

Zero Tolerance: The Cleaner Cardiff programme

Jane Cherrington
Cardiff Council



Cardiff



- Capital of Wales
- 153,000 households
- 330,000 population that can double on match day
- High student population
- Spend £7m a year on cleansing
- In house services and enforcement team





Inner city & student area

- Past seven years provided end of year collections
- Significant frontage issues
- High complaints
- £27,000 over four weeks
- 2013 – new approach
- Enforcement lead
- Saved £27,000



Powers and the law

- Environmental Protection Act
 - Statutory nuisance, section 80
 - littering, section 87, 92
 - Waste presentation, section 46/47
 - Fly tipping section 59
- Town and Country Planning Act
 - Section 215
- Clean Neighbourhoods
 - Street litter control notice
- Prevention of Damage by Pest Act,
 - section 4
- HMO licensing



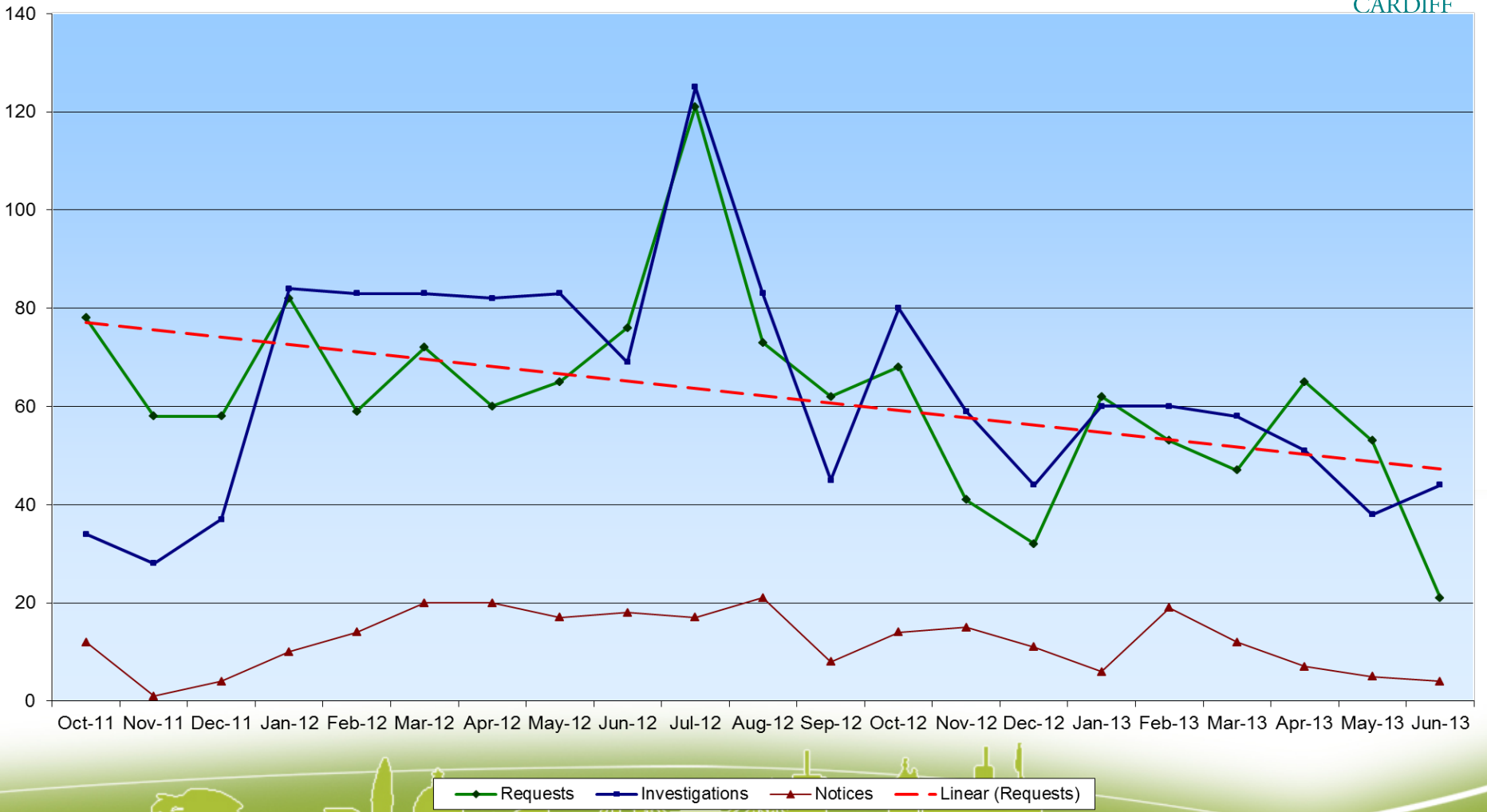
Learning to educate students



- Strong education, followed by enforcement
- Dedicated team with local knowledge
- All year long
- Tailored messages & media
- Green zones
- Don't get lost in the pile!
- Engage with the landlords
- Local Environmental Champions



