



NORWICH City Council

Committee name: Scrutiny

Committee date: 21/03/2024

Report title: LOVE Norwich Review

Portfolio: Councillor Giles, Cabinet member for communities and social inclusion

Councillor Hampton, Cabinet Member for Climate Change

Report from: Executive director of development and city services

Wards: All Wards

OPEN PUBLIC ITEM

Purpose

To review the work of Love Norwich, in particular what is working well, allocation of funding, and results delivered.

Recommendation:

It is recommended that the Scrutiny Committee review the report and identify areas where it wishes to seek further development.

Policy framework

The council has five corporate priorities, which are:

- People live independently and well in a diverse and safe city.
- Norwich is a sustainable and healthy city.
- Norwich has the infrastructure and housing it needs to be a successful city.
- The city has an inclusive economy in which residents have equal opportunity to flourish.
- Norwich City Council is in good shape to serve the city.

This report meets the Norwich is a sustainable and healthy city corporate priority.

This report addresses **Make it easier for residents and businesses to reduce, reuse and recycle more and dispose of their waste efficiently; and keep the city's streets clean** priority or action in the Corporate Plan.

Report details

1. At its meeting of 14 July 2022, the Scrutiny Committee considered a report from its Fly Tipping Task and Finish Group. The work of the Task and Finish Group was extensive and made extensive use of the data available with regards to fly tipping and other types of environmental anti-social behaviour such as dog fouling, littering, graffiti and fly posting.
2. Data analysis identified that:
 - i) Approximately 5000 incidents of fly-tipping were reported to the Council every year (based on data from September 2019)
 - ii) The vast majority of these (92%) are on Council land, primarily in our Housing Estates
 - iii) The vast majority (again, 92%) of the material fly-tipped is household waste.
 - iv) The direct cost of clearing fly-tipping to the City Council was approximately £180,000.
 - v) The tonnage of fly-tipped material collected in 2020/21 was 1263 tonnes
 - vi) Only approximately 14.2% of this waste was recycled.
 - vii) There was no obvious link between the various lockdowns between March 2020 and July 2021, and the amount of fly-tipping in the city.
3. Data also identified that 10 locations in the city were responsible for 20% of all incidents of fly tipping.
4. The Scrutiny Committee made a number of recommendations, and it was agreed that these would be considered at a future meeting of the council's cabinet. The recommendations were as follows:
 - a) That the council decision in February 2007 to discontinue Waste Amnesty collections in areas of highest fly-tipping incidence is reviewed.
 - b) The number, locations, and types of bins in communal areas are reviewed in the fly-tipping hotspots identified, as well as developing designs for storage areas that prevent and deter fly-tipping.
 - c) Pre Covid enforcement arrangements for fly-tipping are re-established and expanded to include the use of CCTV.
 - d) Arrangements for engaging with residents with regards to fly-tipping are reviewed and improved, including consultation on proposed actions arising from this report. This should include improved partnership working between Citywide Services and Housing Estate Management in the design of services and facilities to reduce fly-tipping in our Housing Estates.
 - e) Local facilities for upcycling and reuse of unwanted items are considered in partnership with the County Council as Waste Disposal Authority.
 - f) The workflow and processes for managing fly-tipping between Norwich City Services Ltd (NCSL), Biffa and the council are reviewed and streamlined to improve efficiency and effectiveness.
 - g) The charging structure for the Bulky Uplift service is reviewed to make

accessing the service easier for residents on low incomes and Universal Credit.

- h) The service considers the use of an app for reporting fly-tipping.
- i) The manner in which the council records and analyses Environmental Anti-Social Behaviour is reviewed.
- j) The service continues to review best practice elsewhere.
- k) That the Council reviews current enforcement arrangements to ensure that the full range of sanctions available to the council are used more effectively.

5. In response to this work, on 16 November 2022, cabinet agreed the following:

- i) Note the proposals arising from the report to the Scrutiny Committee on the 14 July 2022 as outlined in the report.
- ii) Agree that Environment Services will continue to develop its operational response to the suggestions listed in paragraph 3 a. – k. within the report.
- iii) Agree that officers work with partners and local businesses on dealing with waste that arises from their products or services being used and promoting any existing services; and
- iv) Agree a timeline is set to an action plan with Key Performance Indicators being considered at the annual refresh of the corporate plan.

