



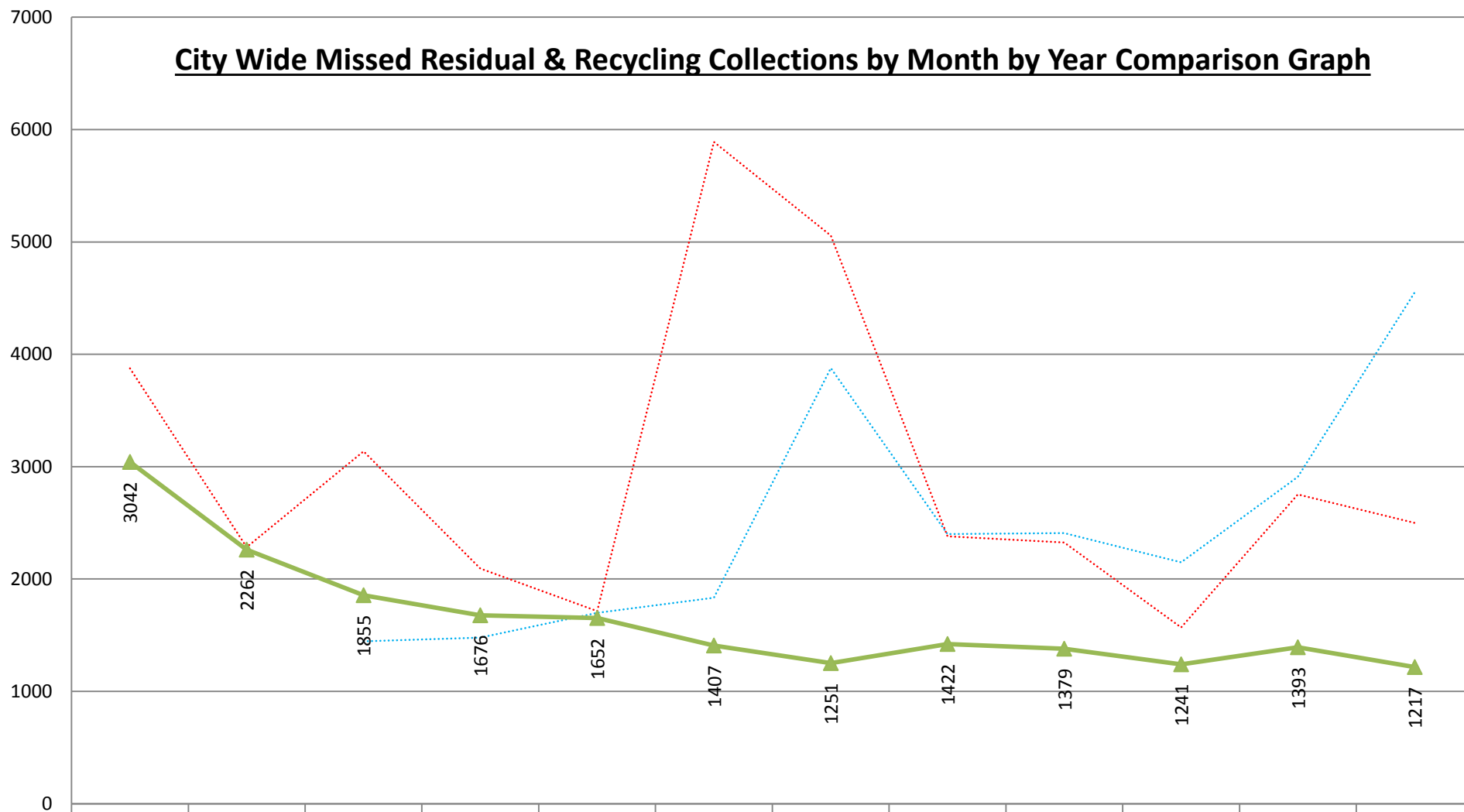
Cabinet Committee Local Leadership – 31 January 2017

