

Liveable local areas: a future beyond austerity?

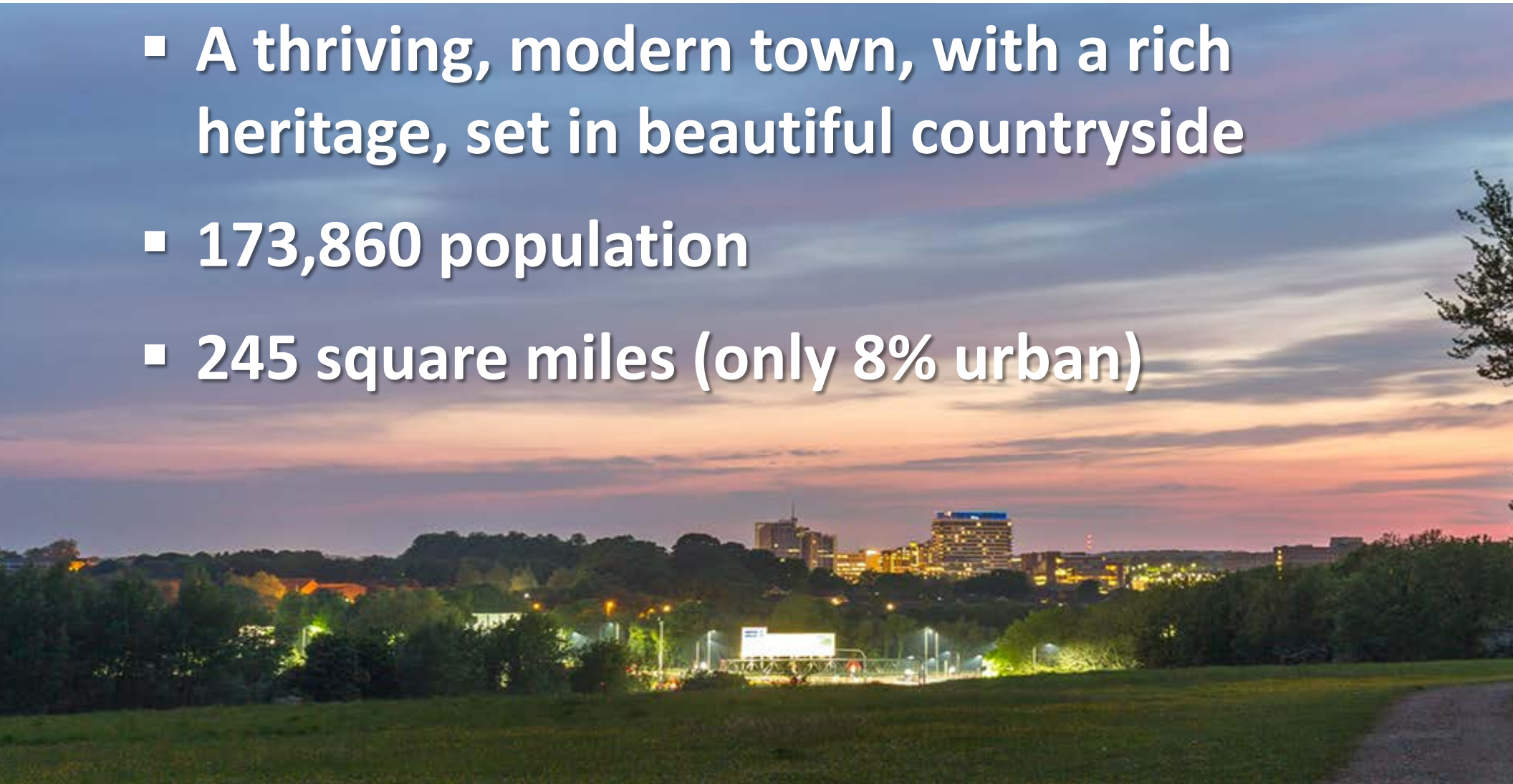
- The value of front line services to overall council objectives
- Protecting visible front line services
- Opportunities and solutions

Some Challenges

- Declining Council Budgets
- Other Council Priorities and Pressures
- Rising Public Expectations
- Workforce Planning Issues
 - Skills
 - Age profiles

Basingstoke and Deane

- A thriving, modern town, with a rich heritage, set in beautiful countryside
- 173,860 population
- 245 square miles (only 8% urban)



Well Connected



A great place to live

High quality of life



96% resident satisfaction

Telegraph top 30 property hotspots



Basingstoke
and Deane

Going
Beyond

What is Basingstoke?

Charter since 1257

Designated as an expanded town in 1961...



...when it had a population of 16,000



Basingstoke
and Deane

Going
Beyond

A Sense of Place

- Who will be living here?
- What sort of place do we want it to be?
- What are the essential long term 'building blocks'?



