

Report To:	Cabinet	Date:	15 July 2019
Heading:	BIG ASHFIELD SPRING CLEAN 2019 PERFORMANCE REPORT		
Portfolio Holder:	DEPUTY LEADER AND PORTFOLIO HOLDER FOR STREETS, PARKS AND TOWN CENTRES – COUNCILLOR HELEN-ANN SMITH		
Ward/s:	ALL WARDS		
Key Decision:	NO		
Subject to Call-In:	NO		

Purpose of Report

To update Cabinet of the success of the Big Ashfield Spring Clean 2019.

Recommendation(s)

Members to note the report detailing performance of the Big Ashfield Spring Clean 2019.

Reasons for Recommendation(s)

The Council delivered a Big Ashfield Spring Clean in 2018 and due to the success of the campaign, which was well received by residents of Ashfield, incorporated an annual campaign in the refreshed Corporate Plan.

Lessons learned from the 2018 campaign led to a new personalised approach to the 2019 campaign which saw collections of additional waste from all properties in Ashfield, along with the 'Flying Skips' (bin lorries) collecting waste from locations across the district on three Saturdays. Further support was provided to residents with free bulky waste collections for the duration of the campaign.

Community action and targeted enforcement underpinned the campaign to drive forward plans to create sustainable change in the way waste is managed in Ashfield. This report sets out the successes of the campaign.

Alternative Options Considered

To recreate the Big Ashfield Spring Clean utilising the static skip approach provided less capacity than the additional waste collection option and did not take into account lessons learned from the original 2018 campaign.

Detailed Information

Waste Collection approach

The Big Ashfield Spring Clean 2019 commenced on Monday 11 February with collections of additional waste presented next to red lidded wheeled bins in Sutton until Friday 15 February. Additional lorries supported the general waste collection. On Saturday 16th February three waste collection lorries provided additional capacity in the following locations:

- High Street, Stanton Hill
- Beech Street, Healdswood Estate
- Quarrydale Estate
- Brierley Road
- Hill Crescent
- St Michael Street
- Columbia Street
- Ashfields Estate
- Leamington Estate

Week two of the campaign kicked off in Kirkby & Rurals on Monday 18 February with collections of general waste presented out for collection in bin bags on resident's usual recycling collection. Three additional lorries provided a collection service for the general waste until Friday 22 February, they then went on to provide additional capacity on Saturday 23 February in the following locations:

- York Avenue, Jacksdale
- Main Road, Underwood
- Victoria Road Selston
- Beacon Drive, Kirkby
- Nuncargate Road
- Western Avenue
- Frederick Avenue
- Vernon Road
- Greenwood Drive

The final week of the campaign started in Hucknall on Monday 25 February with residents putting additional waste out with their red lidded bin until Friday 1 March. Additional lorries supported the collection of the additional general waste and three lorries provided the final day of additional capacity on Saturday 2 March in the following locations:

- Laughton Crescent
- Christchurch Road
- Beauvale Road
- Farleys Lane

- Kenbrook Road
- Bernard Avenue
- Broomhill Road
- Derbyshire Lane
- George Street

To support the campaign and to provide even more flexibility to residents, a free bulky waste collection service took place from Monday 11 February until Friday 1 March. Bulky waste collections are collections of large items such as furniture or white goods.

With each property being able to access a collection for up to three items at no charge, the bulky waste collection service carried out collections at 3245 properties, collecting 6988 items in total.

Performance data

In the 2018 Big Ashfield Spring Clean campaign 82.52 tonnes of waste was collected from static skips and flying skips, with 867 bulky waste collections made to residents.

The 2019 campaign saw a total of 302.38 tonnes of waste collected which is a huge 219.86 more tonnes and 2,378 more bulky waste collections than the previous campaign.

A detailed area breakdown in table 1 shows the following information:

Table 1 – general waste collected

Area	Tonnes of general waste collected during campaign 2019	Tonnes of general waste collected in same period 2018	Variance in Tonnes of waste collected in each of the two campaigns
Whole District	2,411.9	2,145.92	265.98
Sutton & Huthwaite	1,182.68	976.6	206.08
Kirkby & Rurals	94.58	n/r separate collection of general waste on recycling week	Unable to confirm.
Hucknall	1,134.64	1,169.32	-34.68

In 2018 the district was impacted by a storm known as the Beast from the East, this occurred in the comparable Hucknall campaign week (w/c 26/2/18) and as a result of the storm a number of waste collections were stood down. In order to fully analyse the data, weight information from general waste lorries deployed the following (recycling) week (w/c 5/3/18) was factored into the comparison.

Data in Table 1 shows anomalies in Hucknall with the waste collected in 2019 lower than the previous year. This could be due to the residual effects of the storm leading to residents presenting more waste for collection.

The data for Kirkby is known to be accurate as the campaign took place on recycling week and therefore general waste was collected separately. Deducting Kirkby from the overall tonnage collected by the campaign shows that 171.4 tonnes was collected between Sutton and Hucknall. Dividing this equally between the two areas would attribute 85.7 tonnes to each area as the waste collected during the campaign.

Community Action

To complement the waste collection element of the campaign a number of community events took place along with targeted community action and roadshows across the district. In total 11 community events took place with participation from 54 adults and 15 green buddies (children and young people), a total of 128 bags of litter were collected by Ashfield's business and community volunteers. Roadshows took place in parks and town centres with the Council's Waste Advisor providing information around waste and recycling.

