

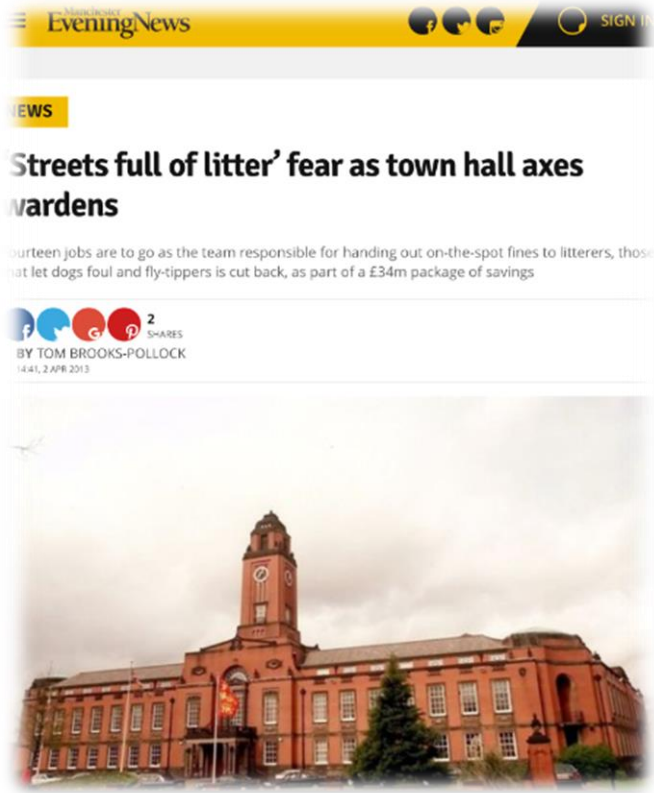
## Improving local environmental quality through innovative community involvement projects

- Starting all over again!
- Developing a different approach
- Behavioural changes - what is working

**Tara Dumas, Trafford Borough Council**



# 2012/13 Review of Council Enforcement approach



- Low outputs (90% of previous FPNs issued for vehicle related litter)
- Source of complaints (enforcement perceived to be ineffective as issues such as fly tipping and dog fouling still prevalent; negative media challenges)
- Assumption that FPNs would be issued by PCSO's and park wardens
- Part of £34m efficiency drive – dedicated staff reduced



## 2013/14 Launch of the #BeResponsible Campaign



### Tackling dog fouling

- Signage erected on street bins and in parks
- Top Dog Recognition/Reward for responsible behaviour.
- Lots of conversations with dog owners
- Targeted, complaint/evidence enforcement only
- Social media used for the first time on dedicated twitter feed.
- Incident reports reduced by 50% in areas where the campaign was most active





**Council call to action**



**Education/awareness**



**joint action**



**Community ownership**



**independent action**



**sustainable action**



# Communities taking back their alleyways...



## Litter bugs us

[www.trafford.gov.uk/report-it](http://www.trafford.gov.uk/report-it)

#BeResponsible





## Love Your Alley greening project – a partnership between Love Old Trafford, Groundwork and the Council



- August-October '16 - 11 alleyway sections, 308 households
- 7 known as the worse alleyways in Trafford
- Social Value – large pharmaceutical firm
- £40K+ funding
- 600 volunteers
- Groundwork commissioned to deliver design and consultation/ engagement works
- Residents encouraged to take part and share ideas at design /implementation phase.



**So far so good – the alleys have held!**







**Council call to action**



**education**



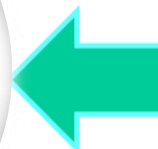
**engagement through partnership**



**joint action**



**independent action**



**sustainable action**

# Recycle your waste.

#BeResponsible

TRAFFORD COUNCIL

love where you live

Recycle for Trafford

We all have a responsibility to keep Trafford green. Recycling is easy and makes a real difference.

