192 in 2018 – a reduction of 36.33%. This means that the public now rates bins in 'Neighbourhoods' as just above 'Poor'.

Figure 3 - Ratings of the Frequency of Emptying Bins

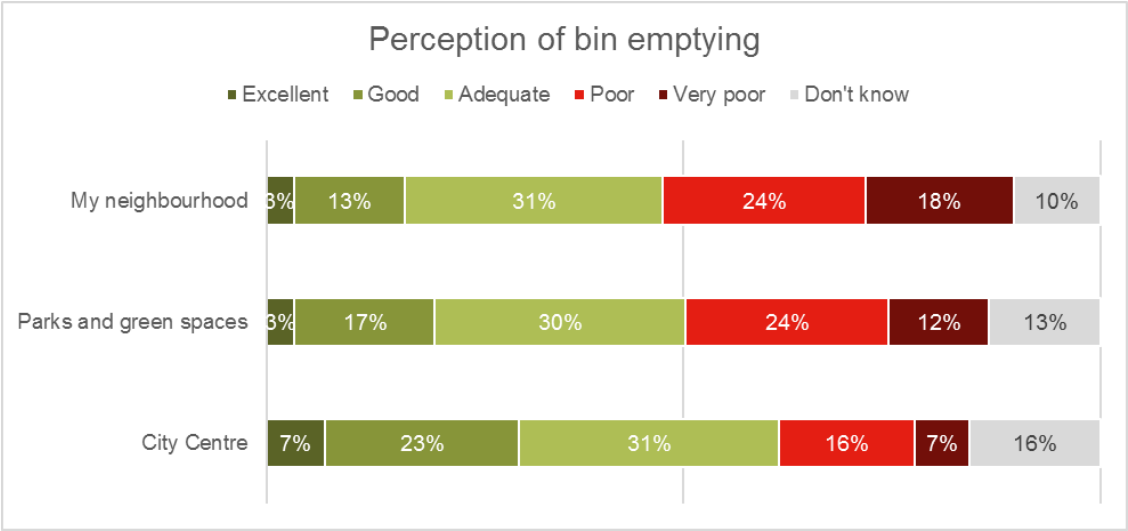


Figure 3 - Ratings of the Frequency of Emptying Bins - Key Observations

40. From the area categories identified the 'City Centre' achieved the highest public perception score for bin emptying, 'Parks & Green Spaces' came second and 'My neighbourhood' achieved the lowest score.

41. 61% of the respondents rated bin emptying in the 'City Centre' as 'Excellent' to 'Adequate'. 16% of respondents were classified as 'Don't know'. The mean value for the perception of bin emptying in the 'City Centre' was 3.09 – a rating of just above 'Adequate'.

42. 50% of the respondents rated bin emptying in 'Parks & Green Spaces' as 'Excellent' to 'Adequate'. 13% of respondents were classified as 'Don't know'. The mean value for the perception of bin emptying in 'Parks & Green Spaces' was 2.71 – a rating of between 'Adequate' and 'Poor'.

43. 47% of the respondents rated bin emptying in 'My neighbourhood' as 'Excellent' to 'Adequate'. 10% of respondents were classified as 'Don't know'. The mean value for the perception of bin emptying in 'My neighbourhood' was 2.55 – a rating of between 'Adequate' and 'Poor'.

Actions to Reduce Litter in Neighbourhoods

Figure 4 – Views on Actions to Reduce Litter in Neighbourhoods

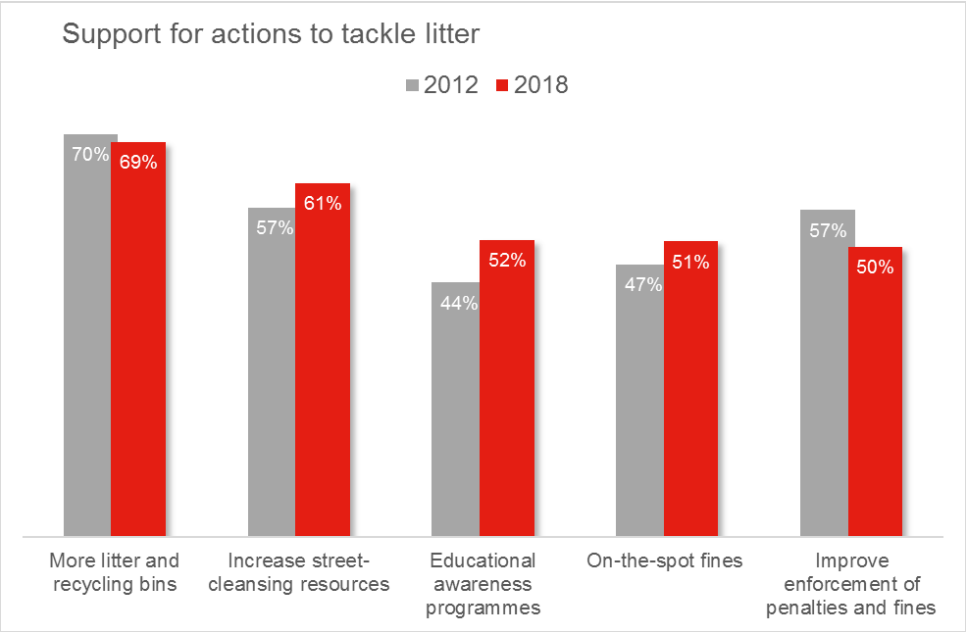


Figure 4 - Views on Actions to Reduce Litter in Neighbourhoods - Key Observations

44. The survey identified 'More litter and recycling bins' as the most popular action identified by the public to reduce litter in neighbourhoods – this was a consistent theme in both 2012 and 2018. The suggestion was marginally more popular in 2012 (70%) than it was in 2018 (69%).

45. The survey identified 'Increasing street-cleansing resources' as the second most popular action identified by the public to reduce litter in neighbourhoods – this was a consistent theme in both 2012 and 2018. The suggestion was more popular in 2018 (61%) than it was in 2012 (57%).

46. The survey identified 'Educational awareness programmes' as a popular action identified by the public to reduce litter in neighbourhoods in both 2012 and 2018. The suggestion was more popular in 2018 (52%) than it was in 2012 (44%).

47. Both 'On-the-spot fines' and 'Improve enforcement of penalties and fines' were suggested as popular actions to reduce litter in neighbourhoods. The two actions are linked and so it appears that the public is very supportive of

increasing enforcement related work to better manage litter and fly tipping. Over 50% of 2018 respondents in both categories felt that these were both initiatives that would help reduce litter in neighbourhoods.

Actions to Reduce Fly Tipping

Table 4 – Suggested actions to reduce fly tipping

	Flytipping	
	Number	**Percent**
Install more litter and recycling bins	634	20.80%
Improve enforcement of penalties and fines	1716	56.29%
Implement on the spot fines	1440	47.24%
Increase street cleansing resources	796	26.11%
Run educational awareness programmes	1080	35.43%
This isn't a problem in my neighbourhood	446	14.63%

48. When asked to comment on suggested actions to reduce fly tipping, most respondents (56.29%) felt that the Council should improve enforcement of penalties and fines. Nearly half of respondents (47.24%) suggested the Council should start implementing on the spot fines for those committing fly tipping offences. Just over a third of respondents (35.43%) suggested that running educational awareness campaigns could help to reduce fly tipping behaviours. 26.11% suggested that the Council should increase cleansing resources to deal with the issue and 20.80% felt that they should install more litter and recycling bins. 14.63% did not feel that fly tipping was a problem in their neighbourhood.

Awareness of Campaigns & Promotions

- **Figure 5 – Awareness of Campaigns & Promotions**

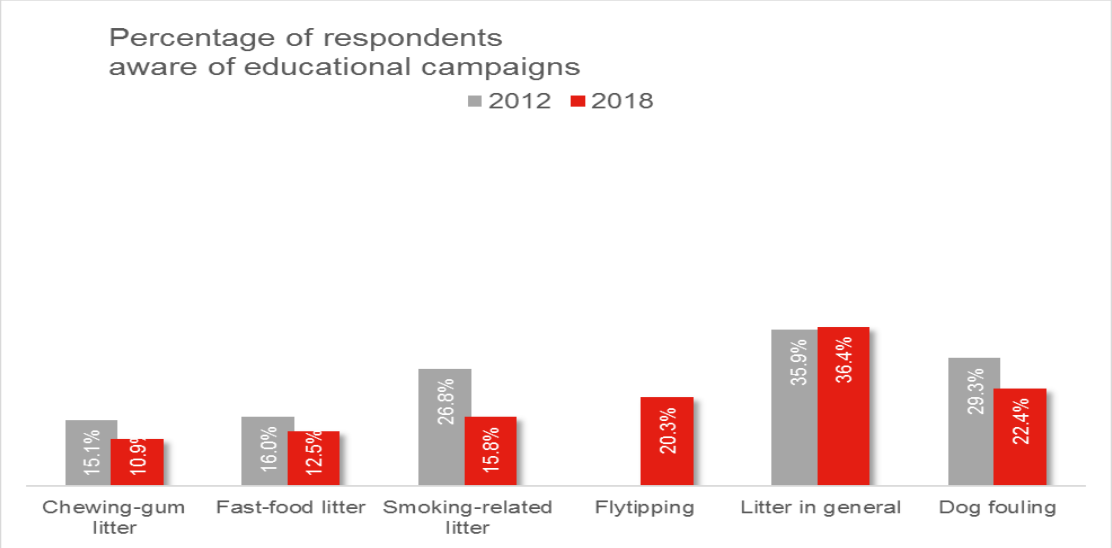


Figure 5 - Awareness of Campaigns & Promotions – Key Observations

49. Respondents were asked if they were aware of any educational campaigns or promotions in Cardiff aimed at reducing litter. The 2018 results show that only a relatively small percentage (11% to 36%) were aware of current or ongoing litter campaigns.

50. Litter in General achieved the highest overall score for campaign and promotion awareness in both years - scoring 35.9% in 2012 and 36.4% in 2018 - 0.5% increase in awareness in 2018.

51. Dog fouling achieved the second highest overall score for campaign and promotion awareness in both years - scoring 29.3% in 2012 and 22.4% in 2018 – 6.9% reduction in awareness in 2018.

52. Smoking related litter scored 26.8% in 2012 and 15.8% in 2018 for awareness of campaigns and promotions in 2018 – 11% reduction in awareness in 2018.

53. Awareness of campaigns and promotions for reducing chewing gum (15.1% 2012 & 10.9% in 2018) and fast food litter (16% in 2012 & 12.5%) was very low in both years. Awareness of fly tipping litter campaigns was only recorded in 2018, achieving the relatively low score of 20.3%.

Recognition of Promotional Logos & Campaigns

Figure 6 – Recognition of Promotional Logos & Campaigns

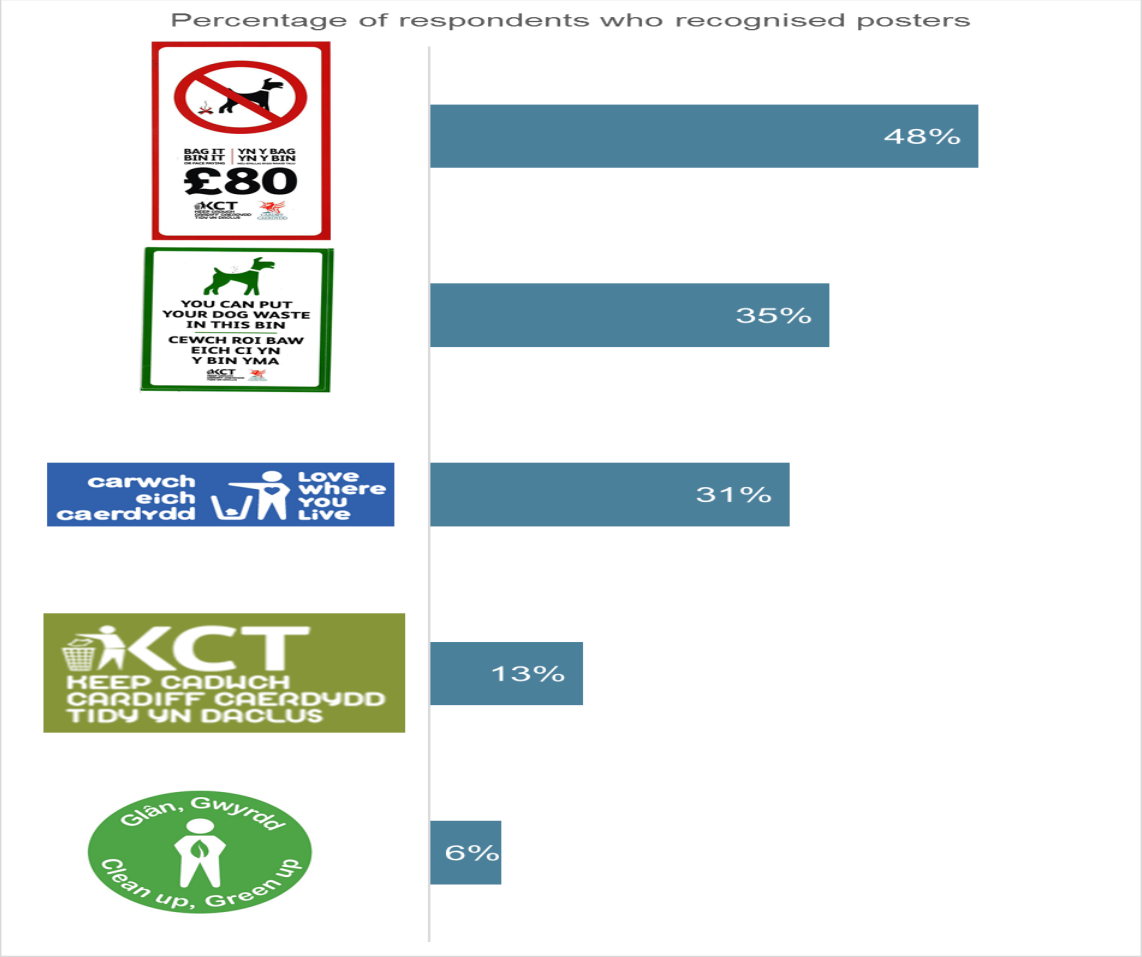


Figure 6 – Recognition of Promotional Logos & Campaigns – Key Observations

54. When respondents were asked if they recognised any of the logos shown in **Figure 6** (above), recognition rates were low. The dog fouling "BAG IT, BIN IT £80" logo was the most recognised (48%), closely followed by another dog fouling logo "YOU CAN PUT YOUR DOG WASTE IN THIS BIN" (35%).

55. Of the non-dog fouling related promotional material, the "LOVE WHERE YOU LIVE" logo scored 31%, the "KEEP CARDIFF TIDY" logo scored 13% and the "CLEAN UP GREEN UP" logo scored 6%.

Awareness of Council Regulations

Figure 7 – Awareness of Council Regulations

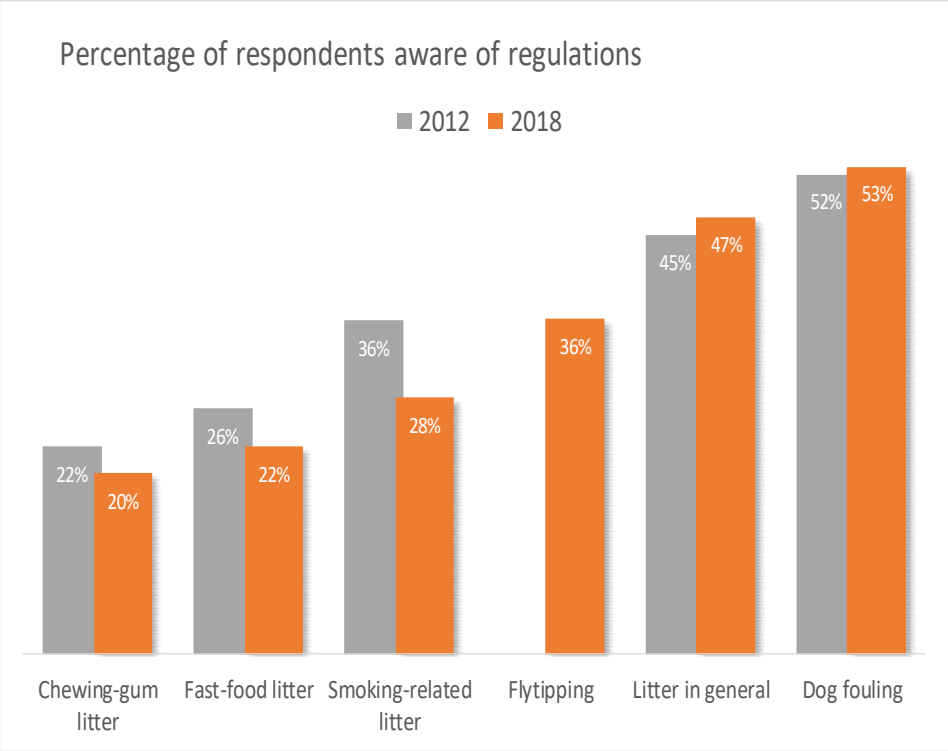


Figure 7 – Awareness of Council Regulations – Key Observations

56. The result from the 2018 survey show that around half of respondents (47% - 53%) are aware of regulations on “Litter in general” and “Dog fouling”. Just over a third (36%) are aware of regulations on “Fly Tipping”. A comparatively smaller proportion are aware of regulations on “Smoking related litter” (28%), “Fast Food litter” (22%) and “Chewing gum litter” (20%).

57. A comparison of the 2012 and 2018 results show that there has been a slight increase on the percentage of respondents who are aware of regulations on “Litter in General” (an increase from 45% to 47%) and for dog fouling (from 52% to 53%). The percentage of respondents who confirmed that they were aware of chewing gum, fast food and smoking related litter regulations was slightly lower in the 2018 compared to 2012.