Response to recommendations from the scrutiny committee and cabinet decision

6. To provide a joined-up approach to dealing with environmental anti-social behaviour, a new campaign “Love Norwich” was launched in November 2022. The aim of the campaign was to improve civic pride across the city by increasing community ownership of local environments and improving perceptions of safety in our neighbourhoods. This would be achieved by engaging with communities to allow them to support the council in delivering clean, attractive and safe places to live in, work and visit. Specific behaviours that would be tackled included fly-tipping, littering, dog fouling, and graffiti.

7. Improved coordination and focus would be delivered through improved partnership working. One of the key aims was to influence and change behaviour through a variety of new approaches.

8. Love Norwich was intended to combine an effective slogan and branding with operational improvements and increased community engagement.

9. The outcomes Love Norwich is looking to achieve are as follows:

- Environmental Anti-social behaviour (ASB) is reduced.
- Improved facilities are delivered (e.g. community garden, upcycling garages, upgraded bin stores)
- Our Key Performance Indicators (LAMS etc) improve.

- Enforcement activity is significantly increased (including Investigations / Fixed Penalty Notices / Warnings / Prosecutions, CCTV cameras deployed).
- We have engaged effectively with our communities (social media clicks, use of Get Talking Norwich, community events, regular content).

10. Since the launch of the Love Norwich campaign the Council, working with its partners, have made considerable efforts to minimise the level of environmental ASB across the city and manage it more effectively where it does take place. Many of the previous recommendations of the Scrutiny committee have been addressed as part of this work. Work in relation to Scrutiny recommendations a-k) is summarised below:

a. Waste Amnesty review

Waste amnesties (alternatively called free skip days) are suggested by some as one solution to collect items that people want to dispose of but who cannot afford for a bulky waste collection. The Council actively supported a recent waste amnesty in North Earlham organised by Business in the Community; however, it is not considered that waste amnesties are a long term economically or behaviourally sustainable solution to this issue for a dependency to be created on the Council. On that point, it is noteworthy that no other local authority is providing free waste amnesties.

We trialled in two areas, Suffolk Square and Heathgate, providing a free bulky waste collection for residents in those areas to book on a specific day, however uptake of this was very low and we have discontinued this. In part, uptake was low likely due to it being dependent on those residents having something they need to dispose of at that time that the free collection day was set for them. Resources have not allowed for a comprehensive waste amnesty or a free bulky waste uplift service to be provided further than the trial, but the Council applied to the Rural Payments Agency in December 2023 for a grant of up to £0.050m to allow us to review the charging structure for our Bulky Uplift Service. One of the reasons that fly tipping occurs is because residents may not have the means to pay for bulky waste collections and / or do not have access to a vehicle to enable them to take their waste to the recycling centres to dispose of correctly. We have acknowledged the concerns that the current pricing structure for the Council's bulky waste may be unaffordable for most of those people that require it. The application to the Rural Payments Agency proposed that we introduce a set price for up to 6 items, to make this an affordable option for residents and prevent them from fly tipping instead. The Agency's decision was received on 8 March 2024 and unfortunately was unsuccessful. The Council will now reassess this proposal and explore alternative ways to achieve a reduced cost bulky waste collection service.

b. Review of bins in communal areas are reviewed in the fly-tipping hotspots.

We have reviewed the bin storage arrangements at some of our fly tipping hotspots to ensure that waste is deposited responsibly by residents and opportunities for fly tipping

are minimised. This has resulted in the installation of

- i. Tamper proof reverse communal bin lids at several locations that have been successful in reducing the significant levels of contamination of recycling bins that were being experienced in these areas. For more information on these lids please see linked video <https://youtu.be/Oh6PcCcH6Fw>.

Location (communal bin areas)	Number of lids	Installed
Heathgate, Cannell Green, Pockthorpe Gate, Mousehold Street and St James Close	64	Yes
Suffolk Square and Somerleyton Gardens	28	Yes
Vale Green	20	Pending
Lefroy Road/Bowers Avenue	22	Pending
Rouen Road/Paradise Place	13	Pending
Springbank	10	Pending
Northfields	14	Pending

To date, that's 92 installed, and 79 awaiting install, which totals 172 once complete. This should bring about positive changes to recycling rates.

