

<b>Report To:</b>	<b>OVERVIEW AND SCRUTINY COMMITTEE</b>	<b>Date:</b>	<b>7 NOVEMBER 2018</b>
<b>Heading:</b>	<b>BIG ASHFIELD SPRING CLEAN 2018</b>		
<b>Portfolio Holder:</b>	<b>DEPUTY LEADER OF THE COUNCIL, OUTWARD FOCUS</b>		
<b>Ward/s:</b>	<b>ALL WARDS</b>		
<b>Key Decision:</b>	<b>YES</b>		
<b>Subject to Call-In:</b>	<b>YES</b>		

### **Purpose of Report**

Free Community Skips / Big Ashfield Spring Clean was added to the Scrutiny Workplan in September 2018 in order to review the project and learn lessons for any proposed future schemes. The district wide clean-up campaign was delivered over a three-week period between 19<sup>th</sup> May and 9<sup>th</sup> June 2018.

This report sets out the cost of delivery, impact the scheme made and lessons learned.

### **Recommendation(s)**

1. Members to note the full evaluation of the 2018 Big Ashfield Spring Clean
2. Consider any comments, suggestions or recommendations to Cabinet

### **Reasons for Recommendation(s)**

At its meeting on the 26 September 2018 the Overview and Scrutiny Committee agreed to prioritise the workplan item relating to Free Community Skips for the next meeting of the Committee.

In addition, in preparation for the start of planning for the Big Ashfield Spring Clean 2019, Council also resolved on the 11 October 2018 to take note and carefully consider the recommendations made by Overview and Scrutiny when it reports back on the review, already in the Workplan, of the Big Ashfield Spring Clean 2018.

## **Evaluation of 2018 Big Ashfield Spring Clean**

In summary, the campaign was rolled out geographically across the District over a 3 week period, with Sutton week one, Kirkby and the Rurals week 2 and Hucknall week 3. It had 3 distinct offers for residents: static skips were placed at various locations across the District, complemented by “flying skip” bin lorries which collected waste at pre-determined routes over the weekends (excluding the Bank Holiday weekend) and free bulky waste collections for residents who needed door to door collection or additional support.

On Monday 15<sup>th</sup> May the Council released information to residents of Ashfield that a Big Ashfield Spring Clean Campaign was set to get underway. Information was provided to residents to inform them of static and flying skips to be sited across the district to enable them to support the spring clean and help them clear out unwanted waste.

### **Sutton**

On Saturday 19<sup>th</sup> May 2018 2 RCV bin lorries acted as flying skips and collected waste from the following locations in Sutton in Ashfield:

- Welbeck Square, Stanton Hill
- Beechwood Court, Skegby
- The Hillcocks Car Park
- Highfield Road
- Woodlands Way
- Leabrooks Avenue

These were managed by waste collection crews. Residents were able to bring out their waste for disposal on the lorries. The amount of waste collected by the two RCVs was 4.1 tonnes

From Monday 21<sup>st</sup> May 2018 15 Static skips were sited across Sutton in the following locations:

- Pepper Street
- Woodlands Way
- Willowbridge Lane
- Sutton Road Library Car Park
- Woodland Avenue
- Quarrydale Road
- Fackley Road/Brand Lane
- Leamington Drive
- Carsic Lane
- Carsic Road/Northwood Avenue
- Redcliffe Street
- Penn Street
- Garden Lane
- East Street
- Oak Street/Hazel Street

The flying skips were not utilised to full capacity. However, the static skips in Sutton were well used and evidence of overspill side waste was present. To ensure safety, site checks were carried out by Environmental Services operatives and side waste was collected by operational crews on a frequent basis.

Some concerns were raised by members and residents regarding the amount of usage at the Sutton skip sites and a decision was taken to take away full skips and replace them on 23<sup>rd</sup> May to provide more capacity to residents.

The total amount of waste collected in the skips is recorded as 19.615 tonnes and the amount of waste collected around the vicinity of the skips as side waste was 9.74 tonnes.