To support sustainability of good environmental behaviours in the district the Council's Community Safety Team carried out some targeted action throughout the campaign. Where there were known hotspots or where residents informed the Council that they were struggling to manage their waste Community Protection Officers and their colleagues visited properties to provide advice, support and guidance. The team supported 21 residents with advice and guidance, helped 56 residents access the free bulky waste service and issued letters to 29 properties advising of support available.

The Community Safety Team also carried out targeted interventions on parks and in town centres to address littering and dog fouling. Community Protection Officers engaged with 100 people on their patrols and encouragingly only two dog walkers were not able to demonstrate they were carrying dog bags and were issued with FPNs. During the patrols officers engaged with 5 businesses and were able to inform them how they could get involved with the campaign.

Sting operations took place in a secret location where illegal waste carriers were targeted by officers to prevent fly tipping in the district. Of the 8 waste carriers we engaged with, 5 attended the sting. From the attendees 2 were fully licensed, 1 was unlicensed but engaged with the Council to become licensed and is now operating legally. Two waste carriers were unlicensed but refused to engage and therefore a warning was issued and an investigation remains ongoing.

Communications

The Big Ashfield Spring Clean 2019 campaign was launched and delivered with a robust communications plan which was tested from the 2018 campaign. Messages were clear and delivered at the right time to inform residents of each stage of the campaign.

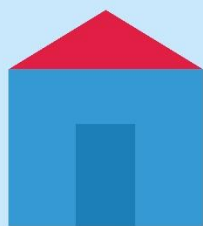
With a focus on no cost and low costs options, the communications campaign utilised social media and digital channels to promote the campaign and deliver clear and responsive messages quickly. A small budget of £1.5k was used to produce campaign materials such as temporary and reusable signage for the Council's fleet, stickers for litter collection bags and campaign themes high viz vest for community use.

The following illustration demonstrates the communications campaign approach and the positive messages shared with residents throughout the campaign.

THE **BIG** ASHFIELD SPRING CLEAN 2019

As part of the BIG Ashfield Spring Clean 2019, Ashfield District Council once again provided FREE Bulky Waste collections for residents. Throughout the campaign Ashfield residents could get in touch with the Council to book in a free collection of up to three items.

Thousands took the Council up on this fantastic offer. It meant people had the opportunity to have a good clear out of their houses or get rid of larger unwanted items taken up room in their homes.

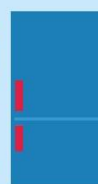


3245
HOUSEHOLDS
BENEFITED



6988
TOTAL ITEMS
COLLECTED

990
FRIDGES/
FREEZERS



**OTHER
WHITE
GOODS**



246
TELEVISIONS



1021 BEDS AND
MATTRESSES



934 SOFAS
& ARMCHAIRS



5 BBQs



**PLUS MUCH MUCH MORE, INCLUDING:
TABLES, CARPETS, WARDROBES, DESKS, BICYCLES, MICROWAVES**

Financial contribution

In March 2019 Ashfield District Council received confirmation from the Ministry of Housing, Communities and Local Government (MHCLG) that a grant was to be awarded to support community clean up campaigns.

The MHCLG recognised the importance of high streets in local communities and awarded the grants for High Street Community Clean ups, recommending that the funding be used to support clean up campaigns already taking place. Intended benefits from the fund were:

- Increased pride in their local high street and where they live
- Increased community cohesion as people work together with their neighbours
- Enhanced social well-being as a result of increased volunteering
- Better partnerships between communities and their local authority on the cleanliness agenda for their high streets and town centres
- More volunteers from local communities helping to maintain the public realm, ahead of other initiatives to support our High Streets including the Great British High Street Awards

In Ashfield residents and businesses came together during the Big Ashfield Spring Clean 2019 to carry out litter picks in the town centres, parks, transport hubs and neighbourhoods collecting 128 bags of litter.

The Council was awarded £22.1k which contributed to the cost of the Big Ashfield Spring Clean 2019. The full cost of the campaign was £25.2k leaving only £3.1k to be taken from an underspend in the directorate budget.

Implications

Corporate Plan:

The Big Ashfield Spring Clean has proved to be an effective way of helping residents dispose of their additional waste and engage in supporting the clean-up effort in their communities. It has enabled businesses to participate in civic events and promoted good environmental behaviours. This along with tackling environmental crime has been established as an ongoing priority in the Council's Corporate Plan in the Cleaner, Safer, Greener theme.

Legal:

Targeted action to address or prevent environmental crime was carried out in conjunction with the Council's Legal team.

Finance:

Budget Area	Implication
General Fund – Revenue Budget	The cost of the Spring Clean, £25.2k, was fully funded from in-year underspends within the Place & Communities Directorate. A contribution of £22.1k was made from the Ministry of Housing, Communities and Local Government
General Fund – Capital Programme	N/A
Housing Revenue Account – Revenue Budget	N/A
Housing Revenue Account – Capital Programme	N/A

Risk:

Risk	Mitigation
Risk of being unable to carry out collections due to vehicle breakdown	Hire vehicle options prepared but not needed
Risk of physical violence during sting operations and targeted enforcement activity	Experienced and trained officers carried out the targeted interventions and worked in pairs or teams and in accordance with risk assessments
Risk of no community engagement with the scheme	Community action officers contacted community groups to energise engagement
Risk of unofficial waste disposal points being created in the district in anticipation of flying skips	Communications plan released in stages to manage messages

Human Resources:

Employees supported the campaign with voluntary overtime worked on three Saturdays. This was arranged in line with HR policies.

Equalities:

There are no implications

Other Implications:

None

Reason(s) for Urgency

Not applicable

Reason(s) for Exemption

Not applicable

Background Papers

BIG ASHFIELD SPRING CLEAN 2018

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