Cllr Lisa Trickett
Cabinet Member for Clean Streets,
Recycling and Environment

Waste Management Service Improvement

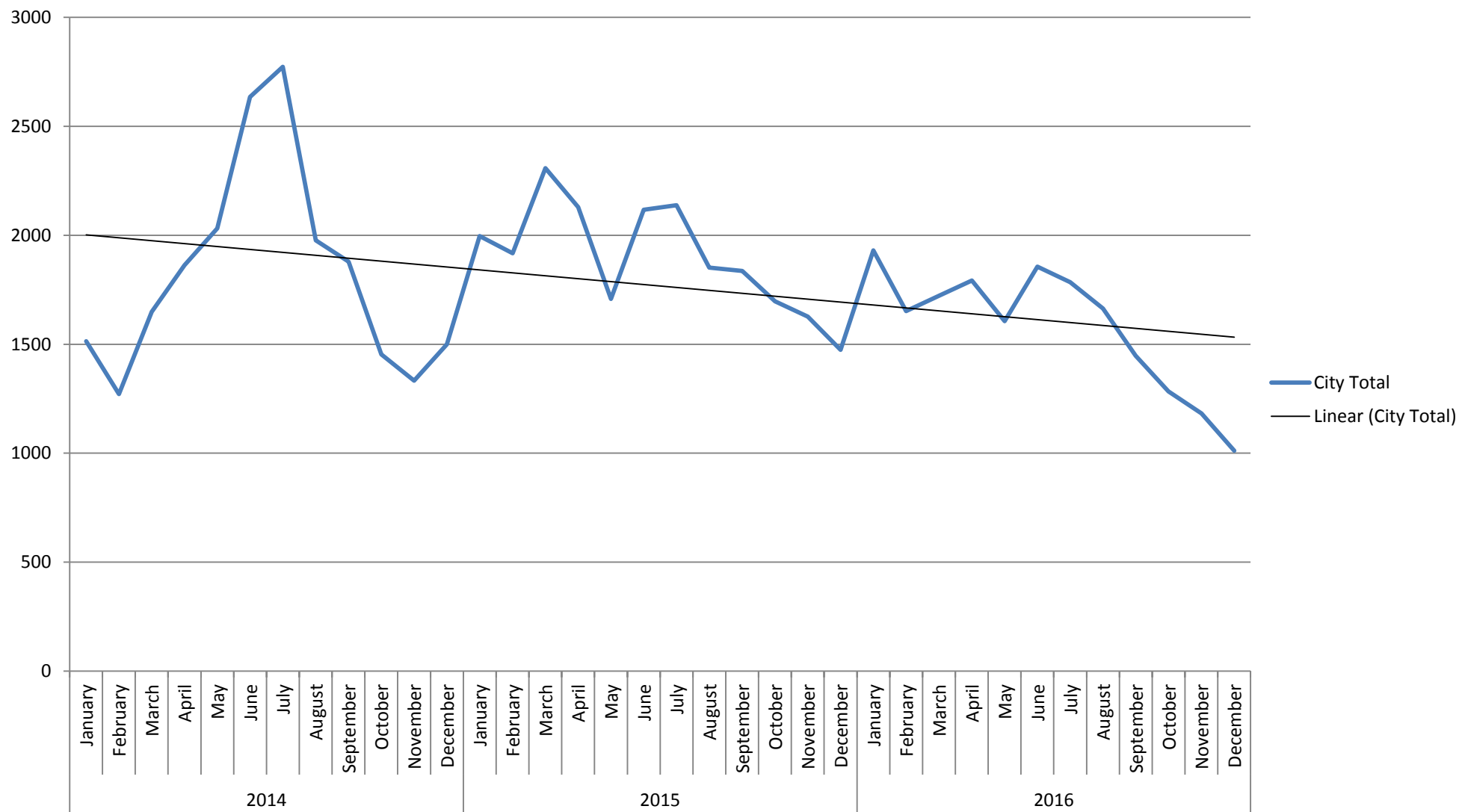
	Overview of key areas of improvement
Strategy	Setting of Service standards for collections On street recycling facilities removal Depot Modernisation Programme (Lifford and Perry Barr) IBA Plant relocation Cleaner Streets programme: whole base approach, dashboard, litter bin strategy, review of red carded properties, flats above shops Queslett savings and safe working
Systems	Stores procedures around wheelie bins Process review/ productivity/tipping - missed collections Performance Management Reporting Project Health and Safety Round Optimisation Project (incl Slab in Cab) Fleet and Garages Operations Project EQS Improvement Project (see cleaner streets) Depot Admin Review Trade Waste Development Project (including recycling)
Structure	Organisational Design - budget visibility including use of agency and overtime Workforce Plan and Management Back Office restructure Operations Service Restructure
Skills	Organisational Development & Training Driver training Safe operating
Staff	Communication Staff survey response
Style & Shared Values	Culture Change Employee Relations Customer interaction, all channels