The cost of delivery in Sutton, including skips costs, employee costs of crews and the cost of waste disposal totals £9,538.93.

The project team identified at the planning stage that there was a risk of small traders using the skips to dispose of commercial waste as the skips were not continually manned, and whilst it is difficult to evidence or quantify the amount of commercial waste presented in the skips, there is a recognition and an assumption that this did take place.

Using an assessment of the percentage of total weights collected in each area of the district as Sutton 40%, Kirkby & Rurals 35% and Hucknall 25%, the model can be applied to make assumptions on the amount of potential commercial waste presented throughout the campaign.

From the 60.896 tonnes of waste collected in the static skips, it can be reasonably assumed that 9.247 tonnes of this waste was made up of materials which could have been presented from traders. Applying the model outlined above, 40% of this, 3.70 tonnes could be attributed as potential commercial waste presented in Sutton. Indicative costs that could be attributed to 3.70 tonnes of commercial waste could be projected at £580. (£156.80 per tonne).

## **Kirkby & Rurals**

Monday 29<sup>th</sup> May saw the siting of 12 static skips across Kirkby and the Rural areas in the following locations:

### **Kirkby:**

- Chartwell Road
- Ashwood Avenue
- Church Street
- Sherwood Court
- Rowan Drive
- Bourne Avenue
- Nuncar Court
- Byron Road

### **Rurals:**

- Hankin Avenue, Underwood
- Main Road, Jacksale
- Alfreton Road, Selston
- Victoria Road, Selston

On Saturday 19<sup>th</sup> May 2018 2 RCV bin lorries acted as flying skips and collected waste from the following locations in Kirkby and Rurals:

- Midfield Road, Kirkby
- Central Avenue, Kirkby
- Chestnut Avenue, Kirkby
- Rutland Road, Jacksdale
- Palmerston Street, Underwood
- Sherwood Way, Selston

Lessons learned from the Sutton element of the campaign enabled officers to plan a more robust approach to managing the static skips in the second leg of the campaign. Static skips were monitored daily by operational teams and arrangements were made to collect skips as soon as they became full.

It is acknowledged that side waste was presented at the sites as anticipated, but where skips were not full, the waste was shifted into the skips by Environmental Services' staff. This made it difficult to quantify the amount of side waste present. Further complexities occurred when lorries stored waste, only tipping off when getting to capacity. This means for Kirkby and Rurals, modelling of waste ratios in other areas has been used to make an informed assumption on the amount of waste captured in the skips or presented as side waste.

The total amount of waste collected in the skips is recorded as 25.857 tonnes. However, it is assumed that 6.98 tonnes of this waste was actually presented as side waste, and placed in the skips prior to collection. This means skip waste for Kirkby & Rurals could be modelled at 18.877 tonnes.

The cost of delivery in Kirkby and Rurals, including skips costs, employee costs of crews and the cost of waste disposal totals £8,814.05.

From the 60.896 tonnes of waste collected in the static skips, it can be reasonably assumed that 9.247 tonnes of this waste are made up of materials which could have been presented from traders. Applying the model outlined above, 35% of this, 3.23 tonnes could be attributed as potential commercial waste presented in Kirkby & Rurals. Indicative costs that could be attributed to 3.23 tonnes of commercial waste could be projected at £506. (£156.80 per tonne).

## **Hucknall**

The final week of the campaign took place in Hucknall from 4<sup>th</sup> June with 9 static skips placed in the following locations:

- Brickyard Drive
- Farleys Lane
- Derbyshire Lane/Sandy Lane
- Storth Avenue/Croft Avenue
- Ward Avenue
- Hucknall Leisure Centre
- Vaughan Avenue
- Ruffs Drive/Watnall Road
- Babacombe Way

Flying skips followed and provided an end to the campaign on Saturday 9<sup>th</sup> June in the following locations:

- Kenbrook Road

- Yew Tree Road
- Garden Road
- Christchurch Road/Edgewood Drive
- Beauvale Crescent
- Washdyke Lane

The total amount of waste collected in the skips is recorded as 15.424 tonnes and the amount of waste collected around the vicinity of the skips as side waste was 3.22 tonnes.