Awareness that Cardiff Council can issue fines

Figure 8 – Awareness of the Council's ability to issue fines

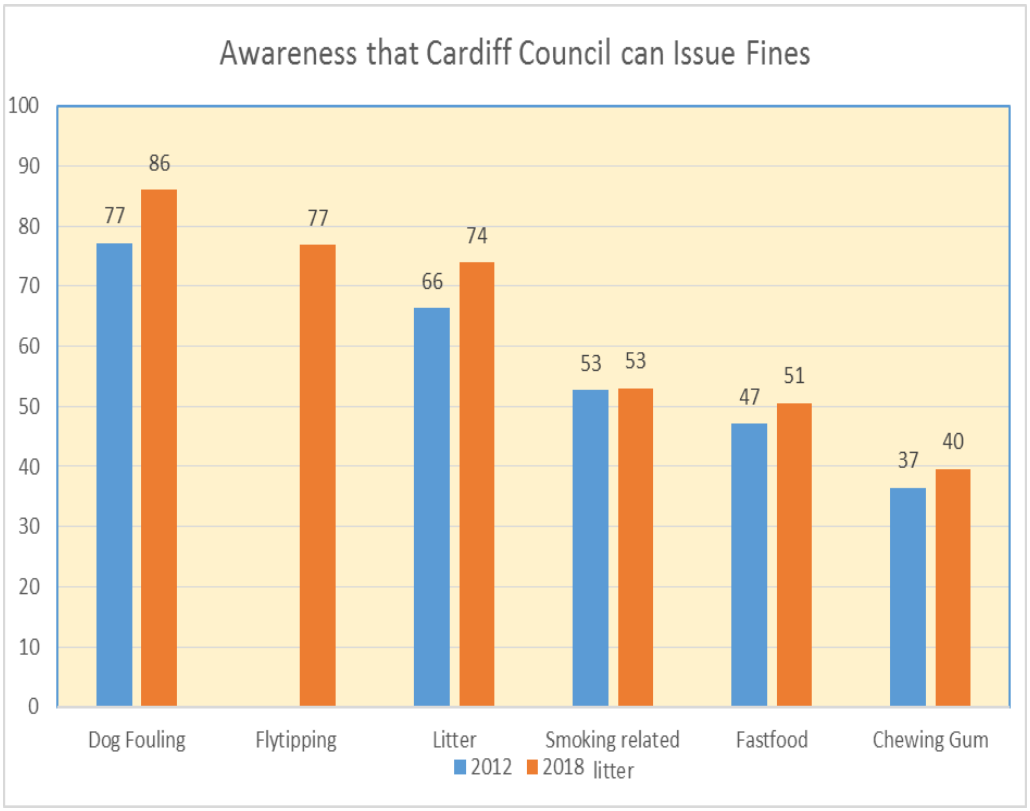


Figure 8 - Awareness of the Council's ability to issue fines - Key Observations

58. Public awareness of the Council's ability to issue fines for litter and fly tipping offences was relatively high when compared to other areas tested by the survey. It was also clear that overall public awareness is the Council's ability to issue fines for litter and fly tipping offences was higher in 2018 than in 2012.

59. **Dog fouling** – 86% of respondents were aware that the Council could issue fines for dog fouling in 2018; this was 9% higher than 2012 where 77% of respondents were aware of the Councils ability to issue fines.

60. **Litter in General** – 74% of respondents were aware that the Council could issue fines for litter in general in 2018; this was 8% higher than 2012 where 66% of respondents were aware of the Councils ability to issue fines.

61. **Smoking Related Litter** – 53% of respondents were aware that the Council could issue fines for smoking related litter in 2018; this was the same as 2012 where 53% of respondents were also aware of the Councils ability to issue fines.

62. **Fast Food Litter** – 51% of respondents were aware that the Council could issue fines for fast food litter in 2018; this was 4% higher than 2012 where 47% of respondents were aware of the Councils ability to issue fines.

63. **Chewing Gum** – 40% of respondents were aware that the Council could issue fines for chewing gum litter in 2018; this was 4% higher than 2012 where 37% of respondents were aware of the Councils ability to issue fines.

64. **Fly tipping** – 77% of respondents were aware that the Council could issue fines for fly tipping in 2018; respondents were not asked if they were aware of the Councils ability to issue fines in 2012.

Perceived Effectiveness in Carrying Out Enforcement Actions

Figure 9 – Effectiveness in Carrying Out Enforcement Actions

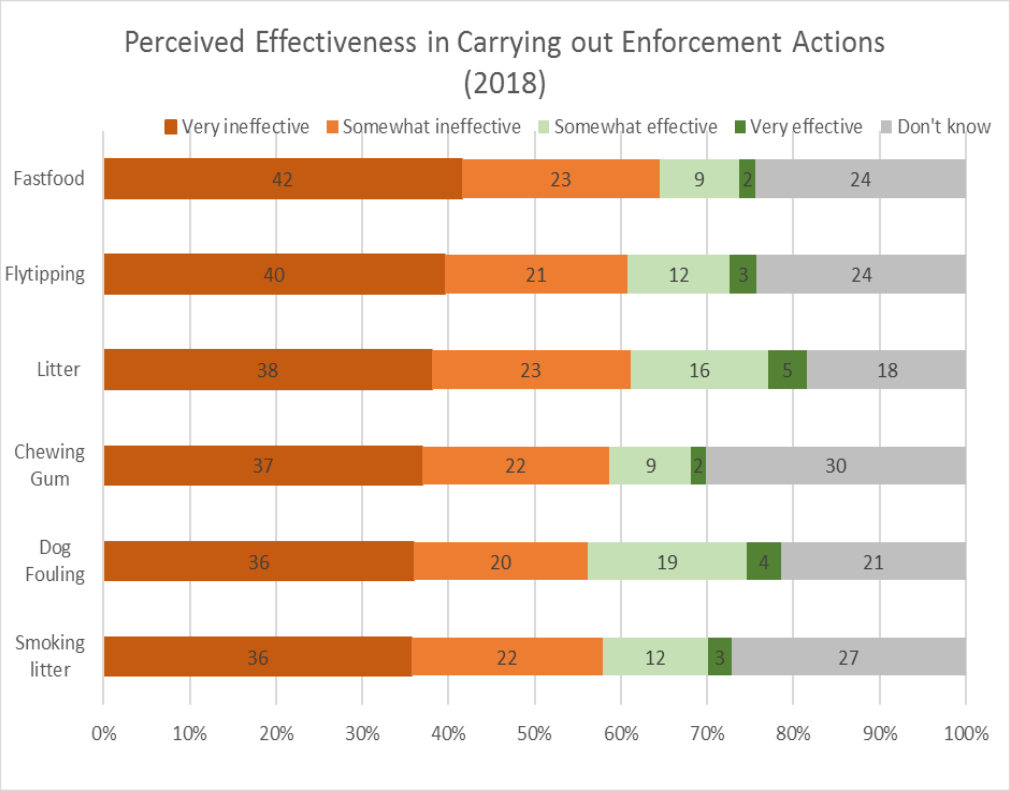


Figure 9 - Effectiveness in Carrying Out Enforcement Actions - Key Observations

65. The perceived effectiveness of carrying out enforcement actions in 2018 was consistently over 50% for 'very ineffective' or 'somewhat ineffective' in all six of the categories measured. Fast food was the highest at 65%, followed by fly tipping and litter in general at 61%. Chewing gum, dog fouling and smoking related litter scored 59%, 56% and 58% respectively. This suggests that the public feels that the Council could deliver more effective enforcement actions for a very wide range of litter and fly tipping offences.

66. The percentage of respondents who rated the effectiveness of carrying out enforcement actions in 2018 as 'somewhat effective' or 'very effective' was low. Dog fouling achieved the highest percentage score with 23%, closely followed by litter in general at 21%. Fly tipping and smoking litter achieved scores of 15%, while both fast food litter and chewing gum litter scored 11%.

Table 5 – Effectiveness in Carrying Out Enforcement Actions

	Fastfood	Chewing Gum	Flytipping	Smoking	Litter	Dog Fouling
Adjusted 2012 ratings adopted to a 4 unit rating scale	3.14	3.22		3.04	2.92	3.02
2018 (4 point rating scale)	3.38	3.34	3.28	3.25	3.16	3.12
Points Difference between 2012 2018	0.24	0.12		0.21	0.24	0.10
Percent change	8.33%	3.72%		6.90%	8.22%	3.31%

Table 5 - Effectiveness in Carrying Out Enforcement Actions - Key Observations

67. The public felt that the effectiveness of Council enforcement actions for dealing with all six of the litter and fly tipping categories was less effective in 2018 than it was in 2012.

68. The greatest reduction in perceived enforcement effectiveness was for fast food litter which the public now feel is 8.33% worse than it was in 2012 - the mean value score increased from 3.14 in 2012 to 3.38 in 2018.

69. The second largest reduction in perceived enforcement effectiveness was for litter in general which the public now feel is 8.2% worse than it was in 2012 - the mean value score increased from 2.92 in 2012 to 3.16 in 2018.

70. The public also perceives that the enforcement effectiveness chewing gum, smoking related litter and dog fouling reduced by 3.72%, 6.90% and 3.31% respectively.

Priority areas that Council should focus on when removing litter

Table 6 – Litter Removal Priorities

2018	**City Centre**	**District Shopping Centre**	**Residential Areas**	**Cardiff Bay**	**Parks and Green Spaces**	**Other**	
Main Priority	1658 (48%)	725	1073	796	1212	251	
Second Priority	475	869 (25%)	783	588	715	233	
Third Priority	272	365	387	281	436 (13%)	248	
2012	**City Centre**	**District Shopping Centre**	**Residential Areas**	**Cardiff Bay**	**Parks and Green Spaces**	**Other**	
Main Priority	562 (25%)	179	379	133	426	74	
Second Priority	392	304	284	202	439 (20%)	32	
Third Priority	269	344 (15%)	331	215	331	53	

Table 6 - Litter Removal Priorities - Key Observations

71. The City Centre was identified as the main priority for litter removal in both 2012 and 2018, with 48% of respondents identifying it as the main priority in 2018 and 25% in 2012.

72. District shopping centres were considered to be the second priority for litter removal in 2018 (securing 25% of the responses), this was a change from the 2012 survey where parks and green spaces was identified by the public as the second priority (securing 20% of the responses).

73. Parks and green spaces were considered to be the third priority for litter removal in 2018 (securing 13% of the responses), this was a change from the 2012 survey where district shopping centres was identified by the public as the third priority (securing 15% of the responses).

Best Practice Research – Gladys Hingco, Principal Research Officer talked Members through the findings of the recently commissioned report on best practice in litter & fly tipping management.

74. The Scrutiny Research report titled 'Arrangements for Managing Litter and Fly Tipping in Various Comparator Local Authorities' was written to identify best practice across a number of comparator local authorities in England, Scotland, Wales and Northern Ireland. The local authorities were identified through a combination of APSE benchmarking, LEQSE and LEAMS results.

75. The research involved the completion of an online survey, and followed up by a series of telephone interviews with officers from the selected local authorities. The research looked into innovative practices and arrangements in place by these local authorities to manage litter and fly tipping. Areas explored during the interview process included available resources; strategies and enforcement arrangements.

Number of Staff Dealing with Litter

76. Not all of the local authorities contacted were able to provide the figures on the total number of staff who deal with street cleansing and litter in their area, however, the following details were provided:

- **Newport City Council** – It has 46 members of staff directly involved in dealing with litter in the city and integral part of their work involves litter picking.

- **Manchester City Council** - The data on the number of staff involved in street cleansing in Manchester was not readily available. However, an October 2018 report submitted to the Cabinet stated that in 2011/12 approximately 40% of cleansing staff left the organisation via voluntary severance or voluntary early retirement (VS/VER). Street cleansing frequencies were reduced from weekly to fortnightly and a range of restrictive waste measures were introduced to prioritise the collection of

recycling. The external contactor BIFFA has the responsibility for maintaining street cleanliness in Manchester. Information on their staffing numbers in not available.

- **Exeter City Council** – It has a total of 60 members of staff dealing with litter and street cleansing. All enforcement is undertaken by an external body who deal with enforcement.

- **Glasgow City Council** – It has around 70 manual street cleansing operatives working across the city.

Improving Effectiveness & Efficiency of Street Cleansing

➢ **Re-alignment and changes in working patterns**

77. Most of the local authorities contacted stated that they have faced significant challenges to deliver their street cleansing services as a result of austerity measures. Additionally, demographic changes have increased the demand for services and have compounded the pressures around providing effective services.

78. One of the key strategies that some local authorities have adopted to meet demand pressures was to review the process of their operational work and efficiency. In some cases this involved the re-alignment and restructuring of existing capacity and schedule of service provision.

➢ **Rescheduling Staffing Rota**

79. Cardiff Council's street cleansing service is currently looking to realign its staffing capacity to provide street cleansing and litter picking services at a different time from the current schedule, for example, undertaking afternoon litter picks in selected areas around the city due to the increasing demand for the service.

80. Similarly the service in Newcastle upon Tyne City Council is looking into providing a street cleansing service after 10pm at night to deal with the impact

of the night time economy. Currently, there are no street cleansing operatives on duty after this time.

81. Newport City Council has recently appointed a service manager who is looking into undertaking a service review in the next few months with the aim of rescheduling of the frequencies of the existing street-cleaning operations. It is intended that the outcome of the review will ensure that staff capacity is deployed in areas where the service is most needed. The identification and targeting of these areas will be based on existing “intelligence information” on the demand for service, information from complaints and data from the periodical LEAMs auditing undertaken by the service. As a result, some roads that are currently scheduled to be cleaned on a fortnightly basis, could be scheduled for cleaning on a weekly basis as a result of the review. Where roads do not need to be cleaned on a fortnightly basis, the cleansing could be rescheduled on a four to six week basis.

82. The service is also looking to re-align the deployment of staff capacity to streamline supervision and maximise their productivity and performance. In practice this means that the majority of the staff (80%) will be deployed to work in a specific ward area of the city once a month. As there are 20 ward areas in the city, and with approximately 20 working days in a month, it is planned that street cleansing for each ward will be undertaken on a monthly basis. The other 20% of staff would be deployed on the roads that need more frequent cleaning and will be tasked to respond to any ad hoc urgent work that appears during the week. The manager in Newport believes that from a supervisory perspective the planned new arrangement will make it easier to manage productivity and staff performance, i.e. when they are designated work in a specified geographical area.

83. In Conwy County Borough Council, the service has fully transformed the cleansing staff’s working pattern. In the past, street cleansers work a five-day working week with Saturdays and Sundays as overtime. With the new working pattern, street cleansing teams now work four days on, four days off on a constantly rotating cycle. Half of the team works for four days and the other half will work on the following four days. This arrangement has ensured

that there is always staff cover on weekends and bank holidays at no extra cost to the local authority. This has also allowed the service to make savings on the cost of overtime pay. Where there was previously limited staff capacity on the weekends and bank holidays, having full capacity and consistent service during these days, has improved the overall level of cleanliness the area. Staff are no longer catching up on the work on Mondays.

84. With the current financial pressures that local authorities face it was deemed unsustainable to continue to pay overtime for operatives to work on a Saturday and a Sunday to deliver an effective service. In changing the staff working pattern, it has also ensured that there is always capacity to meet service demands throughout the week. This avoids the risk of staff not being available to work overtime on weekends and bank holidays. The service was able to successfully negotiate this new arrangement with the Unions. With the new arrangement in place, the local authority did not have to cut jobs and had guaranteed the provision of a more sustainable and consistent service. The manager also believes that staff are now also benefitting from an improved work-life balance.

85. Glasgow City Council has also adopted a similar approach to Conwy in rescheduling the work pattern of the street cleansing team. The current staff work pattern moved away from Monday to Friday working. Staff are now working on a shift pattern with four days working and four days off. Staff are working compressed hours covering in total 10 ½ hours including breaks. The street cleansing duty starts at 7:30 am and finish at 6:30 pm. This new arrangement allows the team to provide a full service seven days a week. This has also enabled the service to make financial savings as staff no longer have to work overtime which receives a premium rate of pay.

86. In moving staff to this new work pattern, the service had worked closely with the Unions to ensure a smooth transfer to the new arrangements. The service guaranteed that the new shift pattern had no impact on staff take-home pay. Additionally, a payment package on top of the basic pay was agreed for all staff moving to the shift pattern, to cover for potential loss of earnings for those who had previously benefitted from overtime pay.

87. The service manager in Glasgow also recognised that with the new work pattern, the previous social connections that staff had established with local communities, for example, shopkeepers, schools and residents, might not be sustained due to different staff coming in to deliver the service in each week.

- **Rescheduling of Frequency of Emptying Bins**

88. Conwy County Borough Council is intending to improve bin collection service by prioritising the most heavily used litter bins and increasing the frequency with which they are emptied. In the past the street cleansing team used to service all of the 1000 plus bins during its bin servicing rounds, i.e. empty all the bins and replace with a new bin collection bag. It is intended that the bin collection will be rescheduled with the most heavily used bins serviced more frequently.

89. To determine which bins will be serviced more frequently, the team undertook a manual monitoring exercise on how quickly the bins are filled to capacity. The monitoring was undertaken for a few months using the existing bin servicing staff. The results from this exercise has enabled the service team to draw out a revised schedule and frequency for emptying the bins.

90. The review was undertaken to enable the team to work more efficiently, so that freed capacity could be diverted to other tasks that help to maintain the cleanliness of areas with high pedestrian traffic, for example, to increase litter picking capacity in highstreets, along Llandudno promenade, in parks etc… There was no intention for the service to make cost savings or to reduce staff numbers.

91. As a result of the adopted changes the manager of the service believes that their streets are looking better – with significant improvements on the level of cleanliness in the community.

- **Adoption of Bigger Capacity Bins & Innovative Technology**

92. **Conwy County Borough Council -** As part of the changes adopted in improving efficiency in service delivery, the team has replaced the smaller 160 litre bins with larger bins that have a capacity of 240 litres.

93. **Cardiff Council** has adopted the use of litter bin pods support to recycling activity. The litter bin pods are designed to encourage separate disposal of recyclables, food waste and general waste pods. This equipment was used recently during the Cardiff Half Marathon - initial feedback suggests that by using the new “litter pods” the service was able to achieve 95% recycling during the event.

94. **Newcastle upon Tyne City Council** - The local authority has altogether removed all lamp post litter bins and had replaced this with bigger capacity bins. The former were seen as providing no real benefit in reducing litter. It was more resource intensive to empty these bins and the service did not always have the capacity to do this.

- **Use of Smart Bins**

95. **Cardiff Council** has trialled the use of the ENEVO technology on its existing litter bins. This equipment is described by the manufacturer as:

“The Enevo is a wireless device that uses state of the art diagnostic technologies to provide continuous monitoring and updates of litter and recycling containers. It has a sensor that utilizes ultrasonic sonar technology to detect container fill levels and collections, along with more extreme events like fire and vandalism.

The wireless ultrasonic sonar sensor measures the fill level of the waste container every hour and sends the data to the Cloud software via the strongest cellular networks (3G) available four times a day (frequency of data collection can be modified to suit the customers exact requirements).

The device is generally provided free of charge with a monthly fee (similar to mobile phone contracts).The software is easily accessed by logging on to the Cloud service and daily email alerts are sent to all designated users."

96. This technology has now been installed in 100 of Cardiff's existing standard sized litter bins. It is anticipated that installation of this technology would not impact on how the public would dispose of their litter, and in most cases, the public using the bins would not even be aware of the presence of this technology. The use of this new technology has enabled the service to monitor the fill capacity and usage of the bin and its condition (whether upright or not). Using this technology has also enabled the service to determine that to out of the 100 bins in the city centre there were three or four that weren't highly utilised. The technology has helped establish the demand for litter bins throughout the city and was useful when considering removal and management of litter bins in various locations. The data from the use of this technology will enable the service to tailor its bin collection rounds, spare capacity can then be deployed to undertake other tasks. The image below (**Image 1**) provides an example of a sensor in operation:

Image 1 – An Enevo Wireless Device

97. **Newcastle upon Tyne City Council** is also currently trialling the use of electronic sensors on litter bins to provide real time information on the fill level of bins. It is intended that the data collected from each litter bin will inform the scheduling and frequency of litter bin collection. The local authority is trialling the use of this technology in 140 large capacity litter bins in the city centre. The 140 sensors installed in city centre bins at the trial stage cost £1,100 a month. This new technology enables the service area to plan its work by geographical area and provide a more reactive service depending on need or demand.