City Wide Missed Residual & Recycling Collections by Month by Year Comparison Graph

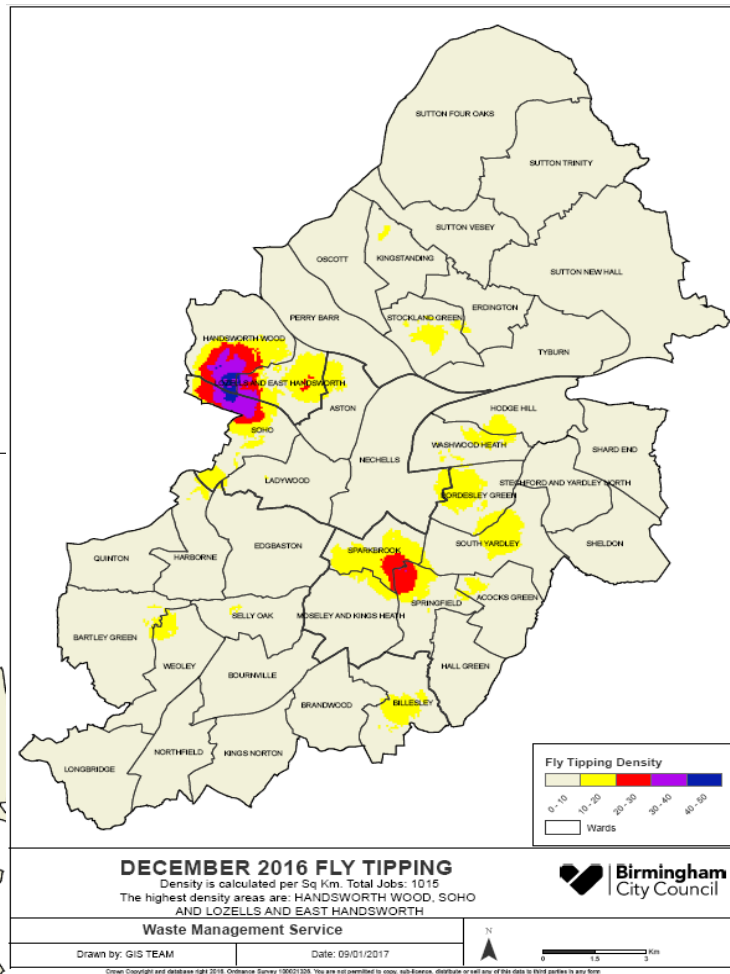
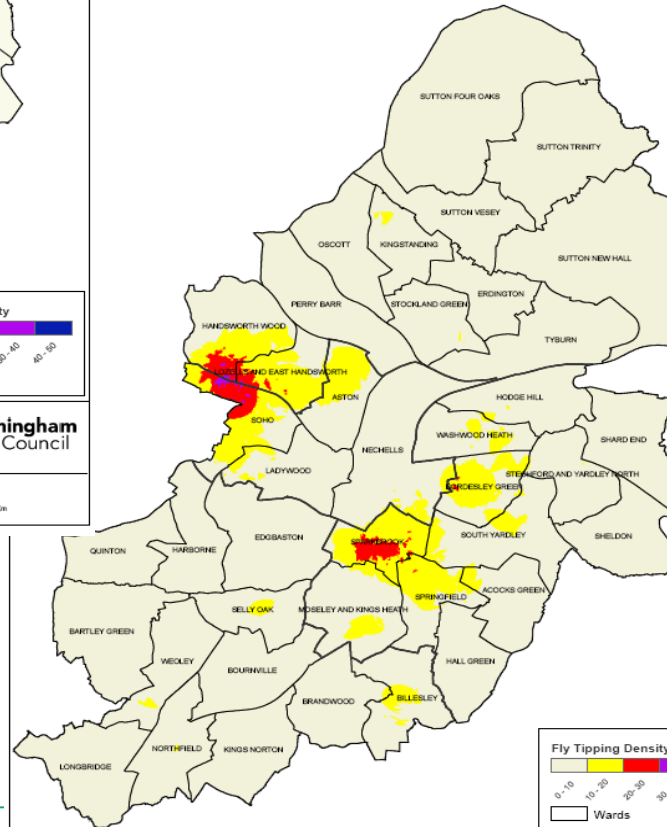
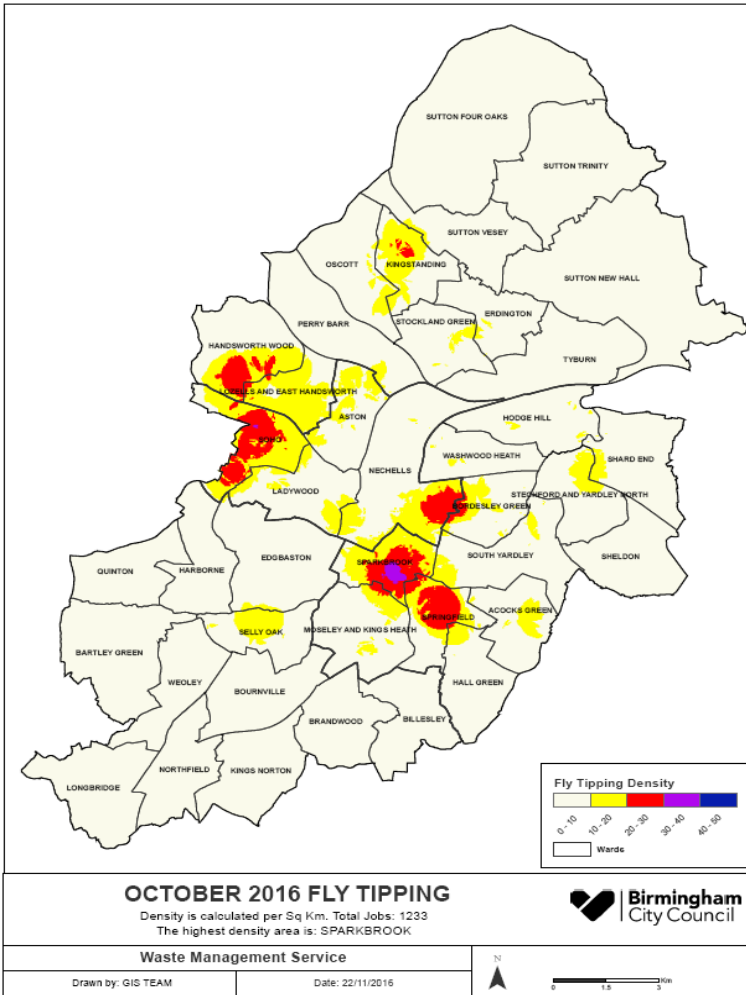


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2014			1445	1478	1700	1833	3876	2400	2409	2149	2909	4551
2015	3874	2283	3136	2093	1714	5890	5057	2381	2325	1569	2753	2499
2016	3042	2262	1855	1676	1652	1407	1251	1422	1379	1241	1393	1217

Citywide Fly Tipping Incidents Reported to Waste Management, Regulation and Enforcement.



