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| <b>Nomination</b>                       | Birmingham City Council             |
| <b>Nomination code</b>                  | VDZK8CVO12POL6U                     |
| <b>Category</b>                         | Local Authority Success             |
| <b>Nominator</b>                        | Aaron Osborne-Taylor                |
| <b>Nomination date</b>                  | 23/06/2022, 16:42                   |
| <b>Size and type of local authority</b> | Large Unitary - 2 million residents |

### Summary of entry (max 150 words)

Please provide a clear and concise summary of your entry. These are the words that need to persuade the judges that you are the winner.

Cleaner, greener streets matter. In Birmingham, with its mix of socially deprived, high-density inner-city areas and affluent suburbs, we know this better than anyone. Serving one of the most diverse cities in the UK of 1.2m people living in more than 400,000 homes, our focus on reducing flytipping while increasing recycling and charitable reuse through our mobile waste recycling centres is delivering a better environment for everyone. The success proves the benefits of working with our communities and elected Members using targeted and innovative approaches that make a visible difference to neighbourhoods – especially in the places that need it most. More than 1350 tonnes of bulky waste, 65 tonnes of recycling, and numerous items for reuse has been collected by nearly 800 community mobile visits since July 2021, and flytipping and cleanliness scores are demonstrating a notable improvement. Other Councils have expressed an interest in replicating this service.

- Read 'About the award' and 'What the judges will look for' as well as the criteria.
- Understand what the award is for.
- Think about and include what makes your entry unique or different.
- Use laypersons terms to clearly explain what you have done, why you did it, and what you have achieved/what the impact has been.
- Include **evidence** to support your claims, such as metrics that show how effective whatever you have implemented has been and testimonials.

### Entries will be assessed against the four criteria detailed below. Ensure you complete all the sections below and answer all the questions. Avoid repeating information if possible.

#### Vision and strategy (max 250 words)

- Please clearly explain what the initiative was and why it was put in place. What was the challenge you were trying to solve? What did you do to solve it?
- Why did you choose your particular approach?
- How does this fit within any wider waste or other strategy?
- Were specific targets set?

The Cleaner Greener Streets Programme was launched in July 2021 with £7.2m funding – led by the introduction of Mobile Household Recycling Centres (MHRCs). The service was designed to address multiple challenges around waste disposal, principally domestic fly-tipping or dumping, and inaccessibility to the city's four household recycling centres for many citizens. Other solutions were considered such as a free bulky waste service, though were discounted as they would not offer the widest benefit to citizens nor encourage recycling or reuse. This supports the city's wider strategies of cleaner streets, and increased recycling and correct disposal of waste.

The service focuses on collecting bulky household waste through a service of just four teams of two core vehicles, a recycling collection vehicle and compactor, with extra vehicles to collect electrical and electronic equipment waste and items suitable for re-use, operating from 7am to 12pm every weekday. Although the service is provided to all 69 wards across the city, support is focused on the neighbourhoods that need it most. Areas with a high prevalence of domestic fly-tipping, high density housing (typically with low car ownership) and other communities known to face challenges using the permanent household recycling sites, benefit from the service most – with visits from the MHRC service around four times a month. Areas with the lowest identified needs may get around six visits a year.

No explicit targets were set, success is measured by monitoring longer-term flytipping and LAMS trends in parallel to sustained or increased usage by communities.

#### Planning and delivery (max 250 words)

- How was it planned?
- How was it implemented and integrated into operations?
- What systems and steps were put in place to ensure the best results?
- Who else was involved and how was their co-operation secured?

The service was launched on a trial basis using hire vehicles, and agency crews. It is operating on this basis through 2022 with an expectation it will be integrated as a core service in 2023. Service frequency is identified by a combination of insight, using fly-tipping and Land Audit Management System (LAMS) data, local operational knowledge and community feedback.

Promotion of the service is deliberately delivered at a hyper-local level by ward councillors, using a combination of leafleting and community social media, supported by engagement with local community groups and housing providers alongside successful partnering with mosques and supermarkets to host and promote the service. It was decided at the launch of the programme to keep promotion at this local level (and not on the Council's website or main social media channels) to avoid encouraging users from outside the targeted area, use by unlicensed waste carriers and advanced dumping of waste at advertised locations. It's been a successful approach, with no significant issues of advance dumping recorded and crews and community representatives reporting no significant evidence of users travelling from outside targeted localities.

Engagement and support in a few localities was initially weak with some uncertainty about whether the initiative would achieve its objectives and demonstrate value for money, but it now benefits from cross-party support and councillors work closely with the service to identify new locations as residents tell them about specific areas that need the service. This is very much a service delivered in partnership with communities.