From Vision to Provision

Council Plan

- Preparing for controlled and sustainable growth
- Improving residents' quality of life
- Supporting those that need it

Service Provision

An outcome focussed service plan

Value for Money

An ambitious roadmap and timetable





Open spaces in numbers

- A million sq m of shrubs and hedges
- 6m sq m of grass cut 13 times per year
- 80,000 trees and 100 ha of woodland
- **11,423** service requests (2016)
- **360** tonnes of leaf litter.
- 3,000 tonnes of waste each year.
- 2,255 fly-tips reported in 2016/17
- **200** equipped play areas
- **44** allotment sites





Ward member engagement

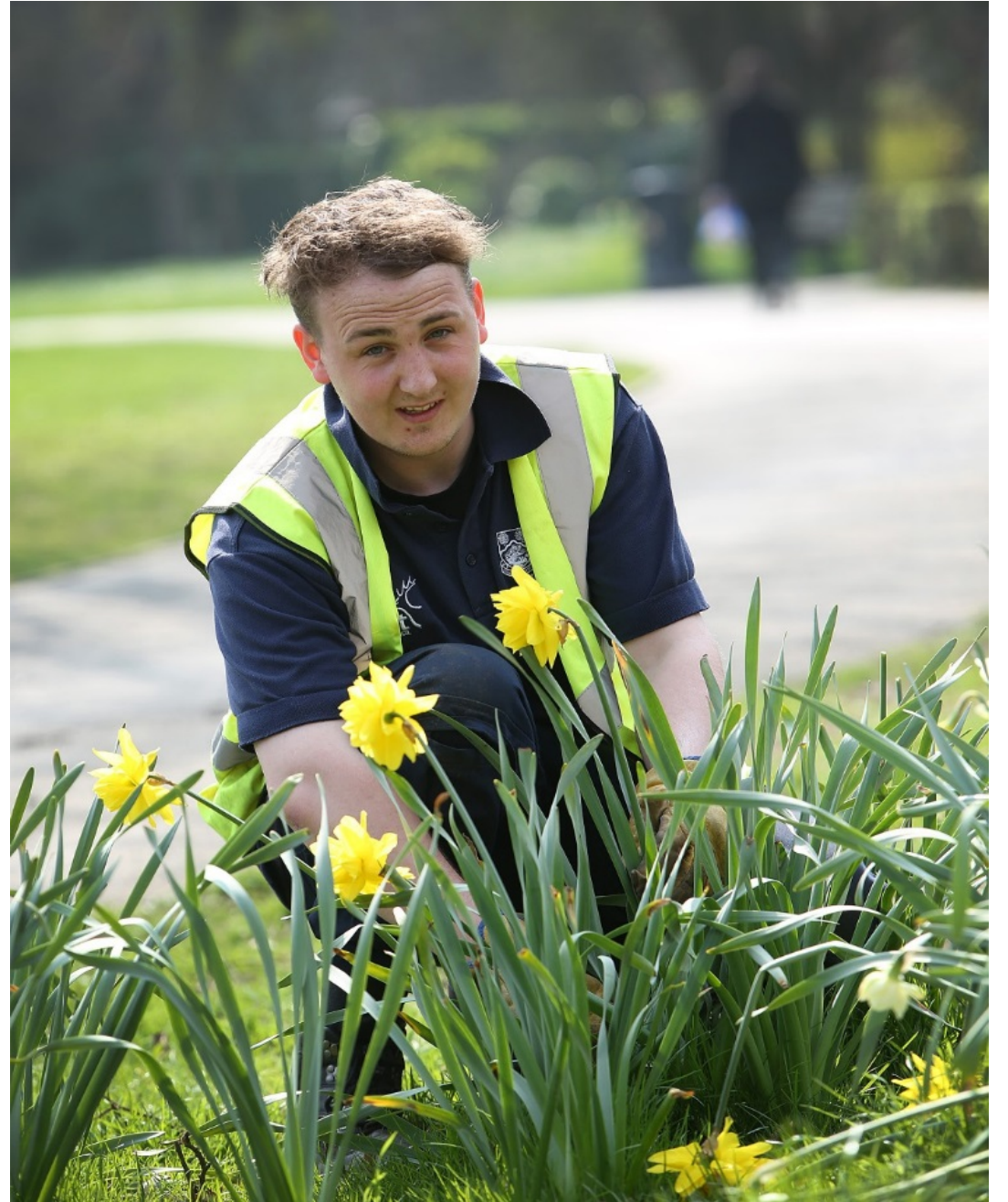
Ward member role

Ward level action plans

Local partner actions

Supervisor and Operative
Roles





Community involvement



The public say

We received over 200 compliments from Members and the public

Got up this morning and guess what the fence fairies have been.

A great Job and thank you for your prompt action.

I would like to compliment you on the quality of service provided relating to hedge cutting, Leaf and footpath clearing, road cleaning and public bin emptying.

THANK YOU it is wonderful to know that there are lovely people in the world.

Excellent job, well impressed with the speedy response.



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PLAY AREA
INSPECTOR

Hart



Stratton Park Play Area

WE HOPE YOU WILL ENJOY THE PLAY AREA.
Please Don't do any of the following when using the facility.