Hot Spots



Cleaner, Greener Streets Campaign

- A three-year campaign to reshape attitudes and behaviour across the city with the aim of delivering cleaner, greener streets for all neighbourhoods, enabling citizens and community groups to play a greater part in achieving this.
- Three pronged approach: **Education, Engagement, Enforcement**
- Three strands:
 - Zero Heroes
 - Love Your Street
 - Zero Tolerance



Education

- Zero Heroes, media, social media, schools programme



- **Year one of the campaign**

- Zero Heroes (formerly the 3 Rs: Reduce, Re-use and Recycle)**

- Zero heroes – creating a brand identity (superheroes of the city)
 - Two completed phases of activity (Community awareness raising, followed by schools and business-specific strand)
 - Third upcoming phase transitions to year 2/3 of the campaign
 - Focus shifts to behaviour change (from awareness raising)
 - Hubbub work
 - Litter picks in the city centre (inc. social media videos)
 - Phase 2 – due for rollout Q1 of 2017

- Dedicated content:**

- Animations to highlight good practice (how to use bins, report fly tipping etc)
 - Seasonal:
 - Advent calendar (videos featuring reduce, re-use and recycle tips)
 - Christmas collections (adverts and social media)
 - Christmas tree recycling

Engagement



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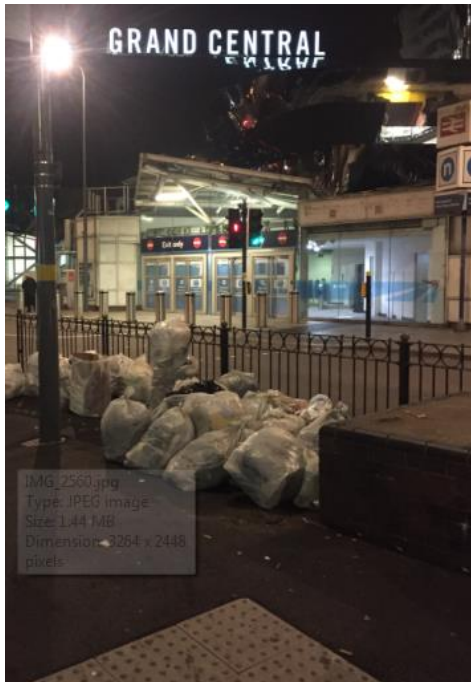
Love your street

- Day of action (#CleanerBrum trending higher than Donald Trump on Twitter locally after his election win the day before)
- Creation of communication toolkits for use by officers, Councillors and community groups
- Frequently updated Google Map to celebrate litter picks by community groups
- Q1 2017: citywide week/month of action. Link to Great British Spring Clean
- Inclusion of 'cleaner, greener' categories in next Birmingham in Bloom competition (reflecting the wider aspiration of the campaign)



Enforcement

- Navigation Street / Pinfold Street



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Zero tolerance

- Focus on fly tipping
- Embedded reporter with the team
- Highlighting successful court actions
- Reference to local and national media pick up
- Open and transparent
- Capitalising on quirky stories to raise profile of the issue/work with the wider community

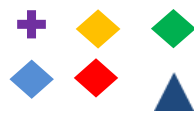
Cleaner, Greener Streets

- The Cleaner Streets programme seeks to improve efficiency and quality of cleansing by placing Council resources where they are needed. Utilising data, technical resources, partnership working and coordinated strategies using a 'Total Place' approach.
- Where citizens can, they should and where citizens can't, we will.
- Underpinned by a Proof of Concept in two wards (Hall Green and Washwood Heath) that tested the assumptions in the street cleansing redesign model proposed by Keep Britain Tidy.
- Our programme actions ward Cleaner Street plans to coordinate activities in that ward which contribute to clean open spaces. We will ultimately feed into a public facing dashboard to inform residents of all street cleansing and waste collection schedules, community activity and Place activities (such as Street Scene initiatives) in their neighbourhood.