The cost of delivery in Hucknall, including skips costs, employee costs of crews and the cost of waste disposal totals £8,585.10.

From the 60.896 tonnes of waste collected in the static skips, it can be reasonably assumed that 9.247 tonnes of this waste are made up of materials which could have been presented from traders. Applying the model outlined above, 25% of this, 2.31 tonnes could be attributed as potential commercial waste presented in Hucknall. Indicative costs that could be attributed to 2.31 tonnes of commercial waste could be projected at £362. (£156.80 per tonne).

### **Performance data**

To determine the success of the campaign an understanding of the purpose of the campaign needs to be recognised. Whilst the Council is actively working towards the national target of 50% of household waste recycled or composted by 2020 and the stretching target of 65% by 2030 there is a recognition that the high recycling rates from this project are a by-product of its purpose, which was to help residents clear out their waste.

Information received from the skip company shows that a large variety of waste types was received into the skips and 99.6% of these were able to be recycled, reprocessed or reused. The following table details the types of waste present in the skips throughout the campaign, the items highlighted in red were not able to be recovered for recycling or reprocessing:

Waste type	Weight (tonnes)
Wood	11.819
Packaging	11.665
Furniture	11.574
Plastics	9.925
Bricks	5.673
Green waste (garden)	3.465
Inert waste	1.809
Tiles and ceramics	1.488
Metals	1.318
Mixed waste (recycled)	0.832
Mixed waste (landfill)	0.092
Floor coverings	0.872
Canteen/office/adhoc	0.177
Hazardous materials	0.100
Electrical and electronic WEEE	0.087
<b>Total</b>	<b>60.896</b>

The Council is a Waste Collection Authority (WCA) and measures performance data of waste collected from households as residual waste, dry recycling, garden waste and glass. The cost of disposal for these types of household wastes is met by the Waste Disposal Authority (WDA) and not the Council.

The Council also collects waste from households in additional or bulky waste collections, and these collections are classed as trade waste. There is therefore a charge applied to the council for wastes by tonne. This charge is commercially sensitive and cannot be shared. During the campaign the council made 867 free bulky waste collections from residential properties. Income and expenditure accounts for 2017/18 show that bulky waste generated income of £72k. As of 30<sup>th</sup> October the council has generated £42.2k income from bulky waste with a year-end projection of £72.6k. Overall the forecast income for 2018/19 is expected to be the same as in 2017/18. This is demonstrated in Fig 1 below.