98. Newcastle upon Tyne Council decided to make use of this technology due to the large number of bins in their stock. Previously the local authority had 2,200 (90 litre capacity) smaller capacity litter bins. These smaller bins have now been replaced by 1,100 large 240 litre capacity litter bins. With the previously large bin stock the service had no real idea of the frequency required for emptying bins in various locations. “Some bins were over emptied when these were not full”. The service was also previously receiving many complaints that the smaller bins in the city centre were filled to capacity more frequently. With the introduction of the larger bins with sensors the number of reports of full bins in the city centre declined, this consequently reduced the demand for staff capacity in those areas. The introduction the big litter bins has meant that the service has made a saving equivalent to four members of staff in the city centre.

99. This technology was also introduced on bins in outlying areas away from the city centre. This has enabled real time monitoring of fill levels and has helped to inform the scheduling frequency for emptying the bins. The scheme to roll out bigger bins has helped the service in making efficiency savings in staffing as well as rationalise the use of staff capacity. Since the start of the large savings programme the Newcastle cleansing workforce has declined by 53%.

100. The adoption of this bin monitoring technology has enabled officers managing the service to have informed discussions with elected Members on the location and frequency of emptying bins located in their localities.

Digitisation of Bin Locations

101. Newcastle upon Tyne Council has also digitised bin locations so that the local authority can easily address any issues that are raised by the public in relation a specific bin. This helps to improve the flow of information for the better management of bins in the city.

102. **Manchester City Council -** In looking to improve the service they deliver for Manchester City Council, BIFFA trialled the ultrasonic litter bin monitoring equipment in March 2017 for three months. Smart bin sensors were installed inside 250 litter bins in the city centre and in public spaces across the city. It was hoped that information from using the technology would help the Council's contractor Biffa to increase the efficiency of their service by emptying bins before they became full. The device monitors the “fill level” and then sends a notification to BIFFA that when the bin is almost full and needs emptying. Although the trial was successful and had proven the effectiveness of the technology, the system was not adopted as the operational cost was not deemed financially viable by BIFFA.

103. This year, the local authority and its contactor BIFFA are exploring the use of an alternative system which uses QR codes and an associated data software to develop an asset map of the litter bin network across the City. The QR codes will be placed on every litter bin and can be scanned by operatives to confirm when the bin has been emptied and also record bin fill levels. This will help BIFFA to build up intelligence about the rate litter bins are filled across the City. It will also will help the service to develop a schedule to ensure they are emptied on a sensible frequency. The use of the QR codes system will also help in reporting and recording bins that are found to be damaged or in need of washing - this information can be managed centrally to organise repairs and cleansing.

Use of Compactor Bins

104. Another innovation that had been adopted by various local authorities is the use the compactor bins. The most popular type that had been trialled by most of the local authorities contacted is referred to as the “Bigbelly bin”. Each of

these solar powered bins can hold up to eight times more waste than standard bins. The technology puts out an alert over the cellular GPRS data network to maintenance crew mobile phones and a central office to indicate when the bins are full and need to be emptied.

105. Manchester City Council is currently undertaking a trail of ten “Bigbelly bins”. It is hoped that the adoption of new technology might help to manage the frequency of bin collection. This would then enable the service to allocate the waste collection capacity on other cleansing duties, thus help to maintain a higher cleansing standard throughout the city. **Image 2** (below) shows an example of a “Bigbelly bin”.

Image 2 – A “Bigbelly bin”

106. Nottingham City Council reported in https://iotuk.org.uk/smart-bins-as-a-service-in-nottingham that the service is already making use of the “Bigbelly” solar powered compactor bins. They were introduced to replace stainless steel bins in the city centre following complaints that some street bins, particularly those near fast food outlets, overflowed at weekends. Nottingham Council’s initial order of 130 bins was reported as the largest outside the US at the time. Currently, the local authority is now making use of 170 these

compactor bins in the city centre. It is reported that each bin costs between £3,500 up to £5,500 to buy depending on individual deals. In comparison, a standard litter bin cost around £400. In The Council reported that the scheme is funded through a leasing arrangement that costs £98,748 per annum (converts to approximately £1.60/day for each bin).

107. To fund the cost of the bins, the local authority generates revenue by the sale of space on the side of the bins for advertising. This deployment is interesting because Nottingham is one of a select few cities in the world that have installed expensive smart litter bins at very low cost to the City by funding them from the revenue generated by carrying advertising on the sides of the bins in: https://iotuk.org.uk/smart-bins-as-a-service-in-nottingham/#1463069871399-62bca5c9-64e5.

108. The media also reports https://www.dailymail.co.uk/news/article-4634632/Residents-slam-vile-unhygienic-solar-powered-bins.html.
that Nottingham Council is the biggest spender, paying in total £627,000 to lease 170 bins over five years, while Croydon in south London bought 80 for around £440,000. Other big-spending councils include Brighton & Hove, which bought 105 bins for an estimated £577,500. Rugby, which bought 25 for £127,000, and York City Council, 28 for £126,000. In Cheshire West and Chester Council has an annual leasing bill of £68,000 for its 60 bins.

109. In Nottingham, the installation of these bins has reduced the overall weekly collections from 4,400 to just 260 and has resulted in significant reductions in the need to pick up street litter.

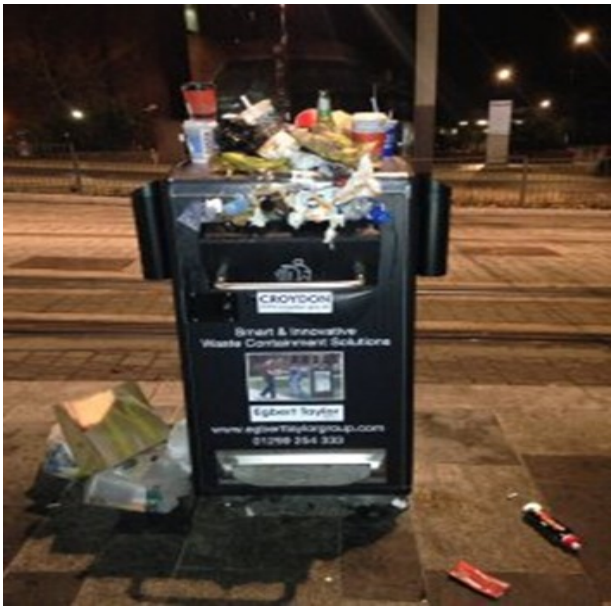
110. Since the installation of 60 bins in Cheshire West and Chester Council the authority has reduced its annual collections by about 94%. The service also highlighted the benefits of using this technology in cutting the operational cost of waste collection, vehicle movements and carbon emissions - www.cheshire-live.co.uk/news/chester-cheshire-news/chester-bigbelly-bins-vile-unhygienic-12819698.

111. The media has also reported that the solar power units in the bins have the potential to become nodes for other Smart City applications. For example, they can be used to power hubs for a community Wi-Fi mesh (this has been done in Aberdeen) or to mount additional sensors on the bins to monitor pollution, noise or footfall.

112. However, the introduction of these bins have also brought forward criticism from the general public. It was cited in the media that some feel that the mechanism for opening the bin is tricky to use particularly for those who have mobility and balance issues as this requires the individual disposing of rubbish to use two free hands.

113. The Cheshire Council has faced criticism from residents in using the technology. There have also been complaints about the mechanism used to open the bins, with many saying the handles are usually too dirty to touch so they end up putting rubbish on top rather than inside. In disposing rubbish the individual has to use the bin handles which are often covered in dirt from the disposal of other rubbish. Residents have also complained that some of the bins units are not cleaned as frequently as they should be. There have also been claims that the bins are not emptied often enough and are frequently overflowing. **Image 3** shows an example of an overflowing “Bigbelly” bin.

Image 3 – An Overflowing “Bigbelly” Bin



114. Although the service in Cardiff Council has undertaken a trial of the “Bigbelly bin”, it was decided that the technology would not be adopted due to the feedback on its usage from the general public and cost issues. During the trial some members of the public were averse to using the bins as this involved using the bin handles when disposing of rubbish - many felt that this was an unhygienic process. It was also found that the bins broke down easily and were relatively expensive to maintain.

115. The manager in Newport City Council recognised the benefits in using the “Bigbelly bin”. However, he felt that the introduction of this type of bin in the city centre would not deliver any additional benefits to existing services. The service currently has sufficient staffing numbers “going up and down” the city centre all day picking up litter and emptying bins. He felt that the use of the bins in the city centre would impact on the effectiveness of the service. He suggested that this type of bin would be useful in more remote locations where operatives have to drive a considerable distance to get to a particular bin, so that the frequency of emptying these bins could be reduced.

116. Similarly the service in Exeter City Council had also considered the using these bins but decided not to introduce them as the team had sufficient capacity within the city centre area. The use of the 240 litre bins used in the city centre has been able to meet the demand, this is alongside having sufficient number of litter picking operatives servicing the city centre.

117. **Glasgow City Council** reports that it is renewing its bins in the city centre. They are doing away with pole-mounted bins and increasing the capacity of free standing bins, thus reducing the total number across the city. The authority is currently running a three to four month trial of compactor bins from a number of various companies providing this technology. It is anticipated that in adopting this new technology the service can reduce frequency of emptying the bins. So far, the results of the initial trial have shown that some bins do not need to be emptied at the end of the day.

118. Outside the city centre, the authority has also changed all the free standing bins. They have replaced the 180 litre bins to the larger 360 litre wheeled bins

and installed them with sensors. The sensors will report to the service and operatives when the bins need to emptied.

119. The service also makes use of litter bins that separate recyclables, for example, metals, plastics and general waste. So far, the authority has found that the response from the public has been very poor, as its users are not putting the right type of waste in the specified bin compartment.

120. As a result of adopting the larger bins with the sensor technology, the service has been able to extend the area that the operatives cover as they are not forced into staying in one area. The service also believes that in using this technology they have been able to address the concerns of elected Members that the pole-mounted bins are often full and overflowing.

New Street Cleansing Technology

121. In the last 18 months Exeter City Council has invested in a 'Glutton' cleansing equipment as a key tool used by their cleansing operatives. This equipment 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. So far, the service has had 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 service has trialled and procured one machine at £18,000 and is looking to procure another. There has been no public feedback on the impact of the machine and the service cites that the number of complaints has dropped following the introduction of the equipment. The service also believes that the use of this equipment has made a significant difference in street cleanliness in the city. A picture of the 'Glutton' vacuum cleaner is shown in **Image 4** below:

Image 4 – The Glutton Vacuum Cleaner

Dealing with Dog Fouling

122. The Council is currently undertaking consultation on the proposed Public Space Protection Order for the Control of Dogs. The consultation closed on 22nd October 2018. Following the consultation process, the service area and Cabinet will make a decision on how the local authority will progress with this proposal.

123. In addressing dog fouling issues the Council's Community Development Coordinator is looking to adopt the Green Dog Walker Campaign. The Green Dog Walkers initiative was started by the Community Green Initiative of in partnership with Falkirk Council Litter Strategy Team. This scheme has been adopted by over 40 councils across the country. The scheme is regarded as a proven, non-confrontational and friendly way to change attitudes about dog fouling and encourages responsible dog ownership. This scheme emphasises the need for dog walkers to pick up after their dog has fouled and keep them under control.

124. Members of the general public are encouraged to sign up to be part of the Green Dog Walkers scheme. It is expected that individuals who sign up to this scheme will pledge to:

- Always clean up after their dog;
- Dispose of the bag responsibly;

- Carry extra dog waste bags;
- Gladly give a bag to those without one; and,
- Be a friendly reminder to other dog walkers to clean up after their dogs.

125. In addition dog owners and walkers are also expected to:

- Ensure their dog is microchipped;
- Keep their dog under control at all times; and,
- Stay safe around farm animals and ground nesting birds.

126. Those who have signed up to the scheme in return, will receive a Green Dog Walkers badge to display on their coat or dog lead, a car window sticker and a leaflet the about the campaign. It is intended that Green Dog Walkers will serve are role models for responsible dog ownership.

127. Cardiff Council is looking to buy into the branding, promote this scheme and encourage dog owners and walkers sign up to the Green Dog Walker's pledge.

128. **Newcastle upon Tyne** - has adopted a zero tolerance policy on dog fouling as part of the enforcement process. Officers can issue Fixed Penalty Notices to offenders and it is estimated that the local authority receives a payment rate of roughly 86% on all Fixed Penalty Notices issued. The Council's website reports that in 2016/17 the City Council issued in total 3,409 Fixed Penalty Notices for offences such as littering, dog fouling and minor fly-posting. There is no specific information on how many of the Fixed Penalty Notices issued are for dog fouling offenses. The authority also took almost 800 prosecutions through the Courts for environmental offences such as fly tipping, burning waste, fly-posting and littering.

129. The Newcastle upon Tyne City Council has adopted 'The fouling of land by dogs Order 2012'. Enforcement action is taken against persons seen to contravene the Order either by prosecution or by means of a fixed penalty notice. The maximum penalty is a fine of £1,000 and the current fixed penalty is £75.

130. The local authority has invested in a new mapping technology for reporting dog fouling. As part of its service standards the service aim to respond to reports of dog fouling on pavements within 10 working days.

131. The service also receives complaints on dog fouling; however, the number of complaints has remained static for many years. Currently, the service has seven uniformed officers who could issue Fixed Penalty Notices for litter - including dog fouling. In addition to the uniformed officers, the local authority also has a Dog Warden Officer.

132. **Conwy County Borough Council –** In October 2017 the local authority's Dog Control Orders were transformed to a single Public Space Protection Order (PSPO) - as a requirement of the Anti-Social Behaviour, Crime and Policing Act 2014. The new Public Space Protection Order will last for three years, and will be reviewed after this period. The current service manager reported that the Public Space Protection Order is now in effect and has the following key provisions:

i. The person in charge of a dog that defecates at anytime on restricted land is required to remove the faeces and must have with them the appropriate means to pick this up;

ii. The order identifies the spaces where dogs are excluded throughout the year. A person who is in-charge of a dog must not take a dog onto or permit a dog to enter in these specified areas. The areas specified in the Public Space Protection Order include:

- All Fenced Children's Play Areas;
- All Multi Use Games Areas;
- All Tennis Courts;
- All Skate Parks;
- All Bowling Greens;
- All Recreational Fields associated with Education Establishments;
- The Playing Area of All Marked Sports Pitches.

Additionally, there were a number of areas including specific playgrounds or playing fields and football pitches that are identified in the plan that are also are off limits to dogs.

iii. The Order provides for seasonal prohibitions on dog exclusions.

It identifies the beaches including seashore and foreshore areas of specific beaches where dogs are excluded seasonally between 1st May and 30th September.

iv. The Order also provides that a person in charge of a dog, at any time, must put and keep the dog on a lead in the specified restricted areas. The identified restricted areas include:

- All public roads and pavements which are subject to the speed limit of 40 mph or less within the whole area of Conwy County Borough Council.
- Other areas where dogs are required to be kept on lead at all times include all cemeteries and churchyards and all Car Parks.

v. Anyone in breach of a Public Space Protection Order could receive a fixed penalty notice. Enforcement Officers can issue a Fixed Penalty Notice (FPN) of £100 for dog fouling. The Fixed Penalty Notice is not an on the spot fine and offenders have 28 days in which to pay. There is there is no discount if the fine is paid sooner. If payment is not received within the timeframe, court proceedings will commence.

Community Engagement & Resources

133. As part of Cardiff Council's community engagement strategy the service area has appointed a Community Development Coordinator (CDC). This officer is on a fixed term contract has now been in post for the last 18 months. The role is mainly responsible for reaching out and engaging with community groups to improve poor environmental behaviours. The Community Development Coordinator holds meetings with community groups and share best practice. This Officer encourages and supports voluntary organisations on their work to improve the environment including running and coordinating community litter

picks across the city. Part of their role is to record and monitor the number of volunteer hours provided by these groups and number bags collected.

134. Although the service has designated funding for this post, this is only for fixed term basis of two years. The service is currently putting forward a growth bid to further extend the funding for the post as a result of the benefits and outcomes that this role has achieved for the service and the city as a whole. It is reported that this officer has significantly improved the service engagement with communities around Cardiff and has so far facilitated many hours of voluntary work from community organisations to improve their environment.

135. As of March 2018 this officer had facilitated and supported a total of 8,864 volunteer hours and have collected in total 9,631 bags of litter. Using the living wage figures the total hours volunteered by community organisations that have benefited the communities and the Council would be valued at £75,985.

Volunteer Organisations

136. The Community Development Coordinator works with various community organisations such as Keep Roath Tidy, residents associations, primary and secondary schools in Cardiff. The Community Development Coordinator has also developed a close working relationship with Keep Wales Tidy. This relationship has made it easier to distribute and promote campaign material intended to raise public awareness and encourage the use of litter bins.

137. The Community Development Coordinator also introduced the “Love Where you Live Cards” that residents can sign up for. These cards work in the same way as library cards wherein residents can use the card to take out some litter picking equipment. Through this system, residents can have access to litter picking and return this for future use. So far, the initiative has been introduced in most of the libraries and hubs throughout Cardiff.

138. The work of the Community Development Coordinator had highlighted the need for the service to support community based environmental improvement initiatives and how tapping into this community resource (in view of shrinking

public sector resources) can make significant improvement in the local environment.

139. As part of community engagement work the Community Development Coordinator has also facilitated the introduction of community street planters in 26 various locations in Cardiff. This initiative has enabled the service to engage with more people in their communities. Based on feedback from residents involved in this initiative, this has contributed to the reduction of litter and fly tipping in the areas and residents have become more positive about the areas in which they live. It has also provided the communities with an opportunity to come together, get to know their neighbours better and manage the designated space.

140. The Cardiff Community Development coordinator also works collaboratively with the Cardiff Blitz Team and supports the work they deliver around street cleansing and making improvements on the overall street environment. This includes deep cleaning of streets, painting of benches and bollards, clearing of gulleys and areas that litter pickers are not able to deal with in their regular litter rounds.

Lack or Limited Resources for Community Engagement

141. The service manager at Newport City Council recognises that communication with residents is key to changing individual behaviours on litter and related issues. The manager believes that various methods should be explored in communicating existing regulations and the consequences of violating these. He sees that the distribution or dissemination of campaign material can be built into the schedule of work of on street cleansing operatives.

142. As part of its engagement strategy the service is looking into providing free dog waste bags and stubby pouches for disposal of cigarette buts that could be made available in public libraries – this could be paid for from enforcement proceeds. He believes it will be good public relations for the local authority when the public can see how income from enforcement benefits the public.