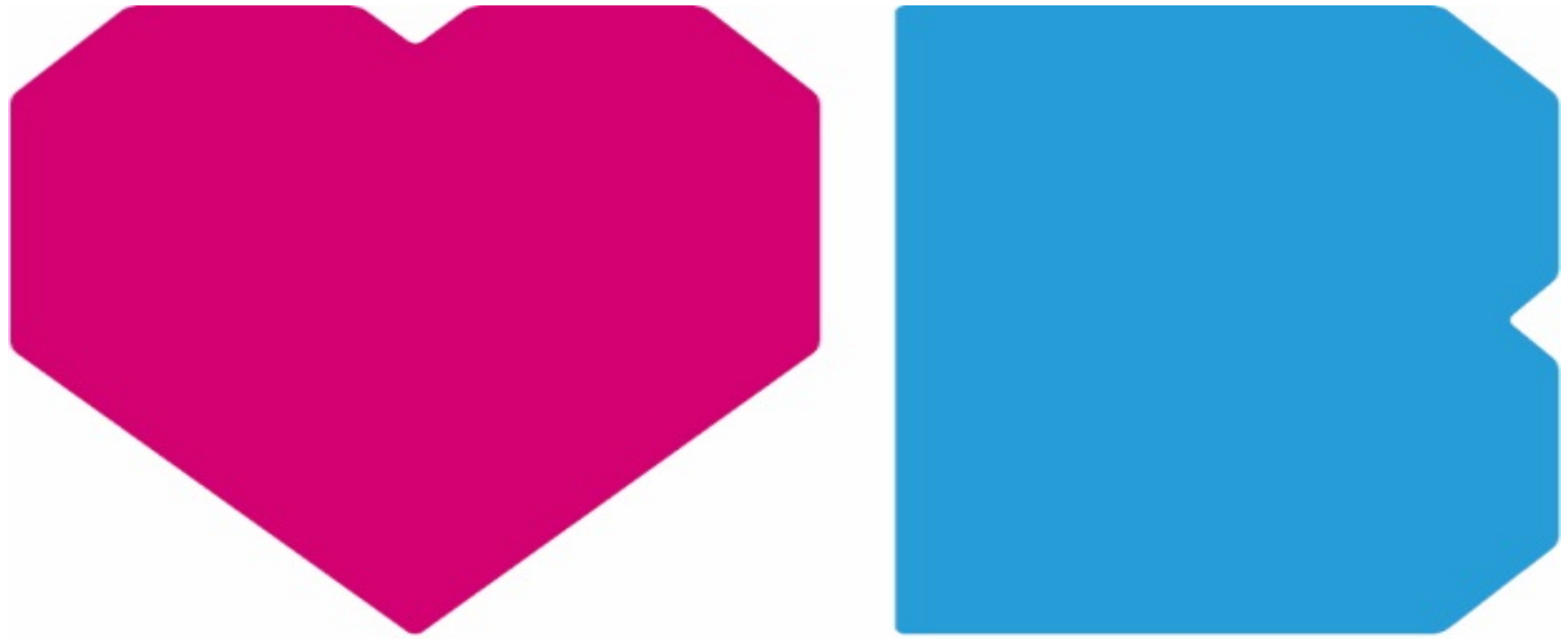
- Do not play on the equipment if you are under 5 years old.
- Do not play on the equipment if you are wearing a hat, shoes or jewelry.
- Do not play on the equipment if you are wearing a backpack or bag.
- Do not play on the equipment if you are wearing a hat, shoes or jewelry.
- Do not play on the equipment if you are wearing a backpack or bag.

Please do not climb on the equipment.

For more information on the equipment, please contact the Council on 01256 344444.

Communications





**#Love
Basingstoke**



Opportunities



- **The right In-house/external mix**
- **Shared services and commercial opportunities**



Building blocks - changing culture

- Ownership and empowerment
- Clarity of communications
- Staff and management relations
- Fairness and consistency
- Training and opportunities
- Breaking the depot vs civic culture



We are One Council



Basingstoke
and Deane

Going
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Productivity and efficiency

Sickness management and well-being support resulting in 13% less sickness in 2016/17 than in 2015/16

Productivity improvements and sickness management equivalent to 6 – 10 FTE





Colin Rowland
Head of
Environmental
Services

Basingstoke and Deane

Home to...

Jane Austen



Association for Public Service Excellence

23 Nov 2017

Reduce, Re-use, Recycle Initiatives to reduce waste and improve recycling

Speaker : Shaun Morley

Director of Public Realm,
London Borough of Barking and Dagenham



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London's growth opportunity**



Waste Arisings in LBBD

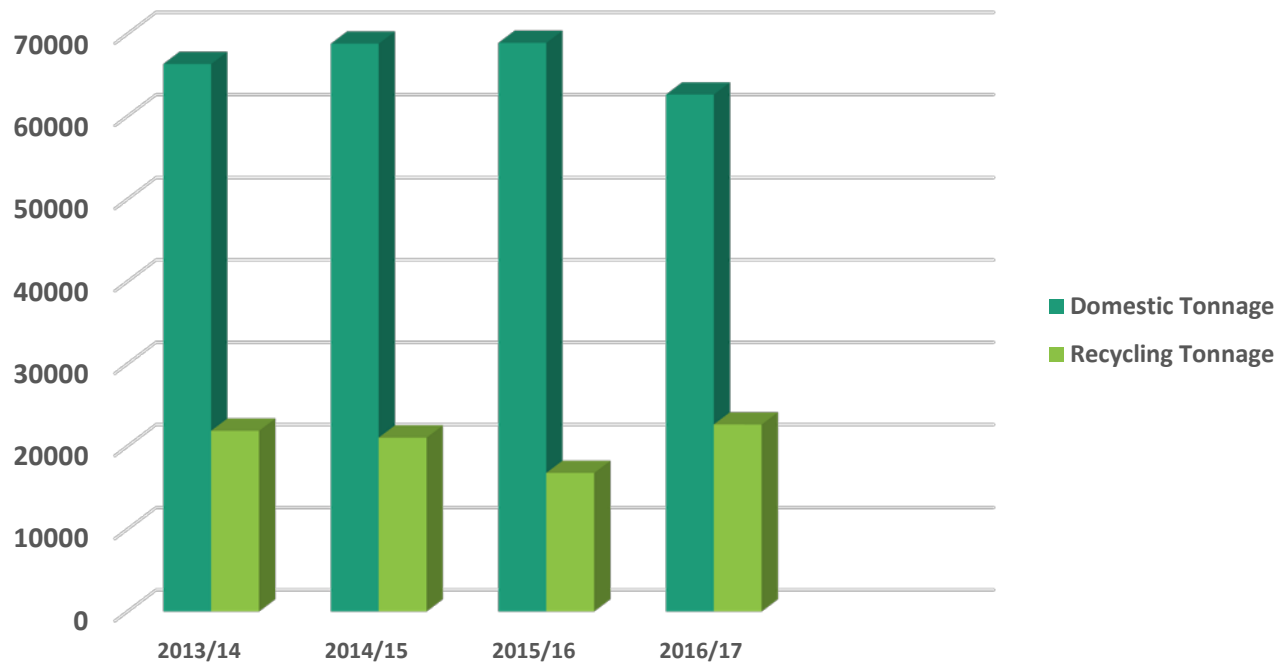
- **Barking and Dagenham an outer London Borough**
 - **Households 74,350** (Low rise 58, 000, 16000 Flatted properties)
- **Our borough produces roughly 65 thousand tonnes of domestic waste per year.** This equates to roughly 0.87 tonne of waste per household a year
- **Last year we recycled 22,640 tonnes of recycling putting LBBD's recycling rate at 26%** (up from the 2015/16 rate of 18.9%)