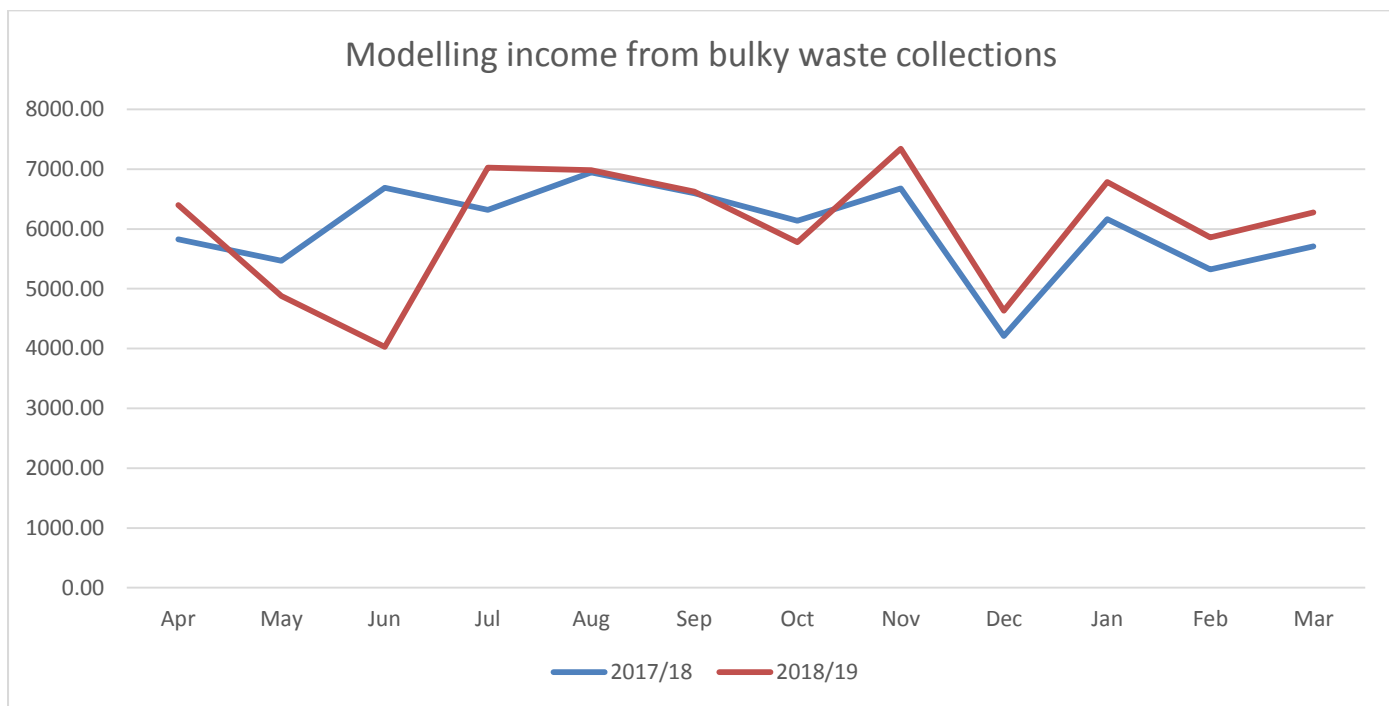


Fig 1 Modelling income from bulky waste collections

Data from the weeks leading up to, during and after the campaign have been compared to the same time period in the previous year to understand the influence that the campaign had on waste collected across the district.

Fig 2, below shows the amount of waste, in tonnes, collected in quarter 1 which is the performance quarter in which the campaign took place. The top lines in red shades demonstrate general household waste tonnes collected and the bottom lines in green shades demonstrate household recycling weights.

The graph shows that, in quarter 1 of 2018 household recycling tonnages remained relatively stable compared to same time period in 2017. Quarter 1 of 2018 data for general wastes shows that the performance year began with a 5% increase in the amount of waste collected when compared to the previous year.

This trend continued throughout the quarter until the weeks of the spring clean where a 14.6% increase was seen in week commencing 21<sup>st</sup> May, this was the first week of the static skips being

deployed in Sutton. Weekly weights then declined by 10% following the campaign and by the end of quarter 1 the amount of waste collected had reduced to the levels previously seen in 2017.