Cleaner Streets Programme

Project Description	Activity
Street Cleansing (Operational - except Fleet Strategy)	<ul style="list-style-type: none"> • Evaluation of proof of concept has been completed • Establishment of 4 project groups using 'Total Place' solution have been set up across the city, centring on the Depots. These groups, in addition to scrutiny of the EQS scores will pick up the strategic initiatives such as All Out Days • Development of the staffing model for street cleansing for full city roll out of the Proof of Concept is underway. • Stripy sacks has been successfully piloted and an accelerated roll out is underway using the 4 project groups. • 2 all out days have been undertaken with a further suite of activities planned for the 3rd, 4th, 5th March coinciding with the Great British Spring Clean
Community Development	Community provision mapping is complete.
Process Redesign/Litter Bin Strategy (Strategic)	<ul style="list-style-type: none"> • Litter bin emptying has been disaggregated from the beat sweepers rounds. • Litter Bin rationalisation is being undertaken in the south of the City. This has been completed in the following wards:- Northfield, Billesley, Selly Oak, Bournville. • Brandwood Ward is due to be completed by 5th February • Litter Bin sensor trial is being undertaken in Northfield Ward. Phase 1 is complete- phase 2 is underway and will be completed mid February.
Information/Education (Strategic)	The 2016 Sustainable Schools programme is underway, approximately 20 schools are signed up to this round. Waste prevention continue to support schools and have provided this information for the Dashboard; Zero Hero campaign is currently underway. However, contact is still difficult with BEP.
ICT (Operational in HG & WH- Strategic Long term)	Exploring the possibility of using Whitespace to identify a 'Total Place' set of requirements which will include the publication of ward/streets scorecards.
Performance (Operational in HG & WH as POC- feeds into Strategic Performance improvement)	Develop Scorecards for streets/Wards that show: EQS, Grade, Information and Action if EQS drops (Amey/Bulk collections etc). Mock ups have been developed – all elements when received are being added.