History of Waste in LBBD

- Traditionally, waste in this area had been landfilled
- 2002 – ELWA Waste Disposal Contract with Shanks (Renewi)
- Integrated Waste Management Strategy = upgrade 4 x RRC's & Build 2 x Bio MRF's
- Waste disposal costs us approximately £11 million annually

Waste Arisings in LBBD

Household Waste Arisings and Recycling Performance including Reuse and Recycling Centre Tonnages, 2013-2016/17



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London's growth opportunity**

Key Challenges

- Growing Borough
- Side Waste
- Contamination
- ELWA Contract
- Collection difficulties

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London's growth opportunity**



Key Challenges

Growing Borough

- **LBBD** is one of the fastest growing borough's in London with population growth outstripping all predictions
- **Growing population** continues to put strain on public services such as waste, housing, infrastructure - On average around 2.3% growth since 2008
- **Borough Demographic shift**, More transient population
- **High Levels of Deprivation** LBBD is one of the most deprived area of London

Change in Population

Year	LBBD Population	Percentage Increase
2008	172452	2.02%
2009	177580	2.97%
2010	182838	2.96%
2011	187029	2.29%
2012	190560	1.89%
2013	194352	1.38%
2014	198294	2.03%
2015	202000	1.87%
2016	206500	2.23%

Change in Number of C. Tax Dwelling

Year	Dwelling Stock (C. Tax)	Percentage Increase
2012	71860	0.53%
2013	72300	0.61%
2014	72320	0.03%
2015	73360	1.42%
2016	74350	1.33%
2017	74707	0.48%

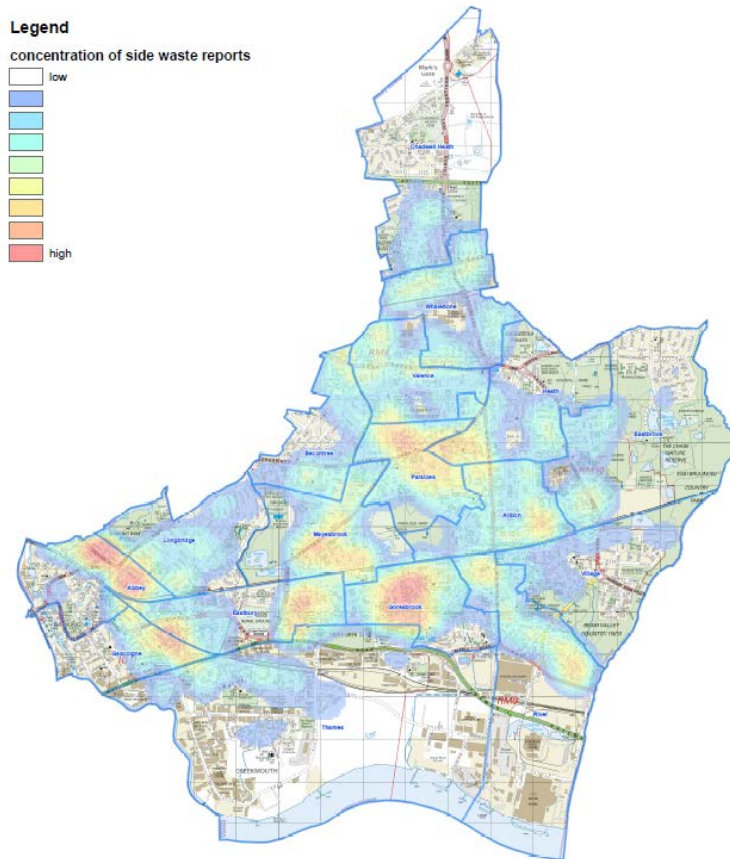
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Key Challenges

Side Waste

- In 2015/16- 8752 Households presented side waste at least once a year



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Key Challenges

Contamination

Household Waste

- **General household waste bin contains;**
 - 40% of food waste with 48% of this food waste being compostable.
 - 9% of paper, with 64% of this paper waste being recyclable.
 - 5% of card and cardboard, with 77% of this waste being recyclable.
- **Composition analysis shows-** Non-target contamination included mixed plastics, plastic film, and textiles, whilst non recyclable included large amounts of garden waste and spoilt food .