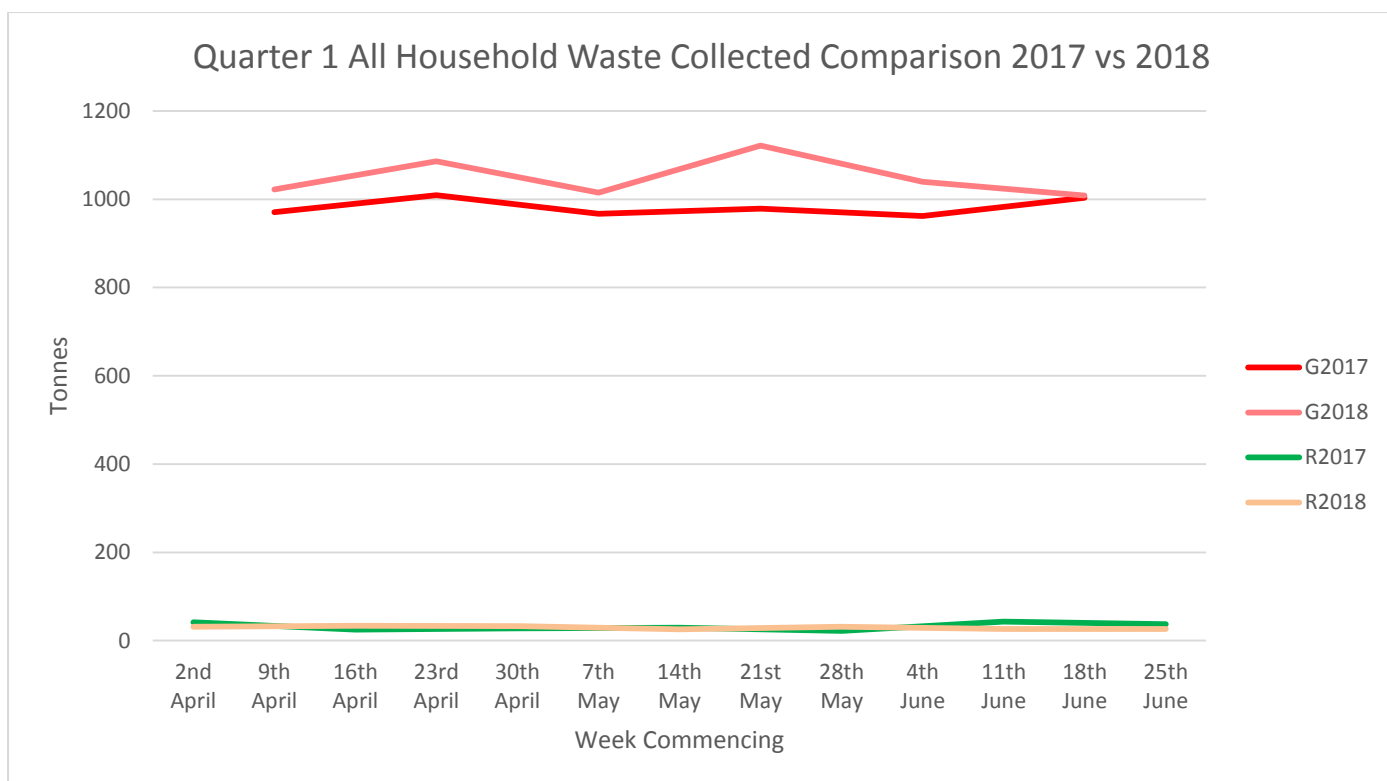


Fig 2 Modelling all wastes collected in Quarter 1

## Lessons learned

### 1 The overall approach

Throughout the campaign officers shared learning from each phase and refined their approach to achieve the best outcome for residents. Assumptions made in the development stage of the campaign around the potential for traders to use the skips to dispose of commercial waste have been realised in part. Although there is no specific data to quantify this, it is accepted that some element of commercial waste was presented in the skips and estimates have been included in this report.

In terms of community impact, initial assumptions made around the community self-policing the skips and skip sites were not realised. However there was a change in call demands as residents contacted the council to raise issues around skips in their area. The following graph shows the change in call demands before, during and after the campaign along with a comparison against the previous year. This shows that whilst the campaign was well utilised, there was a clear reliance on the council to manage all aspects of the campaign. This learning must be factored into future campaigns to ensure that plans consider the required resources and a longer lead in time will ensure more community and voluntary sector input.

Fig 3 below highlights call demands placed on the Customer Support Team prior, during and after the campaign. The red line on the graph shows the trend in call volumes for 2017. As garden waste was not chargeable at this time, the comparison data from 2018 has been shown without garden waste calls. This shows that whilst call demands were higher than last year at the start of the

operational year, there was a spike in the spring clean weeks but, the curve has been turned in terms of call demands and the call numbers have reduced to the same amount as last year in spite of the higher starting point.