143. The team does not have dedicated resources for community engagement – this includes staffing. The service does not undertake periodical surveys or consultation to seek the general public view on the effectiveness of its services.

144. Just like Cardiff, Newport City Council also actively engages with local volunteer picking groups. The team encourages community organisations to support litter picking in those areas that are not necessarily a part of the public highway.

145. The service in Exeter City Council does not have a dedicated budget for community engagement but can access existing corporate resources to distribute information or campaign material on their work around dealing with litter and fly tipping. The local authority periodically produces a corporate newspaper called the “Exeter Citizen” that various council services make use of to distribute information and educational campaign material. The service does not have an allocated space in this publication but can negotiate with the communications team when need arises.

146. Similarly, the service in Conwy County Borough Council does not have a specific budget for community engagement but has officers who could provide information and engage with the public in libraries as and when requested. Community engagement is undertaken using existing resources and budget. Conwy County Borough Council additionally works in partnership with Keep Wales Tidy to provide support disseminating education and campaign material in the area.

147. As part of its strategy in tackling dog fouling, the Council launched “Keep it Clean - No Messing” campaign. This aims to reinforce the law and seeks support from residents to play their part in preventing persistent fouling from affecting communities. Residents are encouraged by the message – ‘DON'T STAND FOR IT’. They are encouraged to report offenders via a free phone number. **Image 5** (below) shows a copy of the reporting message circulated by Conwy County Borough Council.

Image 5 - Conwy County Borough Council - 'DON'T STAND FOR IT'

148. As a part of its campaign the local authority is targeting dog fouling hot spots areas by putting up signage and sending out letters to residents to encourage them to report offenders. Conwy County Borough Council vehicles also display signage with a dedicated telephone number and email address so that members of the public can contact the Council in confidence to report offenders.

149. Before to contracting out the enforcement of litter, dog fouling, smoking related litter, etc.. to an external service provider Conwy County Borough Council invested resources in engaging with the community – this included details of how they would implement the new waste enforcement strategy. As a part its community engagement the service also provides a free roll of dog poo bags to the public that can be picked up form libraries or shops. The service also gives out free stubby pouches that people can use to put out cigarettes and to dispose of chewing gum.

150. **Newcastle City Council** currently maintains a dedicated staff for engagement activities and to raise public awareness on litter related issues. The service previously had a staff team that had responsibility for community engagement, behaviour change and schools engagement. This team has now been reduce to just one member of staff.

151. The service in Newcastle also makes use of various social media methods, for example, Facebook and Twitter to disseminate messages about penalties for fly tipping offences. The service posted details on Facebook about crushing of vans used for fly tipping. The service believes publicising this will serve as a deterrent to potential fly tippers.

152. In raising awareness and engagement with local communities the service believes that it is important to take into account the socio economic conditions of the communities that they are targeting - in particular the ethnic composition of the communities. Their experience so far has shown that in areas characterised by a large migrant communities, more work needs to be invested in raising the communities awareness of existing service, waste disposal systems and in raising awareness on how the service can best offer support.

153. **Glasgow City Council** – Community engagement on litter, dog fouling, graffiti and other issues affecting the environment is undertaken as part the work of the Neighbourhood Improvement and Enforcement Service (NIES) – this falls within the remit of Community Safety Glasgow. The team's work is regarded as central to making Glasgow a cleaner place for people to work, for children to play and for everyone to visit.

154. The NIES works with individuals, residents' groups, schools and businesses. It educates and encourages them to take an active role in addressing local neighbourhood environmental issues. The service undertakes community clean-ups to enhance open spaces and supports activities that improve the environment – which they hope will result in a reduction of antisocial behaviour. NIES Officers regularly visit schools and community groups around the city to talk about keeping Glasgow clean, as well as providing equipment and support for clean-ups. The service also runs a Neighbourhood Improvement Volunteer (NIV) programme for groups and individuals interested in improving their local environment.

155. The NIES runs a scheme that encourages people to become a Neighbourhood Improvement Volunteer (NIV) and supports the work of the service. The scheme began in 2007 as a part of the Clean Glasgow campaign. It has played a central role in bringing services and communities closer together. The Clean Glasgow NIV scheme encourages and supports residents eager to play an active role in tackling environmental problems within their communities so that they can help to improve their local environment, making it cleaner and safer for everyone.

156. NIVs take part in a range of activities to enhance their local environment; this includes monitoring the cleanliness of their local streets, litter picking and reporting environmental problems. The service provides the NIVs with contact details that allow them to tap into the service and get a quick response for issues that they raise. They receive support from our Neighbourhood Improvement and Enforcement Service (NIES) who supply tools, liaise with other services and participate in clean-ups.

157. The benefits to the community have been summarised by an NIV volunteer who said:

"I love my community but things like litter, dog fouling and fly tipping frustrate me and being a NIV provides me with a number of excellent resources to get things done about it. I can phone up and report stuff and it gets dealt with, it's a great help. It has allowed the residents and community to be empowered to take action on these issues. Rather than just moaning about it they can actually get it dealt with".

158. **Manchester City Council** – A report to the Cabinet dated October 2018 states that the city has a £200,000 campaigns budget for street cleansing and waste collection. The service is working with Keep Britain Tidy to engage with and raise awareness on these issues. This year in partnership with Keep Britain Tidy the service has developed a campaign titled 'Keep Manchester Tidy'. The overarching campaign encourages residents, businesses and visitors to do their bit and deliver interventions for the various types of litter issues experienced across the City.

Monitoring Public Perceptions

159. **Newport City Council** does not have dedicated resources to undertake periodical or a regular structured consultation to seek public opinion views around the effectiveness of service delivery.

160. In the past **Manchester City Council** had undertaken a periodical resident telephone surveys to measure resident perceptions and their satisfaction of condition of public spaces and land. More specifically, the survey measured resident perceptions of litter lying around and their satisfaction with the local area, parks and open spaces. The resident telephone survey came to an end in 2016. Currently resident perceptions and feedback are sought via an on-line survey of the public in the new "Our Manchester".

161. **Exeter City Council** – does not currently have a structured approach or arrangements for seeking community feedback on service provision. Using the Council's Facebook and social media connections, the service is able to get some feedback from the public.

Resources for Undertaking Community Engagement

162. **Glasgow Engagement & Enforcement** - Taking over from Clean Glasgow the Environmental Task Force is focused on improving and making the best use of the Council's environmental services and those of its partners. It focuses service delivery on a local level.

163. The Environment Task Force model sees the 23 city wards grouped into four Task Force Cycles. An Environment Task Force team will arrive in a ward each week and work on that area before starting again in a new ward the following week. A typical Environmental Task Force team comprises of specialist units who will focus on graffiti removal, improving roads, dog fouling, community payback and littering.

164. The Environmental Task Force aims to revolutionise the way the city is maintained and gives the public the opportunity to make its voice heard through Facebook and Twitter. This means that real time information from the

public can be gathered at a state of the art command centre in Bridgeton with 30 rapid response teams dispatched to tackle the issues as quickly as possible. The following problems can be reported to the Environmental Task Force:

- Litter;
- Dog Fouling;
- Graffiti;
- Fly posting;
- Fly Tipping (illegally dumping waste).

165. As part of the programme a major recruitment drive will take place which will see unemployed people of all ages from across the city trained up as Environmental Task Force officers.

Publication of Service Standards

166. Street Cleansing services in most of the local authorities who responded to the survey indicated that they publicise their service standards. Most publicise these via the Councils' website. The services in Newcastle upon Tyne and Glasgow go further by publicising these more widely using various means including using the social media.

Target Time for Rectifying Complaints

167. In dealing with complaints relating to the service, most local authorities who responded to the survey stated that their target time for rectifying complaints is around five working days. In Newport City Council, however, the target time for the service depends on the nature of the complaint and whether the complaint is justified. For glass/needles, dog fouling and offensive graffiti, the service aims to attend to it, dog fouling within 24 hours. If a complaint comes in about the cleanliness of a particular street, and that the street is still a LEAMS pass, the service will not attend until the next scheduled cleanse. During "leafing" season, the service prioritises complaints in areas with the most amount of footfall due to potential slip hazards of the leaves.

Partnership Working

- **Strategic Partnerships**

168. The service in **Glasgow City Council** works collaboratively with Community Safety Glasgow to deliver enforcement around litter, dog fouling and fly tipping. This is a partnership arrangement between Police Scotland and Glasgow City Council that aims to prevent crime, tackle antisocial behaviour and promote community safety. This partnership also works with a broad range of agencies including Scottish Fire and Rescue Service, NHS Greater Glasgow and Clyde, as well as a wide range of third sector organisations across the City. This working arrangement allows the local authority and its partners to adopt a coordinated approach in dealing with crime prevention, antisocial behaviours and various community safety issues.

169. As part of the work of Community Safety Glasgow, the existing street cleansing team is able to tap into the resources available from the "Community Payback Scheme". Individuals who fall under this scheme and have been sentenced to do community service are able to support the local authority's environmental improvement by undertaking unpaid work. This could involve cleaning and other neighbourhood environmental improvement tasks such as litter picking, cutting back hedges, cleaning out open spaces etc..

Business Improvement District - BIDS

170. **Cardiff Council** is working in partnership with the local Business Improvement District (BID) group "For Cardiff" to improve street cleansing within the city centre. The BID funds additional street cleansing resources to deliver additional service, for example, seven day a week street washing. They are currently funding two teams to undertake street washing especially after big events in the city centre.

171. The service in **Newcastle upon Tyne** also works with the BID in the area to support the work in maintaining street cleanliness and litter. The BID provides resources to clean the doorways of businesses in the BID area as well as bid

area, and to clean bits of private land. The work funded by the BID includes litter picking and graffiti removal - over and above what the litter authority and highway authority would ordinarily do.

Additional Resources for Seasonal & Periodical Demands

172. During major events the street cleansing services from **Cardiff Council** and **Newport City Council** charge event organisers for the cost of street cleansing. The service in Cardiff reports that they offer competitive pricing on street cleansing services to organisers of major events to bring in additional revenue. In Newport, the service charges made on these occasions are “kept to a minimum” so that organisers are not put off from hosting events in the city as this brings in additional revenue for local businesses.

173. Similarly, **Exeter City Council** charge event organisers for additional cost of street cleansing following large events or festivals.

174. Exeter City Council also has partnership arrangements with Exeter University called “students on the move”- where the university provides some funding for the local authority to collect the rubbish and waste material that students want to dispose of at the end of the term. During these periods students put stickers on items and materials that they want disposed. The stickers help Council waste collection staff to distinguish between waste that needs to be taken away and fly tipped waste.

175. The manager in **Conwy County Borough Council** believes that the current service does not need to deploy or a provide more resources to meet demands as a result of seasonal changes, for example, summer and school holiday periods. As an integrated service the structure of the team allows the service to have some degree of flexibility to be able to move resource when demand for the service changes. The team in the Integrated Open Space service includes staff ground maintenance, street cleansing, highways maintenance but does not include staff in refuse and recycling. During periods when service demand is greater, for example, the summertime, staff from grounds maintenance can be moved to provide additional capacity for street cleansing or to cover holidays or backfill staff absence. In the winter when the

street cleansing team load is less demanding staff capacity can be moved to support other work, for example, gritting. The Conwy County Borough Council manager explained that:

"*So we have a workforce that we distribute over the different services. Whilst individuals are employed, primarily, to undertake a job, so somebody may be paid a Grade 3 to be a street cleanser, and it's a Grade 5 to be a gritter driver, we will just pay them the uplift when they undertake the gritter driving*".

176. **Glasgow City Council** - The service has a permanent night shift to provide street cleansing service for the night-time economy and some of the outlying areas that also have a night-time economy. Being home to two main teams, Glasgow Rangers and Glasgow Celtic, the service provides the night shift cleansing service post matches.

Enforcement Strategies

- **In House Enforcement**

177. **Cardiff Council** – the service in Cardiff continues to undertake its enforcement work using staffing within the service. The service has recently undertaken a review of the structure of its enforcement team to ensure that there is clarity on the delineation of responsibilities between staff responsible for enforcement around waste presentation, and staff who deal with enforcement issues relating to local environmental quality, for example, litter, dog fouling, chewing gum, fast food and smoking related litter. The service in Cardiff is currently exploring how its enforcement services can be expanded to provide capacity and deliver enforcement work for other public sector bodies or other local authorities and thus generating additional revenue for the service.

178. In **Newport City Council** enforcement work on litter and dog fouling is currently undertaken by staff in the community safety team. This team is based in a separate Directorate and not integrated as part of the Street Cleansing Service. The work of these enforcement Officers does not only

include litter and dog fouling, it covers a wider remit to include other antisocial behaviours.

179. The current street cleansing manager is looking into recruiting two additional staff whose responsibility will be focused on the enforcement of regulations on litter, other associated waste and dog fouling. These additional staff will sit within the street cleansing team and will not be part of the Community Safety Warden Team. In addition to their role in enforcement it is intended that this new staffing capacity would also have responsibility around raising awareness and community engagement for the service. It is intended that the recruitment of these new staff will be cost neutral to the service. The salaries of these staff will come from revenue generated from the payment of Fixed penalty Notices. By having such enforcement capacity in-house the service manager believes that the remit of the work that they undertake can be optimised to undertake public engagement, a role that externally commissioned enforcement officers are unlikely to undertake alongside their commissioned enforcement duties.

180. The manager in Newport outlined his concerns on having external providers undertaking enforcement for the local authority. He is concerned that external enforcement operatives could be driven by incentives and bonuses in issuing Fixed Penalty Notices and could operate by targeting specific groups and vulnerable individuals.

181. He is also concerned that there is a perception that work undertaken by outsourced enforcement companies does not make any real significant impact on litter on the street. He cited that in some areas the vast majority of Fixed Penalty Notices issued are on smoking related litter. There is perception that external enforcement officers often just target smokers.

182. He felt that by using an external enforcement company there is a risk that the approach that they take could inflict reputational damage to the local authority, for example, inappropriate targeting of potential offenders can lead to “bad publicity” where the local authority can be perceived to be making use of its enforcement capabilities as an income generating stream.

183. In dealing with fast food litter, the manager in Newport is also looking to use powers to issue Community Protection Notices on fast food establishments who do not proactively deal with and control litter from their establishment. The Community Protection Notices will allow the local authority to issue a fine to a maximum of £150 on a daily basis if the establishment fails to comply with the community protection order.

184. The Newport manager also believes that it is important that the public is made aware of how the income from the Fixed Penalty Notices is used by the service and local authority. In Newport, the income that had been generated from payment of Fixed Penalty Notices has been used to purchase an additional 20 litter bins in the city.

185. In **Newcastle upon Tyne** the enforcement of litter regulations is provided in house. So far, they have an 86% litter penalty payment rate. In the last year, enforcement staff issued a total of 3,095 litter tickets at £75.00 which provided a revenue of £232,000. With this revenue the enforcement team is paying for its own operational costs.

Outsourced Enforcement

186. **Exeter City Council** is currently conducting a twelve-month trial of an Fixed Penalty Notice scheme for litter enforcement in the city. More information can be obtained by visiting: https://exeter.gov.uk/clean-safe-city/litter-rubbish/litter-enforcement/. This trial came in following calls and complaints from the general public for the City Council to take action against litter offenders.

187. The company 3GS has been contracted by the Council to enforce existing regulations on general litter, cigarettes, spitting, food waste, chewing gum and dog fouling. Enforcement officers from 3GS will issue fines to those who deliberately drop litter or fail to clear up after their dogs. These officers are uniformed and badged and will target areas where there have been problems with litter and dog fouling in the past. Offenders will be issued with a Fixed Penalty Notice and fined £100 – this can be reduced to £75 for littering or £60 for dog fouling, if paid within 14 days. Offenders that do not pay within the 28-

day period will be taken to Magistrates Court and dealt with by the court process.

188. The outsourcing of enforcement will cost Exeter City Council nothing. The fines will go to cover the cost of the 3GS enforcement officers and then shared with the local authority. Revenue that is generated after costs will be returned to the Council and spent on sustaining the Council's street cleansing services.

189. It was reported that during its first month of operation in August 2018 a total 224 Fixed Penalty Notices were issued. Of the 224 issued 129 have already been paid. Anyone fined could make immediate payment via the enforcement company's mobile phone app. No payment via either cash or card could be made to the enforcement officers.

190. Conwy Borough Council had previously contracted out enforcement action on litter and dog fouling to the external provider Kingdom. This service was contracted by the local authority as this was regarded as a cheap option for delivering enforcement action. There was no cost to the service and it generated a substantial level of revenue for the authority. The external provider had four enforcement officers covering the local authority area.

191. The contract with Kingdom provides that a percentage of the income from fines collected will go to the contracted service provider and the remainder goes to the local authority. The fine was set at £70 with £40 going to Kingdom and £30 going to Conwy Borough Council.

192. In the summer of 2018 Kingdom withdrew their services from the contract, this was mainly as a result of the large social media outcry from various pressure groups on the enforcement of dog exclusion zones. Future enforcement options are now being reviewed through a scrutiny task & finish exercise – currently being delivered by the Place Scrutiny Committee. Options being considered include working with all of the other North Wales authorities to create a large and consistent in house service. They are also looking at

employing a third party litter enforcement service on a fixed fee basis – although there would be a cost for delivering such a service.

193. Conwy – working with Kingdom did raise public awareness around litter offences.

194. There was a lot of resistance, challenges, appeals and complaints from pressure groups around the use and enforcement of Fixed Penalty Notices. Kingdom's contract was due for renewal in the summer of 2018 and with consideration of the provisions added to the new contract, the provider deemed that it was not economically viable to continue on providing the service. Kingdom withdrew from the contract providing a month's notice to the local authority.

195. Currently the authority does not have authorised officers or contracted service providers to undertake enforcement action on dog fouling or littering. As a result the service has seen a significant increase in instances of reported dog fouling and of littering.

196. To determine the future enforcement approach and actions that the local authority will use the service is undertaking a task & finish exercise with the Place Scrutiny Committee so that Members and Officers can explore and consider various on options on how they want to deliver this part of the service. As part of the task & finish exercise the service will be exploring the feasibility of adopting a regional approach and strategy on enforcement on these issues. It is envisaged that the six local authorities in North Wales will sign up to a shared and consistent approach on enforcement.

197. The task & finish exercise is considering various options for enforcement, including creating an in-house team of uniformed street wardens to undertake enforcement action on various issues. This option will enable the local authority to maintain a visible and internally a funded service. This service will not be target or income driven; however, as an internally funded service this would require a significant budget outlay for the local authority.

198. Another option is to contract the services of another external service provider. Various contractual specifications could be explored by the authority. This could include an arrangement where fees paid to the service provider could be on a fixed fee basis – i.e. based on a number of hours of patrolling as opposed to target driven to prevent any negative perceptions that the scheme is a revenue generating opportunity.