Key Challenges

Contamination

Recycling

LBBD have primary MRF rejection rate of over 40% of the recycling inputs. Contamination is the key factor affecting the quality of our recyclates.

Key contaminants of Recycling bin are

- ✓ Non Recyclable Paper – 3.18%
 - ✓ Plastic Films – 1.96%
 - ✓ Other Plastics – 11.68
 - ✓ Non Recyclable Glass – 4.97
- Remaining 79% (Food, Domestic, Textiles)



Key Challenges

ELWA Disposal Contract

- **In December 2002**, through the ELWA partnership, LBBB entered into a 25 year integrated waste management contract with Shanks Waste Management Limited.
- This provides little incentive to increase recycling as, a single blended rate is paid for all collected wastes delivered for treatment be this for recycling or disposal.



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Key Challenges

Collection Difficulties

- Presentation issues
 - ✓ Not presented at boundary of the property
 - ✓ Additional recycling and card board
 - ✓ Bin overflown or heavy
- Access /Banjos and narrow roads
 - ✓ Car parked on road side, Narrow roads
- Space issues
 - ✓ No driveway or front garden
- Flats above shops
- Multiple bins

What are we doing ?

 reduce

 reuse

 recycle

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What are we doing ?

Behavioural Change Initiatives

Waste Minimisation Campaign

- Community outreach roadshows, public talks, and reuse workshops etc
- In last 2 years team delivered 215 community outreach events to inspire and educate resident on waste prevention and recycling best practices engaging with 19,300 people directly.



Feedback to outreach activities

Schools

"I just wanted to get in touch to say "thank you for delivering roadshows and workshop at our schools during recycling week. It was a great success, and so far, we've been receiving lots of positive feedback from pupils and parent. Pupils were clearly very engaged in the reuse activities, and it's great to see important information conveyed in a clear and exciting way both parents and pupils"

**Mrs Sue Newman, Family Liaison Officer,
St. Margaret's CE Primary School**

Hard to reach groups

"I feel motivated to recycle more and more and waste less because we have seen how recycling is very important to keep our environment clean"

Nafisa Ali, Adult College, Barking

"I learnt more about reusing because it is important to give it to people if you do not want something ".

Nilsa Carvalho, Adult College, Barking

"I liked it. This information will help me and my family"

Nurun Nahan, Barking and Dagenham College



What are we doing ?

Behavioural Change Initiatives

Engaging with Hard to Reach Groups

- **Youth Groups-** Engaged with hard to reach groups while working in partnerships with, Clean Up UK, Youth Charity “The Challenge Network”, Barking College, Adult College, Care Services and charitable organisations working for adults with learning disabilities.

“The group really enjoyed their day, and were saying how they were surprised at how they managed to overcome their initial fears and get stuck in. Thanks for that! Hopefully NCS will work with you more extensively in the future, it was a great experience.”

Joe Rothwell Mentor Challenge Network

- **New movers with language barriers-** Delivered talks to raise awareness of waste and recycling amongst new movers who are taking ESOL (English as a second language) and working with the teachers to maximise accessibility to waste prevention messages.



What are we doing ?

Behavioural Change Initiatives

Contamination Campaign

- Boroughwide door to door educational campaign

✓ Recycling – let's get it right!
Use your brown wheelie bin to recycle the following items:

Yes please

- metal cans and tins
- mixed paper
- plastic bottles
- card and cardboard

✗ No thanks to these:

- glass
- food waste
- plastic packaging
- nappies

✗ No black sacks or carriers bags please

For more information please visit our website at www.barking-dagenham.gov.uk or call Barking and Dagenham Direct on 020 8215 3000. You can also find more information about recycling locally at www.recycleyourcommunity.com

A guide to doorstep waste collection

A new recycling service for flats is coming to your estate

Recycling – let's get it right!
Use your brown wheelie bin and recycling banks to recycle the following items please ensure they are clean and dry!

Yes please

- metal cans and tins
- paper and cardboard
 - newspapers, magazines
 - leaflets, envelopes, junk mail, catalogues, directories
 - flax card (e.g. greeting cards, card boxes)
 - cardboard (game boxes and shoe boxes the bin)
- plastic bottles
 - All plastic bottles including:
 - drink bottles
 - milk bottles
 - detergent and shampoo bottles

✗ Please do not put items for recycling in black bags or plastic carrier bags

For more information please visit our website at www.barking-dagenham.gov.uk or call Barking and Dagenham Direct on 020 8215 3000. You can also find more information about recycling locally at www.recycleyourcommunity.com

What are we doing ?

Behavioural Change Initiatives

No side waste Policy and Enforcement

- Warning letters sent out to all resident who produced side waste.
- Fixed Penalty Notice of £80 to household producing more than one grey bin of rubbish a week.



What are we doing ?

Slim Your Bin

In 2017, LBBD launched a borough wide Slim Your Bin communication campaign to encourage and support residents to minimise waste and recycle more

- 1 Tonne of Waste toured the whole borough – to help residents visualise how much waste they produce
- Launched a brand new website with helpful tips and tricks on how to minimise waste and recycle more :
<http://slimyourbin.com/>
- New communication strategy being developed to retain “Slim Your Bin” message – food waste reduction first target.