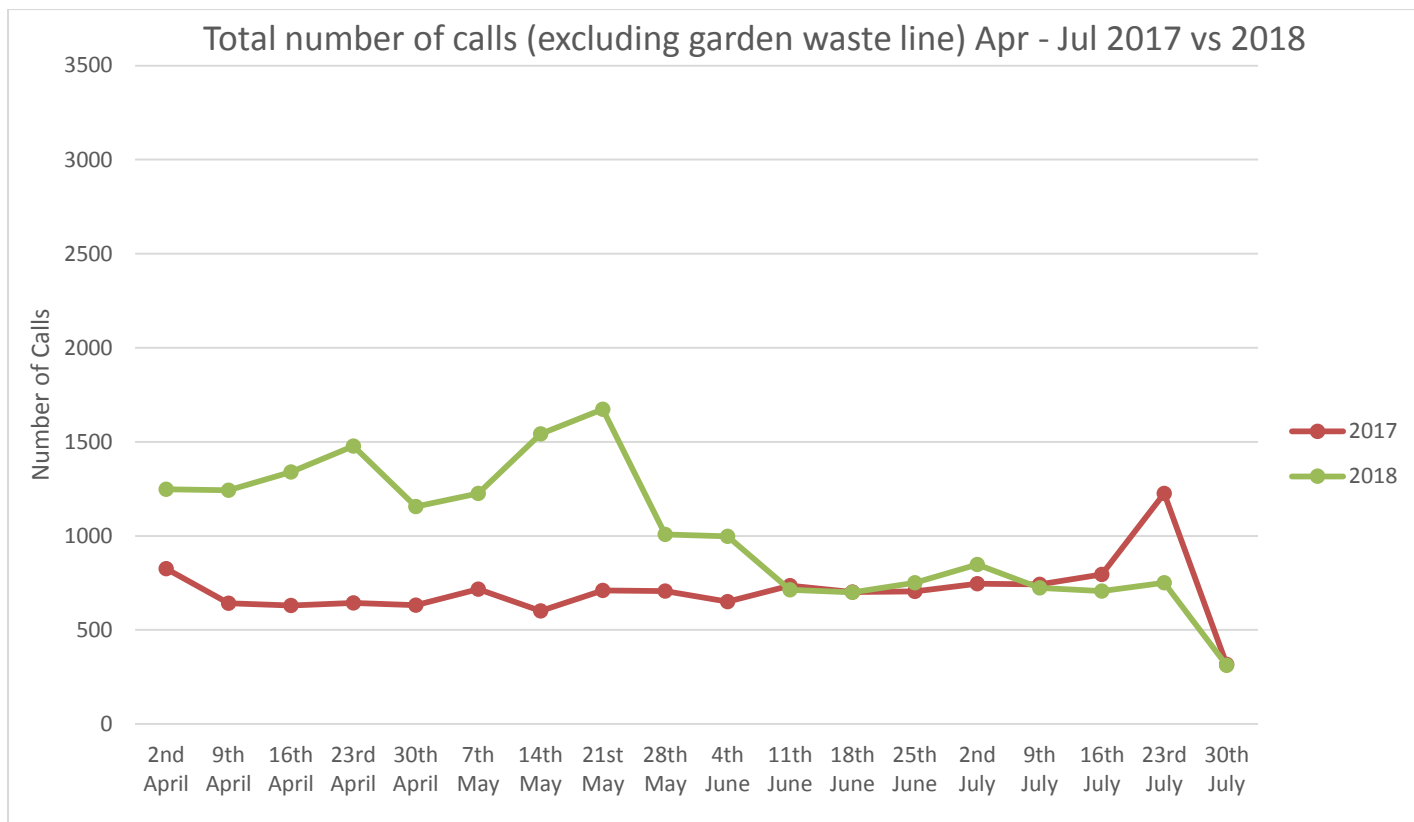


Fig 3 Modelling call demands (excluding garden waste) from April to July 2018 compared to 2017

The placement of skips around the district appeared to be welcomed by residents with positive comments made on social media pages showing this. However from an operational perspective, a lesson learned around having an unmanned site for waste disposal has informed the thinking for future campaign plans.

The under-utilisation of the flying skips has been reviewed and officers’ assessments are that the flying skips would be more effective if they moved around the district collecting waste on the move as opposed to parking up in set location with residents bringing waste to them. To use flying skips in future campaigns would provide the following benefits:

- Reduce or negate the need for residents to transport their waste;
- Onsite crews ensure no commercial waste presented;
- No set site to attract side waste;
- All weight data captured in once place.