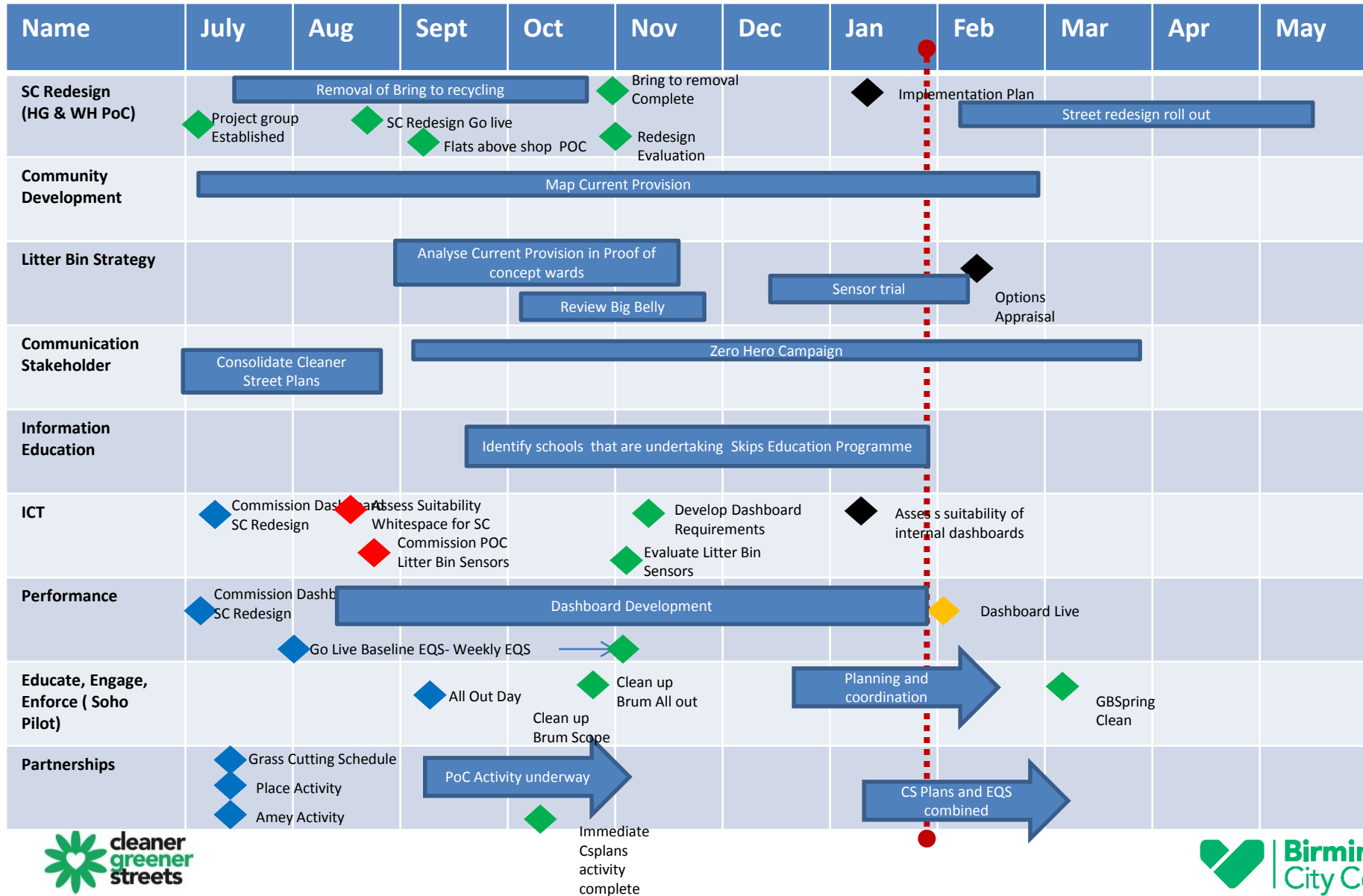
Milestone Plan: 31.01.2017



SMT/CMB
 Boards
 On Track

Will Not Achieve
 At Risk
 Achieved

TBC



9th November 2016 - All Out Day



All wards were assessed and the wards that were experiencing consistent red scores on EQS (i.e. wards where Litter, Detritus, Flyposting, Fly tipping and Graffiti are failing to meet targets) were selected as the focus for the 'Clean up Birmingham' day. These were:-

Aston, Bartley Green, Bordesley Green, Brandwood, Lozells and East Handsworth, Nechells, Perry Barr, Soho, Sparkbrook and Washwood Heath

Outcomes

- 34.85 tonnes¹ of waste removed on the day
- Trended highly on Social Media
- In excess of 400 people involved
- Successful precursor to the Great British Spring Clean March 2017.

¹ this includes tonnage of waste removed from parks, this has not been included in all the totals on the following slides

Outcomes: Aston Ward

Project - Clearance of litter, detritus and fly tipping at Bevington Road and Aston Park.

- Waste Enforcement
- Local Councillors
- Street Scene
- Community Volunteers

5.4 tonnes was removed on the day



Outcomes: Bartley Green Ward

Project – Clearance of litter and detritus off the roads surrounding Romsley Road Bus Terminus.