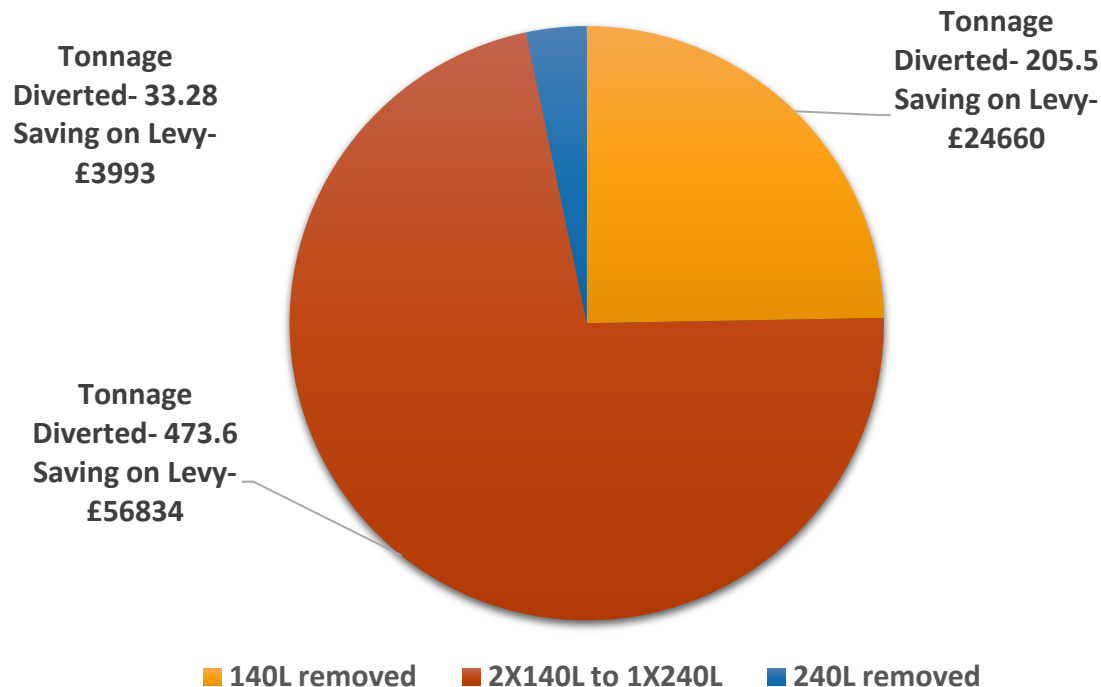


What are we doing ?

Waste Minimisation Campaign

- Bin Rationalisation

- Through bin rationalisation initiatives, team stopped or swapped around 1038 bins in the borough, which resulted in diversion or reduction of 712.4 tonnes of waste each year. This helped team saving £85,488 on Levy fee.



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What are we doing ?

Green Garden Waste

- LBBDD Launched a subscription based Green Garden waste collection service in April 2016
- Over 7,400 residents subscribed to the £40 per years fortnightly service in 2016-17
- To cease the free GGW collection, savings of £220,000 made by the department to be used in running the other services efficiently.



What are we doing ?

ENVAC Underground Waste Collection

- Consultation is in process to introduce an underground pneumatic waste collection system at Barking River Side, which will be supplied and installed by ENVAC



- 1A** The waste is thrown into a waste inlet.
- 1B** The system can also be expanded with additional inlets for more fractions.
- 2** The computer-controlled evacuation takes 30 seconds. One fraction at a time.
- 3** All waste is sucked out through a network of pipes at a speed of 70km/h
- 4** Fans create the partial vacuum that sucks the waste through to the reception facility in the terminal station.
- 5** The waste is directed to the correct container.
- 6** The air is cleaned by filters before it is released.

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What are we doing ?

Supported and assisted local delivery of national campaigns

- Recycle Week and Love Food Hate Waste campaigns (funded by Resource London).
- Clean for the Queen
- Big Tidy Up
- Great British Spring Clean
- Slim your bin Campaign
- Love your Clothes Campaign (Sewing Workshops)
- WEEE Campaign (Restart Parties funded by Valpak)



The Future of Waste in the Borough

- Barking and Dagenham Renewed Municipal Waste Strategy (2016-2020) with a robust Communication Plan
- Behavioural Change Initiatives
- Encourage Schools through KBT Eco-Schools Scheme
- Household Waste Reduction (6% Year on year)
- Achieve the London average recycling rate (currently 32%) by 2020.
- Achieve 700 commercial customers by 2020
- Increase the number of garden waste customers

The Future of Waste in the Borough

➤ **Operational Efficiency**

Achieve a 99% collection rate for residential and commercial services for the period 2016 – 2020.

➤ **Collection Methods**

To change collection methods and explore opportunities of using twin stream vehicles

➤ **ELWA Contract**

ELWA waste disposal contract is due for renewal in 2027, an opportunity to address some of the current concerns.