199. The experience of contracting out the service has enabled the local authority to issue and collect more fines and achieve very high prosecution rates at very little or cost. The use of the external enforcement agency has also raised the public's awareness of enforcement actions and this has served as a deterrent for littering offenses.

200. The current task and finish is also reviewing the charge for the Fixed Penalty Notice. The local authority is exploring the feasibility of increasing the fines from £70 up to £150. As the external provider receives a fixed fee of £40.00 the increased difference would mean higher revenue for the local authority. The income that will be generated from enforcement will form part of the ring-fenced budget for regulatory enforcement. This can be used to support operational work on areas covered by regulatory team to include food standards, noise pollution and any other environmental enforcement activity.

201. As stated previously in this report Exeter City Council recently appointed a private company to undertake litter enforcement – the contract started in August 2018. Their enforcement work does include dog fouling because this issue is not covered under the anti-social behaviour order for the city.

202. Due to budget pressures the local authority opted to contract out the enforcement to an external company. This service provider maintains their own staff, has responsibility of issuing fixed penalty notices and takes people to court if they do not pay. This arrangement is deemed beneficial as enforcement action is delivered at no cost to the local authority.

203. The private enforcement company has been contracted on a one-year trial. At the point of gathering this information the local authority had not received any

negative feedback or “public backlash” as a result of the arrangement. The service currently has two enforcement officers who go out into the city to carry out enforcement activities - this could be increased to three officers. During August the enforcement officers issued more than 200 Fixed Penalty Notice.

204. Glasgow City Council - the enforcement of litter and dog fouling regulations is undertaken by Community Safety Glasgow. This is a partnership between Police Scotland and Glasgow City Council that aims to prevent crime, tackle antisocial behaviour and promote community safety within the Greater Glasgow area. This unique multi-agency approach has been developed to help tackle antisocial behaviour in communities; this includes reducing environmental offences such as littering, dog fouling or graffiti.

205. Under Community Safety Glasgow, the Community Enforcement Officers carry out highly visible, uniformed patrols across the city. Apart from enforcing Glasgow’s litter and dog fouling regulations through fixed penalty notices, these officers are also responsible for recording incidents of environmental crime and antisocial behaviour within communities.

206. Additionally the team is also responsible for operating Community Safety Glasgow’s CCTV vans, which act as a deterrent to antisocial behaviour. They pass on information to the Police Intelligence Office to provide evidence for prosecution.

Contracting Out of Services - Litter & Street Cleansing Services

- **Background & Rationale for this Arrangement**

207. In the past Manchester City Council’s street cleansing service was delivered as an in-house service. This included cleaning all streets on a frequency of every three weeks. The feedback on this arrangement revealed that crews regularly failed to visit all areas due for cleansing – this meant that some parts of the city were not cleansed on a regular basis. The Council did not have a monitoring system in place, standards achieved were inconsistent and perceptions of environmental quality in parts of the City were low. There was

very limited management information available on the effectiveness of the service with only service requests actually being captured.

208. Following an Executive decision in April 2014 the street cleansing service was contracted out to Biffa (already delivering waste collection service for the local authority) based on a competitive procurement process. Executive decided that street cleansing and waste collection services should be delivered through a single service contract model with the aim improving service delivery, increasing levels of recycling and at a lower cost.

209. With this contact Biffa has taken the responsibility for providing waste collection and street cleansing services. The contractor is required to provide services to an agreed standard and within a set service level agreement. The grounds maintenance service was not included in the tendered waste and street cleansing contract, along with some land types that form a part of the corporate estate and open green space network. It is reported that the outsourcing of these services has resulted in £1.6m savings.

210. **Delivery Structure -** The City Council manages the Biffa contract through a Strategic Board with representatives from Biffa and the Council including, the Executive Member, the Deputy Chief Executive and the Chief Operating Officer.

211. A Contract Monitoring Officer has also been appointed to monitor BIFFA's performance in meeting the requirements and standards outlined in the service level agreement.

212. The delivery of these services through a single contract led to a number of improvements including routine evening & weekend cleansing and bank holiday services.

213. Following concerns raised by officers in February 2017 about the standard of street cleansing Biffa enacted a Service Improvement plan – this concluded in November 2017.

214. **Performance Management & Service Improvement** - A key provision of the contract with BIFFA is that responsibility for day-to-day management and performance measurement lies with the Contractor. The contract specification for street cleansing is output based and sets cleansing standards for different land types based on a grading system and agreed standards of street cleanliness. These standards are described in the UK Code of Practice for Litter and Refuse (COPLAR).

215. Keep Britain Tidy provided the training on how to undertake surveys that use this methodology; it was provided to council officers and BIFFA staff. BIFFA is required to demonstrate that they are measuring performance and meeting the service standards set in the contract.

216. As part of the contract BIFFA is required to deliver to standards agreed as part of the service level agreement to a grade B or higher. Where standards are not met they are required to rectify the issue within a specified number of days. The rectification period is dependent on land type. For example, two working days for arterial roads and the city centre and five working days for residential areas. Where they do not address the complaints, there are contractual penalties and improvement measures that have to be put in place.

217. Biffa is responsible for resourcing and planning a schedule of work that can provide and maintain the cleansing standards required. The contract specification does not define the method that should be employed to achieve the required standard of cleansing, nor does it define a frequency of service required.

218. The local authority's Contract Monitoring Officer is responsible for assessing the standard of cleansing and quality of services provided by BIFFA. Street cleansing inspections are undertaken across the city on a random basis and without prior knowledge of the contractor. As and when problems are found, remediation requests are submitted to BIFFA for action. If these remediation requests are not completed within a set timescale, the 'fault' will be recorded. If BIFFA's performance does not meet the key performance indicators targets then financial penalties are incurred.

219. The Contract Monitoring Officer also monitors the number of 'Original Jobs Not Done' that are logged as a result of service requests. Reports of 'Original Jobs Not Done' are used as measure to provide assurance that BIFFA is actioning service requests – not simply closing them as complete. The Contract Monitoring Officer also undertakes checks involving a sample of service requests to ensure they have been completed satisfactorily. In 2017/18 a monthly average of 4.5% of jobs were reported as 'Original Jobs Not Done' by customers. This improved to 2.6% in 2018/19.

220. The increasing footfall in the city centre provides a challenge for BIFFA in maintaining the level of cleanliness B+ that is required. The Contract Monitoring Officer's assurance inspections have shown a steady reduction in the number of streets being graded at B+ since February 2018 – which is also reflected in BIFFA's inspections.

221. BIFFA has identified that growth in City Centre footfall since the contract was let has had a significant impact on street cleansing. They now have to cleanse high footfall areas more often. The local authority's analysis confirm and found that since the contract was let footfall in the City Centre had increased by 16% - this was due to population growth; there had been a 15% increase in jobs and increasing visitor numbers to the City. An increase in street cleansing issues attributable to rough sleepers has also resulted in an increase in request for the service.

222. As part of the service standard, the local authority requires from BIFFA that no litter bins should ever be full and that bins should be well maintained. The perceptions of the litter bin collection system employed by Biffa is low – concerns are regularly raised by elected members and officers that bins are regularly overflowing and not maintained to the expected standard. BIFFA's performance on bin collection frequency and bin conditions is also monitored by the Contract Monitoring Officer via spot checks and data collected form CRM.

Enforcement Challenges

223. Newport recognises the impact of seasonal variation on enforcement of litter and dog fouling offences. The Newport manager believes that if someone knows that they are being watched then they are less likely to drop litter or allow their dog to foul. He also suggested that enforcement against dog fouling during winter and autumn months is not particularly effective as offenders are difficult to catch. DNA testing of dog fouling is regarded as a costly alternative for enforcement and prosecutions. The Newport community safety team issued 300 Fixed Penalty Notices for litter last year, but only two for dog fouling.

224. Newcastle upon Tyne believes that increasing the number of Fixed Penalty Notices issued can be perceived negatively by the public. There is a view form the public that the local authority is making use of Fixed Penalty Notices as a revenue making scheme.

- **Challenges in Dealing with Litter & Related issues**

225. Cardiff Council's service manager believes demographic changes and the associated increasing in demand are key challenges that the service has to manage. Additionally, the current austerity measures have created a significant challenge for the service in its ability to procure and adopt innovative technology that will enable efficiencies in service delivery.

226. The service manager also believes that encouraging behavioural change towards positive environmental action and managing the public's expectations are some of the key challenges that service has to deal with in the long term.

227. Newport City Council – a key challenge to the team is dealing with the aftermath of the increasing night time economy. This poses a significant demand to street cleansing resources on weekend mornings. Mechanical sweeping in the city centre is often hampered by illegally parked cars, which in turn increases the time required to clean properly.

228. Another key challenge for the team is in dealing with needles. Currently the street cleansing team are picking up close to 100 needles a day. The service area is in the process of identifying and mapping out these hotspots so that information can be shared with partner agencies to support outreach work on the drugs issue. The service is exploring the possibility of trialling litter bins specifically for needles in the hotspot areas.

229. Another key challenge for the service is in encouraging behavioural change and positive environmental action for young people between the age 14 and 18. As enforcement action cannot be undertaken against young people the service has to explore effective ways of encouraging positive environmental behaviours from this group.

230. The current manager also believes that the local authority can further develop its campaigns, education and promotional material on litter, dog fouling and other litter related issues. He believes that educational and promotional materials need to be more engaging and not "boring" so that these messages are able to challenge and encourage the public to respond positively. He is currently looking to make use of more impactful and graphic messages on litter, fly tipping and dog fouling issues.

Arrangements for Managing & Monitoring Fly Tipping

- **Resources & Management of Fly Tipping Incidents**

231. Cardiff Council is now making use of a fly tipping app to facilitate the reporting and recording fly tipping incidents in the city. The information collected form this app enables the service to identify and map out fly tipping hotspots. This data is also used to inform the ward based action plans on cleansing. This enables the service to determine the level of resource that needs to be deployed in each ward.

232. Recently the service has introduced a higher charge of £400 for fly tipping Fixed Penalty Notices.

233. The service in Cardiff has issued press releases, issued promotional material to publicise the "duty of care" on fly tipping and highlighted the increase in

penalties for fly tipping offences. In particular Cardiff is raising the public's awareness on the need to check that waste collectors have a waste carrier licence; to ensure they understand how the waste will be disposed of and to request evidence of their waste transfer note.

234. Since the adoption of the new Fixed Penalty Notice charges in the last two months, Cardiff Council has already issued 27 Fixed Penalty Notices for fly tipping.

235. Newcastle upon Tyne City Council - the service is currently making use of 25 overt surveillance cameras. These are mainly located in back lanes to monitor fly tipping activities. A key challenge in using surveillance cameras is preventing the theft of the equipment.

236. Exeter City Council - the fly tipping enforcement staff are a part of the Environmental Health team. The teams make use of fly tipping reporting and tracking software called FIRMSTEP. This system enables the public to attach photos and other information that would be useful for enforcement and prosecution. The reporting form can accessed via the Council's website and also via mobile phones. The use of this system is not limited to fly tipped waste and can be used for the reporting of graffiti.

237. Enforcement action on fly tipping is only a very small part of the remit of staff in the Environmental Health Team. There are only two members of staff that deal with nuisance issues, i.e. antisocial behaviour and public health nuisance. Dealing with fly tipping is only small part of their work.

238. The team is able to make use of the CCTV resources that support the work of the Community Safety Partnership Group. The equipment is mainly used for work around community safety and is not solely intended for surveillance and monitoring of fly tipping activity.

239. Glasgow City Council – like Exeter City Council, staff dealing with fly tipping are based with the Community Safety Team. They are able to make use of existing cameras deployed throughout the city, for example, permanent fixed cameras and mobile cameras on vehicles that are used by patrol officers.

These cameras record and monitor a wide range of antisocial behaviour, including fly tipping. The service works with Housing Associations that have CCTV in the area to obtain evidence of fly tipping incidents.

240. As a preventative measure against fly tipping, the local authority provides a free, no charge, bulk uplift service for all residents. Landlords in flatted properties are also allowed to bring in bulk waste to the councils depot and dispose of these free of charge.

241. The service in Glasgow has also invested in in providing staff in neighbourhood teams with smart phone technology. The neighbourhood team has one member of staff per ward (one for each of the 21 Wards) that is continuously patrolling the ward area. The telephones are equipped with apps that can be used to report fly tipping incidents and dog fouling. This allows real time information to be sent to the service and resources can then be deployed to deal with issues immediately. The neighbourhood team also has a dedicated vehicle that can respond to these reported incidents so that fly tipped waste can be cleared immediately. So far, this arrangement has enabled the team to clear fly tipped waste quickly.

242. Conwy County Borough Council – the manager of the service was concerned over the potential impact of the four weekly residual waste bin collection service on fly tipping. The service is looking into how they can effectively deal with such incidents via enforcement action and education.

243. To support the work in dealing with fly tipping the local authority has trained its street cleansing response team in dealing with low level fly tipped waste - including collecting and handling evidence. The teams do not need to wait for authorised officers to go through the fly tipped waste. The Street Cleanse Response Team is able to go through the bags and to extract evidence – for example, letters, envelopes or prescriptions that provide details of contact information. The operatives also have to produce a statement based on what they have found, where they found it and if it can be used as evidence should it progress to court.

244. This arrangement enables the local authority to immediately deal with low level fly tipped waste. This saves time so that instead of waiting for fly tipping enforcement officers to go through the waste, this initial task of evidence gathering has already been progressed by the street cleansing workforce.

- **Challenges in Dealing with Fly Tipping**

245. The manager in Exeter City Council believes that a key challenge for the service in dealing with fly tipping is the “continuity of evidence”. In most cases, the service area does not have the required type of evidence to enable them to identify and prosecute offenders. Generally, members of the public prefer to report such incidents anonymously.

246. The service in Newport City Council is faced with the same challenge as Exeter City Council. The local authority struggles to take fly tipping prosecutions forward due to lack of evidence. They believe that offenders are now “very data aware” and ensure that no identifying information is disposed of with the fly tipped waste. In gathering evidence, most members of the general public are often unwilling to come forward and provide witness statements.

247. The team in Newport works closely with Fly Tipping Action Wales and undertakes multi-agency operations with Gwent Police. They would periodically undertake stop and search exercise checking waste carrier licences. These stop and search exercise happen three or four times a year.

248. They also make use of surveillance cameras for evidence collection and to serve as a deterrent. In areas where these visible cameras have been placed there has been a reduction in fly tipped waste.

249. Newport City Council has introduced a higher fine of £400 on fly tipping Fixed Penalty Notices issued. It is anticipated that this would generate extra revenue for the enforcement team.

250. Newcastle upon Tyne – one of the biggest challenges that the service has to deal with is in prosecuting registered waste carriers that do not operate

legitimately and resort to fly tipping. They charge residents a small fee to pick up waste and unscrupulously dump this illegally instead of going through waste processing. Some unscrupulous waste carriers in the area use falsely registered vehicles with fake number plates that are difficult to trace.

251. The local authority has publicised the “duty of care” which means that many local residents are now aware of their responsibilities around the disposal of waste. Household owners are not always able to accurately verify an operators waste carrier licence – this means that they face the risk of having their waste collected and fly tipped by illegal operators. In such cases, issuing Fixed Penalty Notices based on evidence collected from fly tipped waste could result in the illegal handler not being penalised for their illegal activities. The service manager also feels that the penalties issued by the Magistrates Courts are not high enough and do not serve as deterrent to fly tipping. The service cited their experience in taking a fly tipping offender to the Magistrates Court where illegal carrier was only fined £40.00. Another example he quoted was of a reoffending individual only being fined £80. He believes that this level of fines is not high enough to deter fly tippers from re-offending.

252. The service in Newcastle upon Tyne would also like to formalise partnership working with the police around fly tipping – this follows the experience of the West Midlands Police’s working arrangement with Birmingham City Council. Birmingham City Council has a seconded police officer to deal with fly tipping – this means that all vehicles can be checked within a given period and those that are falsely registered can be removed by the authority.

253. **Table 7** (below) sets out the range of fly tipping performance indicators used by the comparator authorities to measure fly tipping.

Table 7 – Fly Tipping Key Performance Indicators

Flytipping KPIs	Local Authority
Quantities of flytipped waste by waste type	Manchester Newcastle upon Tyne Leicester

Number flytipping incidents	Manchester Newcastle upon Tyne Leicester Glasgow Belfast
Number of flytipping incidents per 100 Households	Newcastle upon Tyne Leicester
Monies spent on dealing with flytipping	Newcastle upon Tyne Leicester
Number of incidents caught on camera	Leicester
Number of enforcement actions by type	Manchester Newcastle upon Tyne Leicester Glasgow
Income from fly tipping penalties/fines per quarter or year	Manchester Newcastle upon Tyne Leicester
Reported fly-tipping cleared in 5 working days	Cardiff

Local Authority Performance Management Arrangements on Litter

- **Recording & Monitoring of Local Authority Performance Indicators for Litter & Street Cleansing**

254. **Table 8** (below) sets out the range of litter and fly tipping performance indicators used by the comparator authorities to measure litter and street cleansing issues.

Table 8 –Litter & Street Cleansing Key Performance Indicators

KPIs	Local authority
Cost of street cleansing (£ per 1000 people)	Glasgow
Cost of cleansing service per household	Leicester City Council Exeter City Council Glasgow

Percent (%) of streets that are classified or rated as B+ and above	Newport Leicester City Council Exeter City Council Glasgow
Percent of (%) of sites surveyed that fall below a grade B for cleanliness (Local Environmental Quality pro survey carried out with requisite numbers)	Leicester City Council Exeter City Council Glasgow
Percent (%) of sites surveyed that fall below grade B for cleanliness (LEQS Pro survey with reduced survey numbers)	Glasgow
LEAMS Cleanliness index score as assessed by Keep Scotland Beautiful or Keep Wales Tidy	Newport Glasgow
LEAMS Cleanliness index score from self-inspections	Newport Glasgow Cardiff Council
Percent (%) of sites surveyed which were assessed as acceptably clean by Keep Scotland Beautiful (Scotland only)	Glasgow
Resident satisfaction of local street cleanliness	Conwy Newcastle upon Tyne Glasgow
Highways of a standard of Cleanliness	Cardiff Council

255. Glasgow City Council is the comparator local authority that uses the most litter and street cleansing key performance indicators.

256. The service in Newcastle upon Tyne City Council is no longer undertaking Local Environmental Quality monitoring due to lack of staffing resources. Funding to undertake the surveys via Keep Britain Tidy was removed and they no longer monitor this indicator.

257. English local authorities have stopped collecting NI195 and reporting it to Defra; although according to web based information there are still local authorities that continue to monitor NI195. Between 2001 and 2015 Keep Britain Tidy undertook the LEQSE assessment on an annual basis on behalf of the Department for Environment, Food and Rural Affairs (Defra). The funding to continue this work was withdrawn by Defra in 2015, however, due to the interest from various stakeholders Keep Britain Tidy carried out the survey again in 2017/18.