- ii. Trialling the use of secure bin enclosures at 2 fly tipping hotspots (Douro Place and Knowland Grove), which were installed in February and March 2024. These have been proven to reduce fly tipping and contamination in other local authorities (case study available [here](#)). The enclosure accommodates 4- wheeled bin containers from 660L to 1280L capacity for controlled front loading through a waste stream specific aperture. The enclosed design enables bin container lids to be left in the open position without risk of wind blow litter. The enclosures themselves are locked meaning only our refuse contractor Biffa, bin cleaning contractor NCSL and Council staff can access the bins inside the enclosures.
- iii. Fly tipping signage has been reviewed and a programme to install new signs- see appendix 2- at all communal bin areas is in progress.

c. Fly-tipping enforcement arrangements are reviewed and expanded to include the use of CCTV.

Over the past year there has been increased activity in relation to fly-tipping enforcement. 70 separate investigations into fly tipping incidents have been carried out. The options available to investigating officers are wide ranging, from advice and informal warnings, to issuing Fixed Penalty Notices and prosecution. Criteria used by

officers in making these decisions include.

- nature and seriousness of the offence(s)
- degree to which the duty holder has broken the law.
- actual harm (or risk of harm) caused by the offence.
- whether the officer has confidence in the duty holder becoming and remaining legally compliant (having regard to the history of compliance, the attitude of the duty holder and the presence or otherwise of any external compliance audit or earned recognition scheme)
- whether previous advice has been ignored

Over the last year 10 Fixed Penalty Notices relating to fly tipping have been issued to perpetrators to date, and we anticipate that this will increase following the installation of the CCTV cameras at hotspot locations. The nature of these FPN offences vary from commercial business waste to individual items (mattresses, home furniture) and some involve partnership working with other authorities such as South Norfolk to track and locate perpetrators that offend across borders.

Regarding the use of CCTV, at a budget meeting in February 2023, £0.1million of capital funding was allocated to tackle environmental crime, including fly tipping, and the majority was to be spent on the installation of CCTV at fly tipping hotspots during this financial year 23/24. Experience from other councils has identified that a high proportion of fly tipping incidents involve the use of vehicles, and the council have procured cameras with Automatic Number Plate Recognition (ANPR) capability. These are being deployed in 6 of our fly tipping hotspots, and installation will take place during quarter 4 of 23/24. The locations are Normandie Tower (Rouen Road), Douro Place, Springbank, Heathgate, Bowers Avenue, and Marl Pit Lane. These locations have been chosen as they are frequently recorded as having the highest incidences of fly tipping reported. A CCTV camera was deployed on a trial basis at Knowland Grove, one of our fly tipping hotspots. Installation of this camera in August 2023 resulted in zero fly tipping incidents being recorded in the location since installation. Data has evidenced an overall reduction in fly tipping in the surrounding area too, which supports the efficacy of this intervention as displacement had not been caused.

We have also trialled the innovative use of a trail/wildlife surveillance camera in a rural location of Norwich, Saxoncote Avenue in Bowthorpe, which had been receiving an increase in incidences of commercial fly tipping waste. These cameras are deployable, battery operated, and use an encrypted SD card for storage of the footage, and therefore contents of the cameras cannot be viewed live from a secondary device, such as a laptop. The cameras do not require a license or permit to use or view. Appropriate signage is put up though to ensure they are overt. These will only be used where a more immediate intervention is required, as they are not as practicable as the ANPR cameras to use from a staff resource perspective to review footage if needed I.E you need to physically go to the camera to review footage or collect the SD card to review, and to recharge the batteries. It is very early, but so far there have not been any further reported incidences occur at the location since it's installation.

d. Review of arrangements around fly-tipping and improved working between Citywide Services and Housing Estate Management teams

In addition to increased enforcement in relation to fly-tipping, over the summer of 2023,

a new multi-disciplinary team was established with the Council to better co-ordinate action between Citywide Services, Housing Estate Management and Community Engagement colleagues. This was supported by resources from data and communication teams. This is a new approach to solving a long-standing problem across the city, and is a trial designed to assess the benefits of taking a more proactive approach to areas with relatively high levels of environmental anti-social behaviour (ASB). This involves targeting specific areas in the city through organised walkabouts to assess and identify required actions to improve the area regarding environmental crime, estate cleanliness, grounds maintenance, and aesthetic improvements. Community engagement opportunities are explored in these areas, and data is monitored to track efficacy of the actions completed and to see if long term behaviour change has occurred for sustainable improvement. A key aim of this work is to evaluate whether a more proactive approach to tackling environmental ASB will allow us to realise efficiencies and savings in the future through reduced reactive work.

e. Local facilities for upcycling and reuse of unwanted items are considered in partnership with the County Council as Waste Disposal Authority.