Discussion and Q&A



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City and County of Swansea

**Behavioural Change in the
Home through
HWRC Transformation**

November 2017

Chris Howell

City and County of Swansea
Dinas a Sir Abertawe



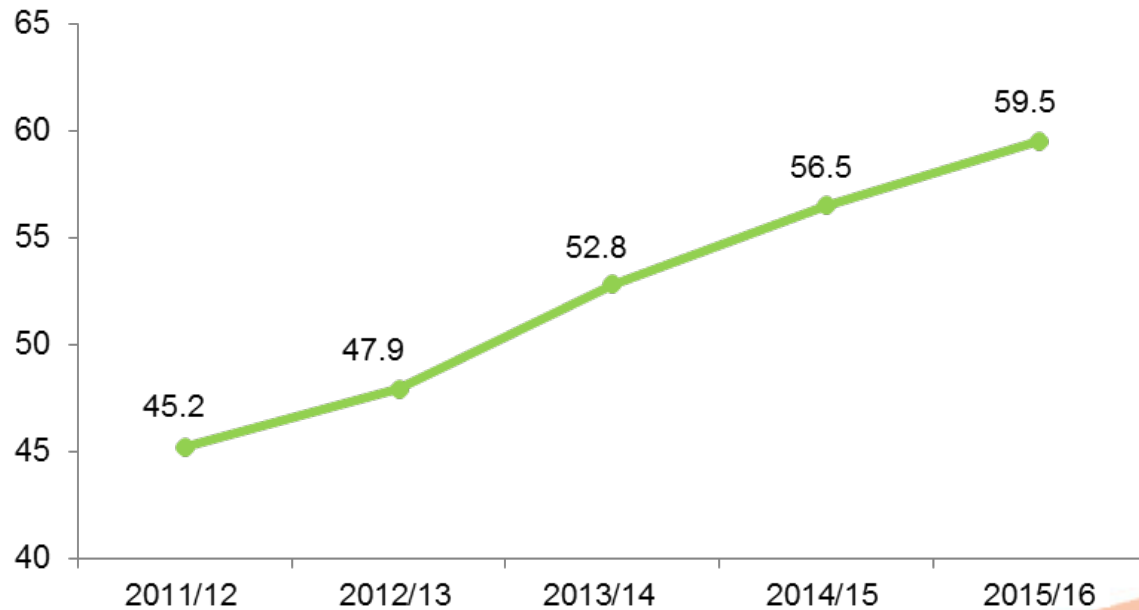
Recycling at Swansea

- Household waste recycling centres
- Multi stream kerbside recycling collections
- Fortnightly residual collections
- Recycling promotion
- Residual restriction – 3 bag limit



Continual Improvement

Recycling Performance (%)



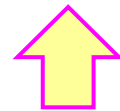
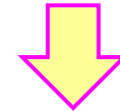
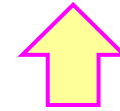
Keeping it Going

- **The Problem-** ever decreasing budgets and increasing recycling/landfill diversion targets
- ***The solution*** - *to seek community engagement and recycling behavioural change in the home.*



High Level Outcomes

- Recycling performance Up
- Cost of service Down
- Service Delivery
- Community Engagement Up



Household Waste Recycling Centres

- High residual tonnage – 32%
- Shift of residual waste from kerbside to HWRCs
- Poor recycling performance – Average 61.5%
- 70% of residual waste recyclable
- Limited parking and traffic queues



Proposals

- Convert 3 sites to Recycling Centres only
- Prohibit recyclables from remaining residual skips through creating challenge areas
- Reconfigure sites to increase parking
- Expand collection of materials for re-use



Revised Site Layouts



Mr Mc.M wrote “Just a note to tell you that I think the changes at Penlan recycle centre are very positive. The parking bays are bigger with more room for more vehicles.”



Residual Challenge Areas



Ms J wrote “...I am particularly impressed with the way that they have introduced the recent changes regarding black bags. They spent a lot of time and effort informing the public what was going to happen before the changes were made, and continue to be helpful in implementing them...”