258. The Welsh Government funds Keep Wales Tidy to assess the cleanliness of streets and public spaces in Wales. The data that is collected contributes towards the LEAMS indicator that in effect provides a street scene cleanliness assessment. Street scene refers to the appearance and condition of the 'street' and public open places. The performance indicator considers other issues, such as the presence of litter.

259. In addition to the LEAMS work undertaken by Keep Wales Tidy, local authorities such as Newport City Council and Cardiff Council confirmed that they also contribute to the LEAMS indicator in their respective areas via self-inspections. The LEAMS process records the cleanliness of a street, not the performance of the local authority cleansing staff. It is not a measure of the effectiveness of the cleansing service as cleanliness can be affected by a range of factors that are outside local authority control.

260. **Table 9** (below) provides a summary of the comparator local authorities that have a performance indicator to measure the cost of street cleansing.

Table 9 – Local Authorities with Performance Indicators for Cost of Street Cleansing

Local Authority	Monitoring Performance Indicator - Cost of Street Cleansing
Manchester	No
Newcastle upon Tyne	No
Leicester City Council	Yes

Exeter City Council	No
Cardiff	?
Newport	No
Glasgow	Yes
Belfast	No
Leicester City Council	Total staff cost as a percentage of total expenditures; Transport costs as a percentage of total expenditures; Front-line staff cost as a percentage of total staff costs; Cost of street cleansing per head of the population.
Belfast	**Total % of ABCDs (what is this?);** Overall street cleansing index based on a percentage of ABCDs.

261. Of the local authorities who responded to the survey only Glasgow, Belfast and Leicester City Councils indicated that they had performance indicators to monitor the cost of street cleansing.

Monitoring of Other Environmental Performance Indicators

262. **Table 10** (below) sets out a range of wider environmental performance indicators that are used by comparator local authorities.

Table 10 – Comparator Local Authorities: Other Environmental Performance Indicators

Performance Indicator	Local Authority
Percentage of street cleansing waste that is recycled	Leicester City Council Exeter City Council Newport Belfast
Number of litter offences	Manchester Newcastle Leicester Newport

	Glasgow Belfast
Number of dog fouling notices issued	Newcastle upon Tyne Leicester Newport Glasgow Belfast
Number of graffiti removal and notices issued	Manchester Newcastle upon Tyne Newport Glasgow Belfast

263. As shown on the table above there are a number of local authorities in England, for example, Newcastle upon Tyne, Manchester, Leicester and Exeter City Council who indicated in the survey that they record and monitor the performance indictors in addition to the KPI indicators required by DEFRA. Newport, Glasgow and Belfast City Councils also confirmed that they monitor additional performance indicators – these are listed above.

Volunteer Workshop – Richard Bowen, Principal Scrutiny Officer talked Members through a summary of the notes gathered at the recent Volunteer Workshop.

General Comments

264. The volunteers who attended the workshop on the 19th September were encouraged that 3,400 people completed the litter & fly tipping survey.

265. Volunteers explained that they take part because they wish to make a positive difference to the community and the local environment. They volunteer alongside colleagues at the Council and are not a resource that has come forward to replace wider Council cleansing services. They asked that the Council does not further cut services in areas such as Parks with the expectation that volunteers will make up the shortfall. If this happens then volunteers will think that they are being treated as free labour and stop freely giving their spare time.

266. A volunteer asked if the Council is to cut resources further and volunteer numbers fall, who will be left to pick up the rubbish?

267. The Council needs to get a better understanding of the amount of rubbish that volunteers pick up – during the meeting a figure was quoted regarding the number of bags of litter collected by area. According to the figures in the last year only 65 bags were collected in Whitchurch. A volunteer felt that this was a gross underestimate based on his experience alone. He felt that unless the Council is comparing actual/verified figures of numbers of bags collected, then it is very difficult to compare one area of the City against another.

268. A large number of the volunteers at the meeting felt that the extremely low number of prosecutions for littering and fly tipping needed to reviewed. They explained that if it is too difficult to prosecute, then the enforcement teams should be dissolved and the resources utilised elsewhere. If the Council decides to persist with these teams then it should help by making it as easy

as possible to prosecute. In particular the enforcement teams should identify a way of targeting persistent offenders.

269. Cardiff is a multi-cultural city with dozens of languages and dialects. A review of supporting / educational materials for littering and recycling should be undertaken, for example, the documents / images they hold, the languages in which these are available, etc… Some information is available on the Cardiff Council website but it assumes everyone has internet access, that they know where to look, i.e. Cardiff.gov.uk and that can read and navigate their way through English or Welsh search and menus. Hard copies in places such as mosques, temples, Eastern European shops, etc. could help. Recruiting individuals who are multi-lingual to go out and talk to people would be even better.

270. The Council and volunteers both want the same end result - a cleaner more pleasant environment in Cardiff. This will make life better for residents, encourage more people to visit the city who in turn will spend money in the local economy. This will help local businesses and individuals.

- **Section 1 - Benefits & Barriers to Volunteering**

Benefits to Volunteering

271. **Volunteers – Council & Community Asset** - Volunteers are a valuable asset to the Council. They delivered almost 2,000 events in 2017/18, removing approximately 9,500 bags of rubbish**.**

272. **Creates Pride in Local Area** – Volunteering helps to generate pride in the local area. Get to know your neighbourhood. Creating pride in the city.

273. **Feel Good Factor** – Volunteers explained that the whole experience of volunteering often gave them a positive ‘feel good factor’. Makes you feel good – achievement. Empowered – other people all wanting to help. Empowered – making a difference; well-being and mental health benefits. Sense of community spirit/pride/feeling valued.

274. **Exercise & Fitness** – Taking part in volunteering is a good form of exercise and helps people to keep fit. Litter picking, walking and moving items is a good form of exercise. Being out in the fresh air is also a positive thing in terms of fitness, much healthier than staying indoors all the time. Walking is good for constipation (side effects from medication) and so reducing colon cancer risks.

275. **Social Interaction** – Volunteering is an excellent way to socialise, get out and about and meet new people. Some groups don't just work locally, they visit a range of different places across the city and wider afield. Social networks / fresh air. Get to know people in the local community. Big social aspect, getting to know our community and making friends with fellow volunteers.

276. **Flexibility** – Volunteers are able to do as many or as few hours as possible, for example, if you work with Keep Wales Tidy you can do as much or as little as you want.

277. **People Feel Valued** – People from a very wide range of backgrounds who take part in volunteering feel valued. For example, people with mental health issues and a wide range of other conditions.

Barriers to Volunteering

278. **Travel** - You sometimes have to travel to other areas.

279. **Time Credits** - Getting more volunteers – use of the time credit system – report hours to Gareth Davies. It should be possible to get more out of this if the system was automated. A better organised time credits system could encourage more people to join in.

280. **Insurance** - Insurance is a barrier. Sometimes groups need to take out independent insurance, for example, the Whitchurch Warriors.

281. **Council Flexibility, Continuity & Consistency** - River Group pick on weekends – are Council staff always available on weekends to do things like removing litter? Independent volunteers – using green bags – have to be

taken home – stickers that Council could pick up. Turnover of Council staff. Love where you live brand has not been continued, this prevents continuity in attracting new volunteers. Council officials should be filling in forms to help groups. Communication with the Council could be improved.

282. Lack of co-ordination from Council. 'Love Where You Live' staff only available to provide support on weekdays – generally not on weekends when many litter picks take place. A volunteer was surprised that there is such a range of disparate litter picking volunteer groups across Cardiff. Whilst this is good, it raises a number of issues regarding consistency of approach and sharing best practice etc…

283. **Diversity** - Ethnic minorities – low involvement currently, for example, in Grangetown. Engaging with certain groups involves a continual slog. A comment was made that the range of volunteers taking part wasn't always diverse enough. More needs to happen to get young people involved.

284. **Information** - Not enough information going out on how to get involved with volunteering. The Keep Wales Tidy website does not make it clear how individuals can get involved with volunteering.

285. **Time** - Time is a barrier. Volunteering needs to happen when it is convenient for volunteers and not just during Council core hours.

286. **Volunteers Losing Interest** - There is a time barrier as most people work full time and are often busy at weekends. Volunteer numbers start high but then start to tail off, there seems to be a lack of ongoing interest.

Section 2 - Volunteering Perceptions

287. **Commitment & Support** - Do the volunteers feel valued? Helpful if more PCSO's and councillors attended to show commitment and support – also good to see more Council enforcement officers. Things like this would make the groups feel more valued. Run more regular workshops like this one – they allow us to input and make us feel valued. We do feel a lack of thanks from the Council.

288. **Negative Perceptions** - Asked if you are doing community service – negative perception. Some embarrassment when out at times? Community payback?

289. **Time Credits** - Time credits – only given to official groups – people would feel more valued if it was more readily operated.

290. **Volunteer Growth / Critical Mass** - Need a critical mass for litter picks to make a difference.

291. **Replacing Council Services** - The perception is that we are 'do gooders' or that we shouldn't be doing the work that is the Council's responsibility.

292. **Positive Perceptions** - Emails and thanks sent from Gareth. We feel valued by our local community and regularly get thanked for our work on our litter picks. Gareth at Keep Wales Tidy also thanks us for our continued efforts and genuinely appreciates everyone's hard work. Lorna, Community Development Coordinator has been really proactive in helping us and keeps in regular contact. Thank you for hosting the Cardiff Council's Environmental Scrutiny Committee task & finish exercise titled 'Litter & Fly Tipping in Cardiff' on the 19th September. Just another way to feel valued as a Volunteer Litter Picker from my Pentwyn ward.

293. **Source of Information** - We did feel undervalued when we were asked to provide the top 10 worst streets in Roath for a deep clean. They were not done so it felt like our feedback was a complete waste of time. We also provided feedback on certain alleys that were badly fly tipped. Theses alleys were then going to be named to try and help alleviate the problem. Once again we heard nothing back from the council on their project.

Section 3 – Support Provided to Volunteers

Rewarding Social Aspect & Linking Groups

294. Most groups don't celebrate picking bags while some groups do, for example, Cardiff Rivers Group. This adds a social aspect that strengthens the group.

295. Volunteering helps build connections with other people in same area, linking up other litter picking groups would only help grow connections.

296. The ‘Cardiff Tidy Network’ is very useful and is supported by Keep Wales Tidy and the Council. It would be good if this could be developed further.

297. There was surprise at the range of litter picking volunteer groups across Cardiff. Whilst this is good, it raised a number of issues regarding consistency of approach, sharing best practice, etc…

298. It is important to communicate the good work that volunteers undertake, this can be communicated in a number of ways including ‘word of mouth’, referrals, speaking to the community at PACT meetings etc.. with a complimentary 'Litter Picking Presentation' prepared for volunteers. Communication / speeches/ presentations, etc… should be unified with Cardiff Council, Keep Wales Tidy, Love Where You Live, Cardiff Rivers Group etc. There should be a consistent and branded message.

299. Explore the possibility of a ‘branded uniform’ and ‘branded equipment.

300. Maximise the potential of social media to link the various groups, for example, via Facebook and Twitter. A volunteer closed group could be created on various social media platforms, where volunteers can come together to communicate openly and privately.

301. All groups should be encouraged to use social media platforms to promote and communicate the work of their groups, for example, Facebook pages. They should also be encouraged to link into social media platforms used by other bodies, for example, Keep Wales Tidy and the Council.

302. The volunteer workshop has certainly opened new lines of communications, a new learning experience to share and develop. Going forward all groups should be kept consistently updated around what is happening around litter picking / volunteering. Better communication to all volunteers would help reduce the order of hierarchy / increase value.

303. Volunteers highlighted the contributions made by the Community Liaison Officers (Lorna and Hayley) and Keep Wales Tidy, in particular Gareth Davies in getting community groups off the ground and undertaking litter picks. It would be good if the Council could continue and expand this type of support. Volunteering doesn't just happen. It needs someone to organise and manage.

304. A partnership approach between Cardiff council and Keep Wales Tidy is the best way of engaging more of the community.

305. Some groups have more kit than others – closer working together and sharing of equipment would benefit volunteering in Cardiff.

Multi-Agency Approach

306. To deliver better volunteering opportunities a greater multi-agency approach is required. More agencies like the Council and Keep Wales Tidy working better together with volunteers.

307. It would be more helpful if more PCSO's and councillors attended litter picking events to show commitment and support for the work delivered. It would also be good to see more Council enforcement officers at such events. Things like this would make the groups feel more valued.

308. The Keep Wales Tidy website does not make it clear on how to go about becoming a volunteer.

309. A website provided for all voluntary groups explaining what is happening where would be great, for example, quoting the names of the groups, where they are based, contact details, etc… Although overall Keep Wales Tidy do provide great support.

Strategy & Structure

310. At the meeting a question was asked about the importance of timing. Volunteers felt that it is important to plan and time work in advance of cleansing and volunteer activities, for example, ensuring that litter is collected after litter picks have finished; not cutting long grass before a litter pick takes

place; running community cleansing events at the same time as ward based blitzes.

311. Some volunteers felt that a better Council structure for supporting volunteers was required, for example, contact points, contact numbers, supporting litter picks out of normal Council working hours, rolling out a consistent approach to working, providing equipment and insurance, etc..

312. A future strategy should identify a way of getting more young people involved in volunteering.

313. The Keep Wales Tidy website does not provide clear instructions on how to become a volunteer.

314. The backbone to a successful volunteering approach / strategy should be effective communication. This should include a parent website that links to sites / Facebook pages that are run by individual groups. The website pages should explain what is happening, names of the groups, what they do, etc…

315. There needs to be a clearly defined and managed litter picking volunteer strategy for Cardiff – this would create much needed consistency. It should contain information on who is responsible at the Council, support that can be provided, aims and objectives, etc.. A five year strategy would be a good idea and should start to bring groups together and increase participation and the diversity of those volunteering.

316. Any strategy that is created should focus on informing, supporting and connecting groups.

317. Current cleansing contacts are very good for some groups, less so for others. A good strategy should resolve this inconsistency. For example, it could provide a definitive list of who volunteers need to contact to get litter collected.

318. Need to bring volunteer groups together – a standardised approach, sharing ideas / best practice and working together.

319. Create a "one stop shop" website to provide information & resources to support the aim of a "Clean Cardiff", similar to cleanphl.org for Philadelphia, USA. Create the equivalent of a Litter Cabinet, to promote effective inter-departmental collaboration.

320. Having a dedicated website with information in several languages would allow residents to know exactly where to go for the answers they need. Perhaps use the Keep Cardiff Tidy site as a starting point.

Time Credits

321. Effective use of the time credit system would be a great way of drawing in more volunteers.

322. Time credits are currently reported to Gareth Davies – would it be possible to get more out of his system by automating the process? Some volunteer groups in Cardiff currently run their own time credit systems.

323. There needs to be better organisation of time credits to encourage better engagement.

324. Several groups explained that a more consistent and transparent time credits system or other reward scheme needs to be implemented. This would go a long way to ensuring volunteers stay involved and could even help recruit new litter picking volunteers going forward.

Insurance

325. Insurance can be a barrier to setting up and running a volunteer group.

326. Some groups arrange their own insurance, other groups that are affiliated to Keep Wales Tidy are covered under the Keep Wales Tidy policy. Is there a way that the Council can work with Keep Wales Tidy to unite all volunteer groups under one umbrella insurance policy?

327. It would seem sensible to have a consistent approach to insuring volunteer groups in Cardiff.

Council Support – General

328. Council officers should be more involved in filling out forms to support volunteer groups.

329. The Council needs to create a better and more consistent structure for supporting volunteers. Could this be done alongside Keep Wales Tidy?

330. Could councillors be used more to promote litter picks?

331. The turnover of Council staff has an impact on the consistency of support and advice provided to volunteer groups. Can a system be created to stop this from happening?

332. Quite often independent volunteers who are filling green bags have to take them home as they cannot be collected from the site – would the Council be able to provide volunteers with stickers that indicate that the waste is from volunteer litter picks, ensuring that it is taken away.

333. There appears to be a lack of co-ordination across different parts of the Council when dealing with volunteer groups.

334. 'Love Where You Live' staff are only available to provide support on weekdays – quite often litter picks take place on the weekend when many people aren't in work.

335. Litter needs to be picked up at the end of an event – this needs to be better co-ordinated.

336. Deep cleans – more advance notice is needed of these so that they can be planned alongside local volunteer groups.

337. Any requests for information from volunteers should be listened too and not ignored. Ignoring advice after asking for it simply frustrates volunteers. For example, a volunteer group was asked for a list of ten spots to tackle in their ward by the Council, this was provided by the volunteer group before being

ignored by the Council who didn't clean in the areas that the volunteers had identified.

338. When new residents move into an area they should receive a letter from the local ward Councillors explaining about things like waste collection, cleansing services and the work of local volunteer groups.

339. There needs to be an agreed contact point where people can alert the Council when a collection has been completed and bags have been left.

340. Cleansing contacts very good for some groups, less so for others – perhaps a definite list of who we can contact to get litter collected.

341. More support should be provided by the Council to help raise awareness in the various groups and the work that they undertake.

342. The Cardiff Network is very useful and is supported by Keep Wales Tidy and the Council.

343. Some felt that issuing of business cards was a bit 'old school' and that more focus should be placed on modern methods of communication and digital marketing, for example, social media, emails, apps, etc..

344. During the workshop the number of bags collected in each ward was quoted by the Council. Volunteers felt that based on personal experience this was correct and the point was made that unless the comparison is being made with actual/verified figures of numbers of bags collected, then it is very difficult to compare one area of the City against another.

345. Cardiff Council does not allow volunteers to use petrol engine tools on Council land, for example, chainsaws and brush cutters. Cardiff Rivers Group believe that in certain situations, where someone is qualified, has the correct PPE and is insured then they could significantly assist in the management of the Council estate. This is something that CRG would like to discuss further to see if they can find some common ground. This they stress would be in support of Council employees and not in place of them.

Council Support – Equipment & Facilities

346. Hubs could be used to advertise and promote the work of community groups. Could they potentially be used to store and hand out things like litter pickers, bags, etc..

347. Litter pickers need better equipment – can the Council help provide this?

348. Suggested equipment could include - high visibility jackets, t-shirts, hand held pickers, gloves, hoops, high-vis bump / shock cap. breathable, high-vis waterproof jackets and trousers, long handle, titling dust pan for shattered glass/tiles.

349. Council to provide leaflets to promote work of volunteer groups and encourage more people to take part. These, along with banners could be placed in hubs, libraries, schools, etc…

350. Use the Council Tax bill to raise the profile of volunteering.

351. The Council should ensure that adequate equipment is provided to volunteer groups who undertake litter picks.

352. Could the Council provide a banner to each volunteer group – this could be put up when they run an event to promote who they are and what they are doing, i.e. advertise events.