- Housing Officers
- Street Scene
- Waste Management
- Local Councillors
- Environmental Health

2.3 tonnes was removed on the day



Outcomes: Brandwood Ward

Project – Yarningdale Road & Hillcroft House

- Housing Officers
- Housing Tipping Team
- Head of Service - Place
- Local Councillors
- Brandwood Community Centre
- Street Scene
- Amey
- Street Cleansing

2.6 tonnes was removed on the day



Outcomes: Bordesley Green Ward

Project – Clearance of litter, detritus and fly tipping between Fordrough Lane and Blakeland Street with resident engagement and education

- Place Manager
- Street Scene
- Housing Officers
- Neighbourhood Caretakers
- Students from South & City College
- Local Councillors
- Waste Enforcement
- Amey
- Local Residents
- Police Officers

3.64 tonnes was removed on the day



Outcomes: Lozells & East Handsworth Ward

Project - Clearance of litter, detritus and fly tipping on Crick Lane, including bag searches.

- Housing Officers
- Housing Tipping Team
- Street Cleansing
- Local Councillors
- Street Scene
- Waste Enforcement
- Police
- Crick Lane Project

2.94 tonnes was removed on the day



Outcomes Nechells Ward

Project - Clearance of litter, detritus and fly tipping at St Andrews Estate, with resident education & engagement.

- Street Scene
- Tenant participation officer
- District Neighbourhood Caretaker
- Street Cleansing Team
- Housing Officer
- Place Manager
- Acting Senior Service Manager
- Street Scene

1.79 tonnes was removed on the day



Outcomes Perry Barr Ward

Project - Clearance of litter, detritus and fly tipping at St Yew Tree Road and surrounding roads, with bag searches, resident education & engagement, and trade waste enforcement.

- Street Cleansing Service Manager
- Volunteers
- Waste Enforcement
- Assistant Service Manager
- Street Cleaning

3.28 tonnes was removed on the day



Outcomes Soho Road

Project – Clearance of litter, detritus and fly tipping on Soho Road including bag searches, illegal parking, illegal trading and anti social behaviour

- Police
- Trade waste
- Local Councillors
- Street Cleansing
- Community Volunteers
- Waste Enforcement
- Civil Enforcement
- Amey
- Local Schools

2.1 tonnes was removed on the day



Outcomes: Sparkbrook Ward

Project - Clearance of litter, detritus and fly tipping in Sparkbrook on Runcorn Road and surrounding area with resident education & engagement.

- Place Manager
- Senior Service Manager
- Neighbourhood Caretakers
- Amey
- Local Councillors
- Street Scene Co-ordinator
- Housing Officers
- Police Officers
- Waste Enforcement
- DVLA

2.28 tonnes was removed on the day – 300 Properties engaged with



Outcomes: Washwood Heath Ward

Project - Clearance of litter, detritus and fly tipping at Havelock Road, Berry Road, Salisbury Road & environs. Resident education & engagement. Highway works & logging, civil & waste enforcement, Gulley cleansing and Hedge trimming.

- Place Managers
- Civil enforcement officers
- Neighbourhood Caretakers
- Amey
- Housing Officers
- Environmental Health Officers
- Local Councillors
- Tenant participation officer
- Police Officers
- Waste Enforcement
- Voluntary Organisation
- Street Scene

2.72 tonnes was removed on the day



Great British Spring Clean – Call to Action

- Keep Britain Tidy initiative with events through the month of March but Particular focus on the weekend 3rd, 4th and 5th March 2017
- Primary focus on citizens volunteering through the Great British Spring Clean website
- 4 Delivery Teams have been set up to encourage and support citizens wishing to undertake clean ups in their areas, supported by a 'Total Place' network of staff - centred around the depots so that activities and tonnages can be tracked and supported appropriately.
- Where gaps are identified- the delivery teams will use local knowledge, Cleaner Street plans and the EQS scores to plan and deliver activities.
- Anyone wishing to undertake a clean up can be supported by the Delivery teams.