#### Success and results (max 250 words)

- Was it delivered on time, to plan, and on budget? What was the budget?
- What evidence is there of how this initiative has made a difference? Eg how have recycling/reuse/waste reduction/contamination rates etc improved as a result? Please include quantifiable data (eg tonnages) and not just percentage changes.
- What other measures of success were achieved? (eg carbon reduction, cost reduction)
- Did the initiative meet or exceed expectations?
- Please include testimonials from any relevant external organisations

From the phased start in July 2021 through to May 2022, the MHRC service collected 65 tonnes of recycling and 1358 tonnes of residual waste, alongside items for the Recycle and Reuse scheme. Flytipping data is showing an impressive rate of decline with 373 incidents reported w/e 5 June 2022 compared to 995 incidents reported w/e 13 June 2021, just before the service was launched. In contrast the national trend shows fly-tipping significantly increased in the year to March 2021 (DEFRA, 16% increase in domestic fly-tipping April 2020 to March 2021). LAMS cleanliness scores of 23% streets Grade B or C (unacceptable standard) in July 2021 have improved to 5.57% in June 2022.

The service consistently receives excellent feedback from citizens, community representatives, councillors, and Birmingham MPs. Results of a user survey indicate high satisfaction with scores of more than 8-10/10 in 60 of 71 completed surveys, with just 4 negative responses.

The practical benefit for people who find it difficult to use the permanent sites has been significant – bringing the service to the places that need it most is reducing the number of miles driven to permanent sites and the need to travel through Birmingham's new Clean Air Zone to reach a site.

The MHRC service was delivered on time and within an annual operating budget of £1.398m.

The service has exceeded expectations in terms of performance and community support, and feedback is now being reviewed to further improve the service going forward.

**Innovation (max 250 words)**

*What makes this initiative innovative? How is it different to other initiatives? Does it apply a new way of thinking, new approach, new systems or new technology? Why was this approach taken?*

Traditional approaches such as community skips, free bulky waste collections, or “clear out” days do not meet the needs of modern communities, and conflict with environmental objectives regarding correct waste disposal, waste education, recycling, and reuse. Permanent Household Recycling centres are effective for the communities that have easy access and are car owners, but for a significant number of citizens they are inaccessible.

The innovative approach of this solution is to bring a modern disposal, recycling, and reuse facility close to resident’s doors, and in particular targeting areas with multiple issues around access to the permanent sites combined with poor street cleanliness through flytipping or poor disposal practices. It is no surprise that localities with the highest incidences of domestic flytipping tend to have low car ownership, making using the permanent sites challenging.

The service focuses on recycling and reuse including high-profile liveried recycling vehicles. At face value recycling rates of the service are low, part of the objective is raising the profile of recycling and reuse, and of course much recycling is disposed of through normal domestic collections. The recycling element is also part of the core City message around education and behaviours regarding waste disposal.

The clearest measure of innovation is the number of approaches received from other Councils with a strong interest in replicating the service – to date, five Councils have received detailed briefings with informal contact from many others.

**Additional information**

*Upload box for supporting material, only if essential. Eg Showing charts/graphs of performance, visuals, testimonials (5MB limit)*

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**Supporting images 1**

*Please upload 3 high resolution supporting images that can be used for any awards editorial content and during the awards ceremony*

[https://evessio.s3.amazonaws.com/customer/b4289942-d924-4d3d-9044-2b4131d4ae91/event/1cbee04b-9f56-414b-a722-452742214f8b/responses/858f45e9-7560-481e-b392-68334c2e402b/VDZK8CVO12POL6U\\_BCC\\_MHRC.jpg](https://evessio.s3.amazonaws.com/customer/b4289942-d924-4d3d-9044-2b4131d4ae91/event/1cbee04b-9f56-414b-a722-452742214f8b/responses/858f45e9-7560-481e-b392-68334c2e402b/VDZK8CVO12POL6U_BCC_MHRC.jpg)

**Supporting images 2**

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**Supporting images 3**

[https://evessio.s3.amazonaws.com/customer/b4289942-d924-4d3d-9044-2b4131d4ae91/event/1cbee04b-9f56-414b-a722-452742214f8b/responses/4c425d52-2948-405e-a3c3-01e3589a522a/VDZK8CVO12POL6U\\_Birmingham\\_Fly\\_Tipping\\_Recycling\\_Centre\\_with\\_Keep\\_Britain\\_Tidy\\_10th\\_February\\_2022\\_\\_\\_Brendan\\_Foster\\_Photography-214-68.jpg](https://evessio.s3.amazonaws.com/customer/b4289942-d924-4d3d-9044-2b4131d4ae91/event/1cbee04b-9f56-414b-a722-452742214f8b/responses/4c425d52-2948-405e-a3c3-01e3589a522a/VDZK8CVO12POL6U_Birmingham_Fly_Tipping_Recycling_Centre_with_Keep_Britain_Tidy_10th_February_2022___Brendan_Foster_Photography-214-68.jpg)