[www.trafford.gov.uk/lovewhereyoulive](http://www.trafford.gov.uk/lovewhereyoulive)

### Recycling & Refuse Collection Calendar 2013 - 2014

YOUR COLLECTION DAY IS **MONDAY**

APRIL 2013	MAY 2013	JUNE 2013	JULY 2013
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
AUGUST 2013	SEPTEMBER 2013	OCTOBER 2013	NOVEMBER 2013
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
DECEMBER 2013	JANUARY 2014	FEBRUARY 2014	MARCH 2014
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
APRIL 2014	MAY 2014	JUNE 2014	JULY 2014
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
SEPTEMBER 2014	OCTOBER 2014	NOVEMBER 2014	DECEMBER 2014
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VEOLIA



**Trafford Council** @TraffordCo... 6 Dec  
Dealing with contaminated bin issues in Sale West #Lovewhereyoulive #BeResponsible



7 4

**Trafford Council** @TraffordCo...  
Evidence obtained from fly-tipping Stafford. Fixed penalty notice issued.

TRAFFORD COUNCIL

# Litter bugs us

[www.trafford.gov.uk/report-it](http://www.trafford.gov.uk/report-it)

#BeResponsible



- 297 BeResponsible events
- 15,500 face to face interactions
- 130 partner agencies
- 400 more businesses complaint with duty of care
- 47% reduction in fly-tipping reports in Clifford Ward
  
- Supported by community capacity builders in 4 localities – bumping spaces for local interest groups to join together
  
- 2015 – Successful launch of the One Trafford Partnership led to 20% operational saving – street cleansing outsourced

**ONE** Excellence  
Investment  
Efficiency  
**TRAFFORD**



**Litter bugs us**

[www.trafford.gov.uk/report-it](http://www.trafford.gov.uk/report-it)

#BeResponsible



# Public call to action

**MORE  
ENFORCEMENT**

**Empty our full  
litter bins**

**Better  
maintained  
greenspaces**

**Quicker fly tip  
removal**





**Trafford Council** @TraffordCouncil 3h  
 #litterhero Ellie thinks people should  
 #Lovewheretheylive and clean up after  
 their dogs #Bagitbinit #BeResponsible



4 2



**Trafford Council** @TraffordC... 14 Feb  
 Any super heroes taking part in the  
 @KeepBritainTidy #GBSpringClean we  
 have a stock of bags available at the  
 Town Hall #BeResponsible



1 2



**Trafford Council** @TraffordCo... 7 Feb  
 Exciting news @PDSA\_HQ will be back  
 in the borough in April doing free  
 Petchecks for dogs.Keep watching for  
 dates and venues #BeResponsible



Social media is used on  
 a daily basis with **608**  
 posts on the council's  
 social media networks  
 which have resulted in  
**1,553,358**  
 interactions since  
 January 2016.

**Trafford Council** @TraffordC... 25 Jan  
 On our way to Manchester to interview  
 a number of people following this fly-tip  
 on Brooks Drive in Timperley.  
 #BeResponsible



4 8



**Trafford Council** @TraffordC... 10 Jan  
 £200 fixed penalty on its way to a  
 resident of Stretford for fly-tipping  
 these bags on Moss Road  
 #BeResponsible



8 17



**Litter bugs us**

www.trafford.gov.uk/report-it

#BeResponsible





# Where Next....

- Increase Green Flag parks by 2 per year
- 7 day week shift patterns for street cleansing
- Bar coding litter bins plus £260K investment in on street recycling
- Right Stuff Right Bin Campaign –Additional comms budget (£20K) plus 1 extra Environmental Improvement officer
- Review of One Trafford Partnership key performance indicators (e.g. reduce fly tipping response times)
- Reinvestment of OTP default monies to support In Bloom and other environmental improvements
- #BeBoldBetheDifference (2031 vision)
- Greater use of fly tipping FPNs, CPNs and PSPOs
- **Direct action to leverage social value commitments of public sector contractors to support friends groups and Eco Schools**



**Thank you 4 listening  
HopeYouStill#BeAwake!**

**Tara Dumas: Head of Environmental Services**

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