353. Keep Wales Tidy provide good litter bags – could the Council provide decent ones?

354. Business cards should be provided to volunteer groups by the Council to help promote the work of the volunteers.

355. For Cardiff Rivers Group storage in particular is an issue. They currently use a c800 to 900 sq ft container to store their existing equipment. Is there a way that the Council can make storage facilities available to the various volunteer

groups, for example, storing at existing Council facilities? Ideally if this is possible then it should be close to where the volunteer group is based.

356. Could the Council consider some type of community asset transfer of storage space to properly constituted volunteer groups?

357. Could a ‘tipping licence’ be provided for Bessemer Road?

358. MOT support for the Cardiff Rivers Group vehicle would be useful. Could the Cardiff MOT Testing Facility at Coleridge Road provide a free or discounted MOT for the vehicle?

359. A first aid kit should be provided for each group.

360. Cardiff Rivers Group – they are looking to facilitate a second pick at a different location toward the bottom end of City Rd. They feel that it would be useful to have a storage unit in that part of the city - perhaps in Shelley Gardens.

361. Cardiff Rivers Group has a great working relationship with the Council and are very grateful for the help that the Council provides.

Recycling Collected Litter

362. Several volunteer groups felt very strongly that if they were collecting recyclable materials then they didn’t want it to go into landfill. They felt that the Council weren’t always recycling the material and that it was often going to landfill (incineration). If they do separate then they need assurance that it stays separate and is then recycled.

363. The volunteer groups need better support in separating recyclate from the general waste.

364. The situation regarding the recycling of litter collected by volunteers needs to be clarified and made consistent.

365. Why should volunteers take the time and effort to segregate the waste into recyclable and non-recyclable items, when it appears that all bags end up in landfill and not being recycled?

366. The Council needs to work with Keep Wales Tidy to ensure that all litter groups are briefed consistently about how to collect recyclable waste. More importantly, the council and/or Keep Wales Tidy should provide volunteers with bags and/or stickers that show the Council staff who collect the full bags which waste is recyclable.

367. As attendees mentioned, it is the Council who get fined if they don't meet their recycling targets, so surely it is imperative they encourage and make it easier for volunteers to collect and segregate recyclable items.

368. Some volunteers didn't buy the excuse that "the waste is contaminated and, therefore, cannot be recycled", when in reality, average household waste (bottles, cans, etc) is just as likely to be "contaminated".

369. There is a great deal of confusion around whether plastics and cans that are collected by street cleansing when they litter pick the streets, and those separated by volunteers and collected during community litterpicks are actually recycled.

370. Mixed messages are received and from what we can see at Bessemer Road everything from Council vans is tipped into one pile and not separated.

Fundraising

371. Cardiff Rivers Group felt that voluntary groups provide excellent rates of return on any investment. They explained that - '*even when the standard volunteering equivalent hourly rate of £13.25 is used (a rate we believe significantly understates the true value of volunteering) our events where we regularly get in excess of 40 volunteers working for 2 hours i.e. 80 man hours of effort, equate to a value of £1060. However, we believe the true value to be double that. If we look at 80 hours of effort this effectively equals three working man weeks when we allow for travelling and breaks. Assuming a total annual cost of a council employee to be £30k when we take into account pension, NI, uniform etc (and not counting van etc) and assuming around 225 working days after weekends/rest days, bank holidays and annual leave, it*

equates to a benefit to the council of £2k per such event. We would like to have more flexibility and opportunity to raise more funds allowing us to both do more ourselves and help other groups. An example is access to the HWRCs to pick up items that we can sell, along the lines of the arrangement the Council has with the Cardiff Cycle Workshop, a great social enterprise who collect bikes from Lamby Way and Bessemer Road, refurbish them and sell them. We have a waste carriers licence and would like to explore opportunities around certain gas bottles, car batteries, non-ferrous metals'.

Section 4 - Better Management of Litter & Fly Tipping

Additional Enforcement

372. The volunteers present overwhelmingly felt that more Council enforcement needed to take place, i.e. fines for littering offences.

373. The thought that the Council should prosecute when bags are put out on the wrong day, split, etc… This means that the Council or volunteers then have to clear up the mess.

374. There was a strong feeling that there needed to be consequences for culprits.

375. Additional enforcement would encourage responsibility in terms of managing waste.

376. Prosecute when bags are placed out on the wrong day – they split and cause unnecessary mess and volunteers then have to pick it up.

377. Enforcement outsourcing is essential, for example, on a three year contract.

378. A large number of volunteers agreed that litter enforcement needed to be outsourced.

379. Volunteers felt that the Council's poor record on enforcement (as evidenced by the very low number of Fixed Penalty Notices issued) was appalling compared with other Welsh local authorities. They suggested that the Council

should seriously look to either “up the anti” on enforcement or outsource this to a suitable body.

380. A great deal of litter is caused by lorries transporting rubbish having insufficient netting to prevent the rubbish from blown off. Tredelech Park under Southern Way is a perfect example. Cardiff Rivers Group would like to see fines for lorries or skips that are not covered adequately protected by a net. There are several waste transfer stations around the city such as in Wentloog, Leckwith, Cardiff Docks as well as the HWRCs that also accept commercial waste. Using existing CCTV monitoring, these sites may can encourage greater care being taken by waste transporters and as long as necessary action taken, or fines applied where they fall short. A visit to the skip hire companies and waste transfer stations to remind them of their obligations would be a good start.

381. Send litter enforcement to police areas such as car parks or locations where cars and lorries park for a long period, for example, Longwood Drive, Coryton, where we know people throw litter. Offenders need to be caught and fined. A much more proactive approach is needed along with a higher prosecution rate.

382. The Cardiff Council website has a form that can be used to report someone when they are seen littering - this includes reporting someone who throws litter from a vehicle. Volunteers were not aware of any publicity for this and wondered how successful it had been. They noted the recent introduction of the Cardiff Gov app and urged that this is extended to allow the reporting of littering.

Better Co-ordination, Communication & Collaboration

383. Many volunteers felt that the whole volunteering approach could be improved with better co-ordination between the volunteers, Council and any other bodies. They suggested that the Council should create a better structure for supporting volunteers.

384. It was suggested that the Council needed to be more of a true collaborative partner – this would help increase productivity.

385. A key element of improving co-ordination, communication and collaboration was to take time to actively listen to volunteers.

386. Providing volunteers with a Council contact list would be a positive step - especially out of hours numbers to report needles, etc…

387. The issue of what can, and cannot, be recycled in green bags was identified as an ongoing issue which needs to be addressed. Volunteers urged the Council to do two things. Firstly, push for a much more standardised approach to recycling across Wales in order that people are clear what can be recycled and recyclers are getting a good quality material. Secondly, they see that bags are split apart by seagulls because there is food in them or because plastic bottles and containers haven't been rinsed out. More information on what can and cannot be put in them needs to be in as many languages as possible. Grangetown alone has in the region of 75 different languages and dialects. Information in just English and Welsh isn't enough. Leaflets provided to local mosques, temples, European shops, doctor surgeries would all help as of course handed out with a roll of bags at the local Hubs. Recruiting multi-lingual officers to specifically assist the different communities would also help.

Bins

388. Volunteers commented that they regularly saw overflowing bins that were not emptied enough.

389. Perhaps numbering of bins could help – people could then text, email, Facebook, etc.. the Council to say that they are full.

390. They felt that full bins actually created a source of litter. Some are in very busy areas and need to be emptied every couple of days, others less often. If they were all numbered and placed on a city wide map, it would be much easier for the general public to report which bin needs emptying rather than trying to explain where they are located.

391. It was noted that the Council is investigating “SMART” bins, where the bins would communicate that they are full to an app so Council operatives could be deployed to empty them. However, volunteers felt that this would be expensive and simply numbering them so that the public could easily report the bin would be a more cost effective option.

Businesses

392. A number of volunteers agreed that businesses should be more responsible, and play a greater part in making sure that there was less litter on the streets, for example, keep areas outside their premises clean and provide appropriate bins, etc..

393. It was felt that large businesses need to be enforced more thoroughly and that there should be better management of builders / landlord waste.

394. In some parts of the city it was a regular occurrence to see landlords who were upgrading properties dumping a range of items, for example, dumping mattresses and carpets in the street.

Education & Information

395. The information provided by the Council on litter and fly tipping needs to be clearer and more consistent. In addition, there needs to be more education and information.

396. It would also be good for the Council to regularly publish and share enforcement stats for the fines given in each area.

397. Volunteers understood that Cardiff Council had just started their own skip hire business. They felt that the service needed to be advertised much more than it currently is and had to be competitively priced - ideally cheaper than private competitors provided it is within the scope of the state aid regulations in order to generate as much business (and revenue) as possible. They felt that income should to be recycled back into waste services.

Additional Waste Facilities

398. There was a strong feeling that the Council needed to provide a new HWRC in the north of the city to replace Wedal Road. This would help reduce the level of fly tipping.

399. A number of volunteers suggested that Cardiff would benefit from the reintroduction of the community skip scheme. These should be placed in neighbourhood areas.

Review of Practice & Policy

400. Some volunteers felt that Council charges for collection of bulky items were prohibitively expensive.

401. Volunteers generally felt that five days to remove fly tipping is too long.

402. There was some frustration at the Council for cutting grass before it was picked for litter – chopping up of litter just turns it into a multitude of tiny bits.

403. They felt that the Council should have a rethink on its current policy / approach for dealing with commercial waste.

404. Fly tipping – some felt that builders must be allowed to dispose of materials free of charge. Could the Council benefit from builders being allowed to dispose of recyclable materials free of charge?

405. Currently if black bin bags are left on the street or by bins they are not taken and this causes an eyesore as bags are ripped open. Volunteers have been told that they have to leave them for the enforcement team who should be out the following day to check for evidence of the person dumping it. The problem is bags are ripped open and then the enforcement officer is unable to take further action.

406. It was suggested that the Council should recycle the contents of Cardiff Council skips and sort into constituent parts for resale. They felt that such an operation would need significant investment for resourcing and hopefully, a business case could be prepared and signed off. As an alternative they

suggested that the contents could be delivered to a private contractor for them to sort and make money from the recycling.

407. Other councils, including Caerphilly, have introduced rubbish amnesties. This used to happen 10 years ago where a skip would be located in an area for a day and regularly emptied. The local residents would receive a mailshot so tippers passing by would be unaware that the service in operation and take advantage. Volunteers suggested that the Council should consider this, not necessarily across the city but in areas well away from a HWRC and with a record of persistent problems. Perhaps undertake them on a quarterly basis with those bringing items providing a means of identification. This would require different skips or vans so as much as possible was recycled. If Cardiff charities and community organisations like Cardiff River Group were involved then they could take items such as bicycles, good household goods, clothes, scrap metal, car batteries, etc.. thus not only providing a means of disposing of items locally but potentially a source of income for those groups.

408. A great deal of litter is caused by lorries transporting rubbish having insufficient netting to prevent the rubbish from blown off. Tredelech Park under Southern Way is a perfect example. Cardiff Rivers Group would like to see fines for lorries or skips that are not covered adequately protected by a net. There are several waste transfer stations around the city such as in Wentloog, Leckwith, Cardiff Docks as well as the HWRCs that also accept commercial waste. Using existing CCTV monitoring, these sites may can encourage greater care being taken by waste transporters and as long as necessary action taken, or fines applied where they fall short. A visit to the skip hire companies and waste transfer stations to remind them of their obligations would be a good start.

409. Litter on sports fields is a problem, for example, 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. They accept that this does need policing but accepting photos from other park users could be one way of identifying when there is a problem. Perhaps “Pop-up” bins could be used, one per pitch where the clubs would be responsible for the bin in the same way that they use their own nets for the goals.

Council Resources – Additional & Better Use

410. There needs to be a better use of existing Council resources, for example, do Council vans collecting / emptying bins need three members of staff? A volunteer suggested that this could be a trade union issue. It was suggested that the common practice of having three staff in vans emptying the street bins (due to union health & safety rules) was insulting to volunteers (who save the council money through their efforts) and is a practice that needs to be reviewed.

411. Many volunteers felt that the Council should allocate more resources for the removal of litter.

412. Refuse collector's should be reporting any fly tipping or damaged bins whilst they are out on the streets. Despite being told that this is already happening volunteers are seeing little evidence of this practice at work.

413. The coordination of black bin collections and litter picking days is considered a problem by volunteers. The streets need to be picked straight after a black bin collection and this is not happening.

Reporting

414. Volunteers felt that more litter and fly tipping issues needed to be reported to ward councillors and the waste teams.

Technology

415. Volunteers thought that the Council should make greater use of cameras to deal with fly tipping – they are moveable, cheap and smart.

416. Roundabouts and traffic lights – place cameras and signs here to spot and fine people throwing litter. This has worked well in other places.

417. A volunteer asked if money could have been spent on other important areas rather than developing the new app? She felt that 'Fix My Street' was very effective and the new way of reporting is proving to take longer for fly tipping to be collected.

418. The Cardiff Council website does have a form where if you see someone littering including from a car may be reported. However, volunteers were not aware of any publicity of this reporting mechanism and wanted to know how successful it had been.

419. Some volunteers noted the recent introduction of the Cardiff Gov app and suggested that it to be extended to allow the reporting of littering. They also felt that if the litter bins were numbered then it would be an ideal tool for reporting when the bin needed emptying. Once reported the onus would fall upon the Council to take action and empty the bin.

‘Litter & Fly Tipping in Cardiff’ - Meeting 3 - Wednesday 31st October 2018 - Natural Resources Wales, Keep Wales Tidy & Member Job Shadowing

Natural Resources Wales - Neil Harrison, Project Coordinator at Natural Resources Wales attended the meeting to brief Members on the work being delivered by Fly-tipping Action Wales.

420. Fly Tipping Action Wales delivers a partnership approach to tackling fly tipping in Wales. They are a Welsh Government sponsored initiative that is co-ordinated by Natural Resources Wales. They bring together over 50 partners including the 22 Local Authorities in Wales, Keep Wales Tidy, Third Sector Organisations, Private Landowners, Community Groups and the Police and Fire Services.

421. It is generally agreed that to tackle fly-tipping, behavioural change is needed through education, enforcement and community engagement. Fly Tipping Action Wales use a preventative approach to reducing fly tipping and develop collaborative and innovative solutions with partners that draw upon the three E’s – education, enforcement and engagement. Their main focus is to work in partnership to deliver the actions within ‘A Fly Tipping Free Wales’ – the Welsh Government’s fly tipping strategy. The outcome objectives for ‘A Fly-Tipping Free Wales’ are:

- **Outcome 1** – All key organisations in Wales commit to eliminating fly tipping – a commitment that is embedded in their strategies and day to day operations.
- **Outcome 2** – Fly tipping is widely understood as being socially unacceptable.
- **Outcome 3** – It becomes easier for people to deal with their waste responsibility.
- **Outcome 4** – Anyone who fly tips is caught and punished appropriately.

422. The cross cutting themes for the Welsh Government's fly tipping strategy are:

- **Data Collection** - a robust evidence base is needed that covers both public and private land.

- **Partnership Working** - no one organisation can tackle fly tipping in isolation, we need to work together.

- **Communications** - consistent and clear messages delivered at a local level are key to influencing behaviour change.

423. **Communicating with Partners –** Fly Tipping Action Wales holds three working group meetings twice a year. The main topics that they focus on are fly tipping on private land; making fly tipping socially unacceptable and enforcement.

424. The knowledge hub is a digital collaboration platform for public service. They have set up on-line forums to allow partners to share best practice and request advice.

425. **Helping Partners** – some of the ways that Fly Tipping Action Wales actively supports partners are through working groups; online forums; surveillance cameras; the investigation manual; an intelligence sharing pilot; the FlyMapper system; providing signs & dummy cameras; through materials to support press articles & social media; by themselves running press articles and social media; by running transformation projects and the provision of educational resources.

426. **Social Marketing** – Fly Tipping Action Wales has developed a bi-lingual communications toolkit for its partners to utilise – this helps to get a consistent message out to members of the public. Two popular hashtags that they have used are - #NoMoreRubbishExcuses and #DimMwyOEsgusodionSbwriel . **Image 6** below provides a summary of the types of materials that Fly Tipping Action Wales can provide to its partners.

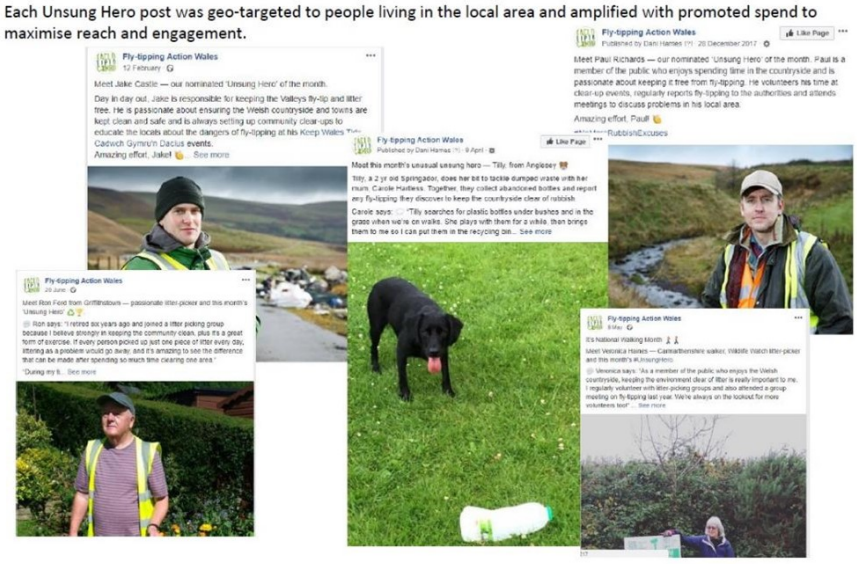
Image 6 – Fly Tipping Action Wales Partner Toolkit

427. **Image 7** provides more detailed examples of social media suitable images that Fly Tipping Action Wales shares with its partner agencies.

Image 7 – Fly Tipping Action Wales Social Media Suitable Images

428. Fly Tipping Action Wales uses the work of local unsung heroes to promote the issue of Fly Tipping in the local area by using localised social media promotion. Some Examples are shown below in **Image 8**.

Image 8 – Fly Tipping Wales Local Unsung Heroes



429. To support the impact that Fly Tipping Action Wales has achieved by using social media a slide was produced to highlight what the service has achieved. This can be seen below as **Image 9**.

Image 9 – Fly Tipping Action Wales – Social Media Impact

430. Fly Tipping Action Wales also provided a slide with a number of press articles that illustrated the success of their work - the slide can be seen below as **Image 10**. During the presentation an officer from Fly Tipping Action Wales stressed the importance of using the press to inform the public of the work that they take and the consequences that face those fly tip. Use of the press is a key part of the educational process that helps to deliver behaviour change.