Analysis Of Waste Accumulation Data: c2c requests / investigations / formal notices by month



Zero tolerance

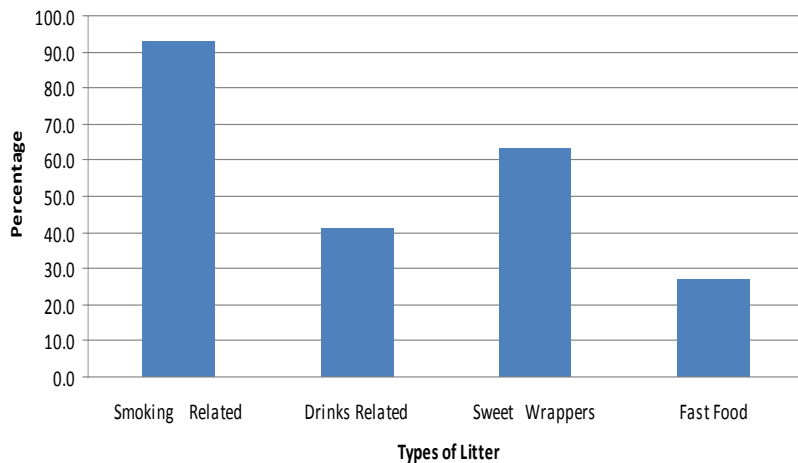


- Back to basics
 - what is littering
 - what problems does litter cause
 - emphasize that it costs the taxpayer change of attitudes
- Make it socially unacceptable in our communities
- Backed with strong enforcement
- Sought out partners to help enforce

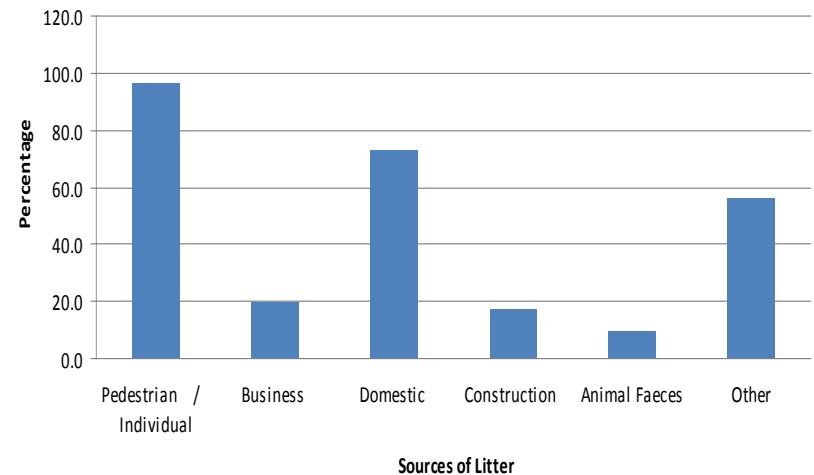


Current performance- LEAMS

Percentage Presence of Types of Litter



Percentage Presence of Sources of Litter



Usual suspects

- City wide media campaign £40,000
 - Newspapers, council paper
 - Collection vehicle livery, bus backs
 - Web, twitter, podcasts
 - Roadshows & radio
 - Large screens/billboards/telematic signs
 - Backed up with enforcement focus



There is no excuse for dropping litter, if you are caught you will be fined £75.
Does dim esgus dros daflu sbwriel, cewch ddirwy o £75!

The Usual Suspects Yr Un Hen Rai

6.5"
6.0"
5.5"
5.0"
4.5"
4.0"
3.5"
3.0"

FINE!
£75
DIRWY!



FINE!
£75
DIRWY!



FINE!
£75
DIRWY!



FINE!
£75
DIRWY!



Up to Dirwy o hyd at
£50,000
Fines or Prison Sentences
near Ddewryd, Caerdydd



WWW.CARDIFF.GOV.UK/USUALSUSPECTS WWW.CAERDYDD.GOV.UK/UNHENRAI

Delivery on commitments



- Number of authorised officers now over 100
- Partnership working
- A significant reduction in public complaints down 34%.
- Education and Enforcement teams have issued 26% more FPNs
- FPNs quadrupled to date
- High profile cases
- Fly tipping down 20%



The challenges and lessons learnt



- Need to use all media available
- don't assume people know littering is a crime
- Get media on board
- Public quick wins
- Challenge your legal team
- Be creative with what you have got



Ward Based Cleansing



- Dedicated smaller teams for cleansing & collections
- Deep cleanse & education campaign
- Round ownership
- Built relationship with residents
- Backed with enforcement
- Early indicative data is very positive



What's next

- Charge to remove side waste/extra bags
- Spitting
- Enforcing recycling (sc 46/47)
- Abandoned trolleys
- Expansion of ward based cleansing
- More intelligence sharing with our neighbours



Jane Cherrington
Operational Manager – Strategy &
Enforcement

Cardiff Council

jcherrington@cardiff.gov.uk

02920771500