Officers’ recommendations for future spring clean events would therefore be to utilise RCVs operating as flying skips and not to site any static skips in the District.

## 2 Community engagement and involvement

During the 2018 campaign officers were able to engage with community groups to support and empower them into delivering some clean up campaigns in their areas to support the Council’s activities. The community delivered campaigns in all areas of the district which included:



- Selston Parish Council litter picks in Selston and Jacksdale
- Portland Park volunteers cleared vegetation
- Teversall, Stanton Hill and Skegby Neighbourhood Forum completed litter picks
- Asda completed a litter pick in Sutton
- Teversall Manor Friends group completed a litter pick
- Green Buddies (young people volunteers) completed litter picks in Sutton

Officers' recommendations for any planned future events around community engagement would include approaching organised groups to encourage community action to carry out litter picks, vegetation clearance, street name plate cleaning and communal area cleansing and ownership to prevent fly tipping. Based on learning by an environmental group called Hubub, this approach gives ownership to residents whose back yards back on to shared spaces (eg alleyways or jitties) which have previously been used for fly tipping of household bulky items. With such action, supported by Environment Teams and signage provided by the council, the approach aims to build community trust and cohesion which helps to empower residents to monitor newly cleaned areas and actively prevent fly tipping in these areas.

### **3 Communications and marketing**

The Council's communication plan for the 2018 Big Ashfield Spring Clean was fresh and modern, it engaged with residents and generated interest in the scheme. Evaluation of the communications approach showed the following results:

Facebook and Twitter posts were used to promote the campaign between 14<sup>th</sup> May and 9<sup>th</sup> June 2018 with 20 Facebook and Twitter posts which generated 109,796 Facebook views and 24,240 Twitter views.

An initial advertorial in the Chad and Hucknall Dispatch covering the launch event was followed by 3 editorials, one positive editorial around the siting of skips around Sutton to help residents dispose of their waste and two editorials covering the potential abuse of the skips by traders and a change in narrative framing a question about the campaign being clean up or "carnage". Feedback from residents remained positive and it was clear that the additional support in disposing of waste was well received.

The Council's website was kept up to date, following the launch, with detailed information around the locations of the skips. The Big Ashfield Spring Clean page generated 3536 views with 210 of them directing through from the advert banner page. The peak traffic day was 14<sup>th</sup> May with 409 clicks. This demonstrates that the website was an effective way of communicating the campaign information. Officers' recommendation would be to use the same approach to communications for future events.

#### **Implications**

##### **Corporate Plan:**

The big Ashfield Spring Clean campaign supports the Council's aspirations, as set out in the Corporate Plan, to help residents reduce waste and recycle more. High profile campaigns linked to waste collection can help to drive forward messages around recycling and environmental issues. To provide residents with the opportunity to get rid of waste as part of a campaign which involves community action will support messages around reduction of fly tipping and littering in the district.

**Legal:**

There are no legal implications with this report. All waste is delivered to disposal sites as set out by the Waste Disposal Authority in line with their PFI contract for managing waste in Nottinghamshire.

**Finance:**

<b>Budget Area</b>	<b>Implication</b>
General Fund – Revenue Budget	As detailed in the report
General Fund – Capital Programme	N/A
Housing Revenue Account – Revenue Budget	N/A
Housing Revenue Account – Capital Programme	N/A

**Risk:**

<b>Risk</b>	<b>Mitigation</b>
To be reviewed at the Overview and Scrutiny Committee	To learn lessons from the 2018 Spring Clean for any proposed future schemes.

**Human Resources:**

There are no HR implications.

**Equalities:**

There are no equality implications. Free bulky waste collections was provided for residents who find it difficult to engage in the campaign.

**Other Implications:**

Communications are key and officers worked closely with the ADC Communications team regarding the campaign.

**Reason(s) for Urgency**

*None*

**Reason(s) for Exemption**

*None*

**Background Papers****Report Author and Contact Officer**

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