Image 10 – Welsh Fly Tipping Press Articles

431. Fly Tipping Action Wales stressed the importance of using community engagement to spread the message about the problem of fly tipping. They attend community open days and are proactive in engaging directly with groups commonly linked to fly tipping, for example, they regularly set up stands at builders merchants such as Travis Perkins to help raise the profile of the problems that fly tipping creates and the associated penalties for the perpetrators. They also support partners to deliver transformation projects of pieces of land that are often targeted by fly tippers – this helps change the perception of these sites encouraging greater community pride and ultimately

helping reduce fly tipping incidents at those sites. Before and after images can be seen below in **Images 11** & **12**.

Image 11 – Before

Image 12 - After

432. **Educational Resources –** The service is also able to provide a range of educational resources that can be used by schools. Examples provided included the 'Catch A Fly-Tipper Resource Pack for Schools & Libraries' and a 'Gotcha!' board game for school children. Copies of these are available to borrow from all Welsh local authority libraries.

433. **Enforcement –** Fly Tipping Action Wales has produced a fly-tipping investigations manual for local authorities to use and assist with their enforcement work. They have also set up an intelligence sharing pilot involving a number of Local Authorities and Natural Resources Wales that utilises the Memex Intelligence system.

434. **Surveillance Cameras & Signs** – Fly Tipping Action Wales is able to loan out covert surveillance cameras to Local Authorities and provide signs to partners for use in hotspot areas.

435. **Fly Tipping on the Natural Resources Wales Estate –** Fly tipping has been a real problem on land managed by Natural Resources Wales. The local Fly Tipping Action Wales enforcement officer has investigated over 70 incidents of fly tipping on the Natural Resources Wales estate since July 2018. He gathers evidence and intelligence from fly tips on the Natural Resources Wales estate with a view to prosecuting offenders.

436. **Living Levels - Black Spots to Bright Spots –** Natural Resources Wales and Fly Tipping Action Wales are supporting a fly tipping project named Black Spots to Bright Spots. This aims to reduce fly tipping on the Gwent Levels by turning hotspot locations into aesthetically pleasing environments such as pollinator gardens. The Living Levels Scheme is being led by the RSPB with Heritage Lottery funding. To date four meetings have taken place with a range of partners including NRW, RSPB, IDD, Cardiff, Newport and Monmouthshire Council, Community Councillors, KWT, and South Wales Police. They have created a collaborative action plan that has generated 13 actions to tackle fly tipping that are based on the principles of education, awareness and intervention. The delivery phase of the project started in March 2018 and is due to last for three years.

437. **Improving National Data –** Fly Tipping Action Wales has produced a 'Best Practice Guide' for 'Waste Data Flow' to improve consistency of reporting and to help to validate national data submitted by local authorities. They have also developed the FlyMapper system to enable incidents to be recorded spatially.

438. Some key Welsh fly tipping statistics provided by Fly Tipping Action Wales include:

- There are over 38,000 reported fly tipping incidents in Wales each year – this is over 100 a day or approximately four each hour;
- There was a six percent increase in fly tipping in Wales in 2016/17;
- Two out of three reported fly tipping incidents include household waste;
- More than £2million of tax payers money is spent each year in Wales on cleaning up fly tipping incidents;
- 39,308 enforcement actions were carried out by Welsh local authorities in 2016/17.

439. **FlyMapper –** FlyMapper is a web based tool for the field recording of fly-tipping incidents, it has two components:

- A mobile application to record the location of incidents along with a photo;
- A website where the data can be analysed in more detail.

440. **Who is FlyMapper for? -** FlyMapper has been developed as a practitioners tool for the recording and management of substantiated fly-tipping incidents and is not currently a public reporting tool. FlyMapper is licenced for use by all local authorities and private organisations in Wales free of charge.

441. The benefits of FlyMapper include:

- The system is a support in applying for RIPA authorisations;
- The system can be used to identify fly tipping hotspot locations – this allows a more targeted use of resources;
- As the system contains a cross boundary data it can be used for collaborative working to tackle fly tipping between local authorities and other public partners;
- The system allows for faster evidence retrieval / investigations;
- The system can be used to analyse crime using a consistent data source;
- The system reduces paperwork for local authority officers and office staff;
- The system helps local authorities and other public bodies to respond to Freedom of Information requests;
- The system can be used to run reports on electoral wards areas;
- The system can be used to monitor the impact policy changes relating to fly tipping.

442. An officer from Fly Tipping Action Wales described the barriers to using FlyMapper in Cardiff as:

- Teams trained and using FlyMapper were often restructured;
- There was an unwillingness from staff to adopt new technology;
- There were ICT issues with phones and access to FlyMapper app;
- There was no high level commitment to utilise the FlyMapper system;
- There have been recent plans to use an alternative system for data capture.

443. **Education** – A Member asked how the effectiveness of education to prevent fly tipping was measured. He was told that it was actually quite difficult to measure, but that it was important that key messages were consistently presented to the public to change behaviour. For example, individuals have a

duty of care to ensure that they are dealing with a properly licenced waste carrier – failure to ensure this could result in prosecution. Most members of the public are unaware of this responsibility. It is also important to make the public aware that local authorities can now issue fixed penalty notices against those who fly tip. Another councillor felt that the cost of such messages was money well spent.

444. A councillor commented that dealing with fly tipping on private land was a particular issue. This wasn't the Council's responsibility, but it still had a very negative impact on local areas, it cost private landowners money to remove it and the problem wasn't always quickly addressed.

Keep Wales Tidy – Jemma Bere, Policy & Research Manager at Keep Wales Tidy attended the meeting to brief Members on best practice in terms of dealing with litter and fly tipping.

445. Jemma Bere the Policy & Research Manager from Keep Wales Tidy attended the meeting to brief Members on best practice for dealing with litter and fly tipping. The key points raised during the discussion with her were:

446. Keep Wales Tidy is independent from other Keep Tidy organisations from across the United Kingdom, for example, Keep Britain Tidy and Keep Scotland Beautiful.

447. Litter has been a major issue for a number of years and there is always lots of work that has to be done to manage the problem.

448. Keep Wales Tidy has dedicated officers in each of the 22 local authority areas in Wales. The officers work on a local level and engage with a wide range of stakeholders including schools, volunteers, businesses, etc..

449. Keep Wales Tidy manage the Eco Schools Programme that is delivered into 94% of the schools in Wales. They are also responsible for running the Green Flags scheme for Parks, the Blue Flags scheme for beaches and the Green Sustainability Award for the Hospitality Sector.

450. The key message put forward by Jemma Bere was that one size fits all does not work for litter and fly tipping management - the approach needs to be tailored to the local need and challenges.

451. Litter prevention should be the first priority, i.e. to stop it from happening before it is created. This is done through behaviour change which is more of an art than a science. If you can't change the behaviour then you have to change the enabling environments – an example of where this has worked well in Wales is the increasing recycling rates.

452. There are rules around behaviour change, and it is important to understand and share the basic principles.

453. Across Wales there have been lots of interventions and pilots aimed at dealing with litter. Possibly a better approach would be to run a national campaign, but specific litter types need specific campaigns.

454. Local ‘love’ campaigns are very effective as they speak to local residents.

455. Keep Wales Tidy has developed a smoking litter policy paper. Jemma Bere recommended that councillors read this document. Apparently smokers that throw away cigarette ends are less likely than the average person to throw away any other type of litter.

456. It is important to work with the Keep Wales Tidy officers that are assigned to each local authority area. They are very effective at community engagement and working with local businesses. They also have an extensive list of contacts.

457. It is important to target resources against problems. Local expectations also differ, for example, some areas appear to be less aware / more tolerant of litter than others – the example of Splott v Rhiwbina was provided.

458. Very useful to target resources at high footfall areas. Local authorities need to zone streets with high intensity of use and monitor / manage these. Maintaining good data on key high footfall areas is very important.

459. Enforcement – generating large numbers of Fixed Penalty Notices for litter does not necessarily result in cleaner streets. Cardiff Council uses public enforcement, while other local authorities have tried private enforcement. Keep Wales Tidy does not have a specific position on private enforcement, however, as an organisation they do not believe that litter enforcement should be used as a money making scheme. It was emphasised that litter enforcement is a tool for behaviour change, however, when it is used it should be supported by education.

460. Jemma Bere explained that the LEAMS scheme assesses 6% of local authority streets every year. After 12 years of delivering the scheme Keep Wales Tidy is now inputting the data into a GIS scheme which should improve data management. The Cardiff LEAMS results are generally good – the Cleanliness Index Score recently increased to 67.3%. Graffiti in Cardiff is a problem.

461. Not dealing with litter properly results in lost resources in terms of recycling.

462. The idea of an all Wales litter campaign was again suggested. Gathering and planning this work properly in advance of launching the exercise would facilitate better collaborative working and provide better linkage to local Welsh issues, for example, varying topography.

463. Monmouthshire has recently created a community action plan for dealing with litter – this was identified as a good example of best practice as it worked with the community to help plan for a series of co-ordinated actions.

464. The topic of dealing with plastic waste was raised, in particular and how plastic litter might be better recycled. The councillors were told that segregated recycling bins could be used; however, more work was still required to identify how effective the segregated recycling bins actually were.

465. A Member was pleased that 94% of schools engaged with the Eco Schools, but was still concerned by the volume of litter that young people produce. He asked how the level of school litter could be reduced? He was told that young people are actually difficult to engage with, and that it was generally easier to deal with primary school children. Social norm messaging seems to work quite well, for example, pedestrian litter messages that feature green footprints to bins seem to work well.

466. Grading of zones to reflect the scale of litter issues was suggested, for example, Zone A, B and C. This would allow targeting of the highest problem areas, however, establishing such a system would need to be built around solid litter data.

467. When asked to provide examples of good anti-litter campaigns Jemma Bere mentioned the Wombles adverts and the ‘Love Where You Live’ scheme that was delivered by Cardiff Council.

Job Shadowing – Member Feedback – During the summer Members took part in a job shadowing exercise across a range of front line cleansing, fly tipping and enforcement services. The aim of the job shadowing was to gain a better understanding of the various roles, to obtain direct feedback from front line staff and to get a clearer picture of the challenges that they face. This section of the meeting gave Members an opportunity to provide feedback on their job shadowing experience.

Councillor Philippa Hill John - Fly Tipping Team - Job Shadowing – General Observations

468. The perception of the team was that fly tipping is getting worse, although the current performance information does not reflect this position.

469. Team members felt that it would save money and time if they were trained on asbestos removal rather than bringing in another party to remove from this material from identified sites.

470. There is a public perception that the Council does not always clear or remove all reported waste.

471. Lorries are not equipped with rubble bags or shovels to help pick up and remove rubble and other rubbish. This means that the team sometimes wastes time going back to the base to collect the necessary equipment. They also went back to get a bigger machine to lift the bags that they were not able to pick up due to the weight.

472. Rotas do not reflect the times when it is likely that fly tipping will take place, for example, the shift that was shadowed finished at 12pm on a Friday. Cover should be looked at for the whole of the weekend, when it is most prolific.

473. Three systems are required to report an incident. It would be useful to align these into one system.

474. Prevention – staff do not appear to have the time to door knock to educate and prevent.

475. The paid collection service is not being promoted enough - perhaps leaflets could be delivered to properties with rubbish in their front / rear gardens. They should take pictures of the rubbish in front and rear gardens if allowed and note addresses, so if this then becomes fly tipped then they have evidence of where it came from?

476. During the job shadowing I built up a good relationship with the officers, however, they feel understaffed.

Councillor Ashley Wood – Waste Education & Enforcement Team - Job Shadowing – General Observations

477. The observation involved joining Alex Evans who is responsible for Waste Enforcement & Education in Gabalfa & Cathays wards. Activities for each day are determined in relation to waste collection days. In this case, it was collection day and the primary focus was on correct presentation of waste. Starting at Lamby Way a set route was followed along key roads in both wards; this included inspections of known hotspots for waste related issues such as fly tipping.

Key Observations & Feedback:

478. There have been some teething issues with the new app, but staff feel that it has improved the work process significantly. It was suggested that perhaps this has saved two hours a day not spent transferring paper notes to the IT system.

- Staff are still required to write report for the waste picked up – this could possibly be for a regulatory reason. Is it possible that this task could be added to app?

- There were some pre-identified properties where companies were directly billed for mis-presented waste, for example, sheltered accommodation.

- Could partial charge for quick payment be used – a similar approach to the one used for traffic offences?

- It was noted that fines are fixed, therefore, an offence involving one black bag attracts same fine as an offence with 50.

- Waste issues felt to be relatively stable over the past seven years of experience, not improved or worsened. However, issues change predictably over the year, for example, the arrival and departure of students.

- Approximately five years ago the Enforcement Team were given free rein to deal with enforcement & education in Cathays. They agreed and followed a pro-active approach with educational intervention prioritised over enforcement. The team felt this to have been a success.

- It was noted that individual teams followed different approaches in the city. Some engage on regular rounds and are pro-active. Other teams are reactive only attending to reported incidents. Partly influenced by nature of area covered, but overall a pro-active response was more effective in managing issues.

- Lots of separate teams with different responsibilities, for example, fly-tipping, skips and fly-posting. Suggested that it would be more efficient if staff up skilled to deal with all, as often spotted as issues on location and would not necessitate additional teams being required to attend.

- Public usually respond positively to advice. Most common difficulty is public acceptance of council policies, for example, why enforcement can't take fly-tipping and have to ask another team to collect.

479. Suggestions to improve waste management:

- Unified system across UK;
- More competitive for business waste;
- Separation of waste at flats. Try events bins;
- Specific coffee cup bins in town.

Councillor Ramesh Patel – Street Cleansing (Canton) - Job Shadowing – General Observations

480. Councillor Patel undertook job shadowing with members of the Street Cleansing Team in Canton. The job shadowing took place on the household waste collection day for the ward. He went out with two members of the Street Cleansing team who used a caged flatbed vehicle. They picked up mixed collections and effectively acted as a sweep up team that followed the household waste collection round.

481. The work was very demanding and physical. Both members of staff were over 60. They had both had experienced health issues – one of them had recently had a heart operation.

482. There is a concern that the work is very demanding for an aging crew and that there are very few younger recruits coming through. The age profile of the staff could potentially be a factor in the high sickness rates. This is something that should be considered as a part of any workforce planning process.

483. This physically demanding work is full of risks and so the correct safety equipment is essential. It is often difficult to know how heavy a bag is until trying to pick it up – some are very light and others very heavy. The bags that they pick up can often contain dangerous materials, for example, broken glass. Councillor Patel commented that during round he almost fell victim to a needle / nail spike when he tried to pick up a bag – he was fortunate as he saw it last minute and had a pair of safety gloves.

484. The equipment worn by the staff could have been better. The jackets were ok, but the gloves could have been better. The clothing and equipment that they wear needs to be flexible to reflect the type of physical work that they carry out.

485. The cage on the flatbed vehicle filled up very quickly with rubbish, this meant that they had to go back to Bessemer Close to weigh and dispose of the rubbish. This involved lots of time just waiting around for the process to complete.

486. When they went back to the ward a second team came along and worked alongside the team – sometimes duplicating work. A part of this work involved a visual inspection of side streets.

487. They later did a litter pick in Victoria Park. People often complain that it is dirty, however, there very little litter and they didn't pick much up. It didn't necessarily seem to be time well spent.

Councillor Owen Jones - Street Cleansing - Job Shadowing – General Observations

488. My time was spent with the waste collection teams. Emptying the litter bins and cleaning the streets.

489. I was very impressed with local knowledge of the three who were with me. All were from the area and knew the route extremely well.

490. I will note that we were delayed from setting off as the van provided for the day did not have any equipment on it. Equipment had to be found before being able to set off.

491. They did stress that going around with three of them wasn't that common anymore and that vans will often go out with only two staff.

492. They firmly believed that the lack of staff had contributed to dirtier streets as they were simply unable to maintain the same service now their routes are so large. There was definitely an element of frustration here as two of the team I was with had been working for the Council for years and years. They seemed annoyed that they weren't able to maintain the standards that they used to.

493. Concerns over a lack of drivers in the force as well, with frustration that those who did help out with the driving waited years to be formally hired as one on a full time basis.

494. I did note that there was a great reluctance to collect litter/ bags that were not on their designated route. These could be on side street that was meters away, but there was very much a ‘that’s another teams problem’.

495. I asked about what happened during the snow in March. They said that they worked every day and were diverted to where they were needed. There was clearly some resentment here as obviously the majority of Council staff had the days off and were paid for them. More should have been done to reward them in my opinion.

496. On the same line as this, I asked if they ever made use of some of the benefits offered to Council staff, such as tickets etc.. They said they didn’t even know they existed as they don’t have Council emails. Definitely another area that I believe needs to be looked into.

497. The different teams seemed to have a good working relationship with each other, i.e. the other teams that we met when going to Viridor.

Councillor Norma Mackie – City Centre Team - Job Shadowing – General Observations

498. Councillor Mackie undertook job shadowing with the City Centre Team. It was a 6am start and it involved a range of tasks including general street cleansing and dealing with fly tipping issues. The key observations that she made were:

499. That the recycling policy in the city centre could be greatly improved, with much of the waste collected not going forward for recycling.

500. Many of the bins that they emptied were old and had no separate compartments for recycling different materials, i.e. they weren’t the modern pod recycling bins.

501. Businesses in the city centre do not tend to recycle much of their waste, which is a shame as much of it could be recycled. More businesses should be recycling – the additional volume would be huge.

502. The design of some bins could have been better, for example, rubbish had to be placed into the bin through a small hole in the middle which was much harder to do than it needed to be.

503. Much of the dumping (fly tipping) was done in very poorly lighted areas.

504. As she anticipated there was clearly a large homelessness problem in the city centre, which was apparent in the areas that they were cleansing, for example, at the back of the North Gate they found a large number of needles / syringes and bedding. The situation was similar in Crockherbtown Lane, with stuff dumped everywhere.

505. She felt that some of the locations that they went to were not great places to work, for example, the staff were constantly in and out of subways all of the time. Subway bins were needed at the edge of town.

506. There are regular big clean ups in the city centre, but they are not recorded as fly tipping – staff just clean up the waste as reporting it is time consuming.

WITNESSES TO THE INQUIRY

507. During the inquiry the task group was grateful to the following witnesses who provided verbal evidence or written contributions:

- Councillor Michael Michael, Cabinet Member for Clean Streets, Recycling & Performance.
- Matthew Wakelam, Assistant Director, Street Scene – Planning, Transport & Environment Directorate.
- Claire Cutforth, Operational Manager Recycling Services – Planning, Transport & Environment Directorate.
- Neil Harrison, Project Coordinator at Natural Resources Wales.
- Jemma Bere, Policy & Research Manager at Keep Wales Tidy.
- Gladys Hingco, Researcher – Scrutiny Services.
- The 19 volunteers who participated in the volunteer workshop on the 19th September 2019.
- The front line cleansing and fly tipping officers from the Planning, Transport & Environment Directorate who supported councillors during the councillor job shadowing exercise.

LEGAL IMPLICATIONS

508. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without modification. Any report with recommendations for decision that goes to Cabinet / Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal power of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. standing orders and financial regulations; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

FINANCIAL IMPLICATIONS

509. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

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