There is a dedicated page for reuse on the Council's website [Reuse | Reduce, reuse and recycle | Norwich City Council](#). A link to this is also included in the Love Norwich Hub site- [Love Norwich | Get Talking Norwich](#).

f. The workflow and processes for managing fly-tipping between Norwich City Services Ltd (NCSL), Biffa and the council are reviewed and streamlined to improve efficiency and effectiveness.

We have commenced the review of workflows and processes involved in reporting and managing fly tipping incidents between the council, Biffa and NCSL. Historically, Biffa have had the ability to report fly tipping to the council by means of email and telephone. These reports would then be passed to NCSL via email, text and phone call by council staff. This process was time consuming and inherently inefficient, as well as providing the possibility that information could be lost. These manual interventions have been removed by allowing direct communication between Biffa and NCSL using Biffa's route optimisation software so that incidents can be recorded in real time. This means that almost 95% of incidents are cleared within 24 hours. In addition, it has reduced carbon emissions and costs by ensuring that revisits are significantly reduced. Finally, the introduction of a new route by Biffa to means that they can respond to NCSL's fly tipping clearance work at communal bin areas more quickly and significantly reduce the number of missed bins at these locations.

We are now working with Biffa to introduce a new integrated system for managing these workflows, Whitespace, which will further automate these processes and improve collaboration between the council, Biffa and NCSL

g. The charging structure for the Bulky Uplift service is reviewed to make accessing the service easier for residents on low incomes and Universal Credit.

Please see point a.

h. The service considers the use of an app for reporting fly-tipping.

Since the scrutiny committee in July 2022, we have explored options into the use of an app to report incidents on environmental ASB. 2 suppliers have been identified, Whitespace and Love Clean Streets, and we've had demonstrations of both, as well as visiting Great Yarmouth Borough Council to see Love Clean Streets in use by them. Our IT application team are currently prioritising their resource on the Council's Website Refresh project which includes moving online forms such as fly tipping on to a new platform. As a result, we have paused progression of further exploration work for an outsourced app, pending completion of our IT's Website Refresh as this will deliver improvements for our residents' ability to report environmental issues whilst improving our responsiveness to their concerns.

i. The manner in which the council records and analyses Environmental Anti-Social Behaviour is reviewed.

Through the data capture and monitoring work there is now a comprehensive way for us to review environmental crime across the city. This is allowing the Council to see hotspots, trends and evaluate the effectiveness of interventions to tackle the issue. Please see the Performance section below from points 12 to 18 for examples of how this has developed.

j. The service continues to review best practice elsewhere.

With regards to reviewing best practice elsewhere, several of the initiatives mentioned above have resulted from engaging with the waste industry or colleagues in other councils. In addition, we have liaised with the London Borough of Newham (previous winners of Keep Britain Tidy Better Streets award), and visited Great Yarmouth Borough Council and Breckland Council to gather information on how to improve our enforcement and community engagement activities. We also have an active membership with Keep Britain Tidy, providing our staff access to a wealth of resources and a best practice network. At a county level, Norwich are active in the Norfolk Waste Partnership which brings together all authorities in Norfolk to collaborate, share and learn.

k. That the Council reviews current enforcement arrangements to ensure that the full range of sanctions available to the council are used more effectively.

The council has been able to implement several responses to the challenges presented by fly tipping. Examples of these include deployment of CCTV cameras to detect and deter fly tipping.

See point c.

A review is now underway to assess the amount charged by the Council for a fixed penalty notice, where there is sufficient evidence to issue them. This is in line with the government last year releasing new increased maximum penalty values for primary waste offences, including fly tipping.