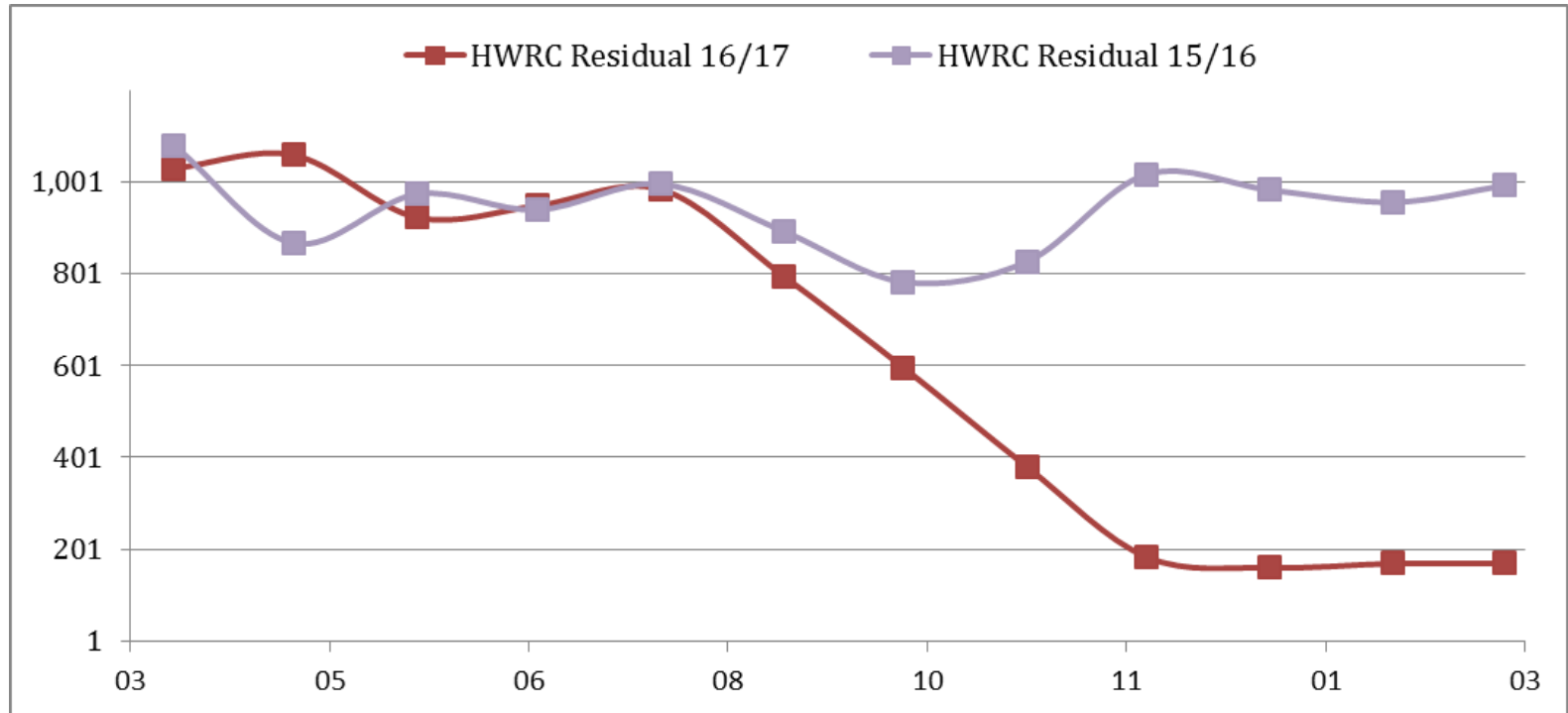


Managing the Changes

- Set up a Project Team to oversee changes.
- Develop a comprehensive communications plan.
- Stagger the rollout.
- Review lessons learned after each stage.



So What Happened?

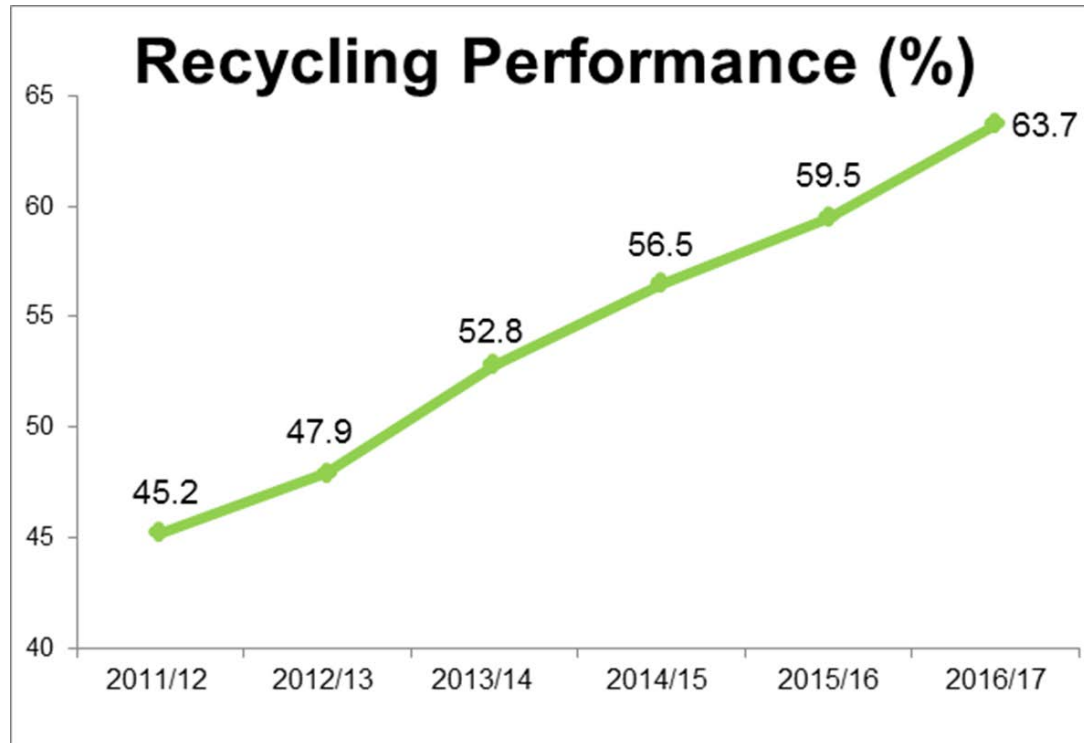


So What Happened?

- 80% drop in residual waste tonnage
- Overall HWRC recycling at 90%
- Traffic queues virtually eliminated
- Surprisingly limited number of complaints



Impact on overall performance



Expansion of Reuse Shop

- Clothing, furniture, bric a brac
- Repair and testing of electrical goods
- Work experience for Service Users



Summary

- Clear objective – Behavioural Change
- Robust business case
- Political support
- Comprehensive communication strategy
- Effective implementation plan
- Stick to the plan!



Lastly

We'd made it easy to recycle, now we have to make it hard not to recycle.

It's doing the right thing!



Any Questions?