11. Love Norwich held two community events, at Suffolk Square (November 2022) and Heathgate (February 2023). The aims of these were to have residents join Council staff to discuss environmental issues such as fly-tipping and graffiti, take part in some litter picking, sign up for the free bulky waste collection being trialled- as mentioned in point a. Unfortunately, turnout from residents was low. It is thought that time of year and weather impacted this and hosting an event in isolation specifically on topics such as environmental crime, waste and recycling is not appealing enough on its own. Since then, we have redesigned our approach including how we can maximise our engagement with communities and learned that it would be more effective working with multiple partners to be involved as part of larger events covering a vast array of topics rather than trying to host by ourselves. Love Norwich has developed into a campaign as a call-to-action encouraging residents to take pride in where they live. Encouraging both behaviour change and community led improvement projects along with education and information.

Working in partnership with external organisations, we have been addressing some of the fly tipping challenges. From supporting Business in the Community with a free community skip event in Motum Road in January, to working with the Norfolk Waste Partnership to host a Love Norwich recycling and fly tipping educational stall at an Easter community fun day organised by Social Services, and involving stalls hosted by many other partner organisations.

In February our Love Norwich Hub was launched on the Council's engagement platform Get Talking Norwich- [Love Norwich | Get Talking Norwich](#). This provides residents an opportunity to engage with the Council with two-way feedback and opportunities to shape our delivery.

Text message surveys and surveys via the Hub have been used to capture how residents feel about their estates. With face-to-face discussions with residents also held in Suffolk Square. It is still early days with gathering this data, however 35% of Heathgate residents felt their area had improved following our December 23 interventions.

Our Love Norwich Grants scheme uses UKSPF funding and went live in December 23 supporting residents and community groups, looking to make improvements to public spaces in their local areas, with grants are available up to £1200- [Love Norwich Grants | Get Talking Norwich](#). To date we have awarded 5 grants, for projects such: new raised beds for the civic gardens in Mile Cross, enhancements to the community garden in West Pottergate, a mural in the Suffolk Square area, and resurfacing of the cycle speedway in Harford Park. Another 6 bids are being processed and a further 10 are at enquiry stage and receiving support from the community enabling team to explore and develop the ideas further.

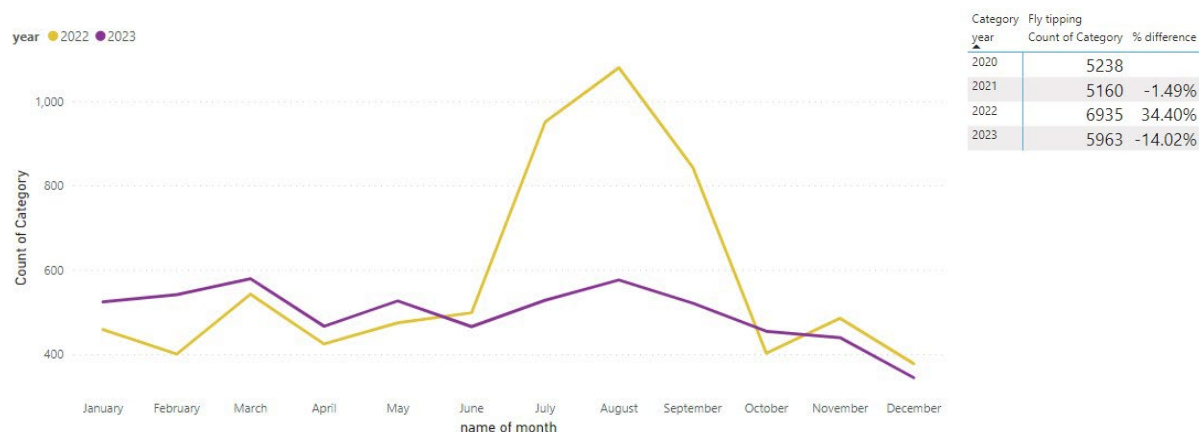
Regular communications have been published as press releases and social media posts to maintain the ethos of Love Norwich with residents.

Performance

Fly tipping

12. Building on the work done to support the previous task and finish group council officers have continued to improve data capture, presentation and insight.
13. What this has demonstrated is that there has been a 14% reduction in fly tipping between 2022 (6935 incidents) and 2023 (5963 incidents). Furthermore, fly tipping reduced by 30% for the period June-November in 2023 when compared to 2022. However, both figures appear to be skewed by a particularly high incidence of fly tipping that was reported in the months of July, Aug and Sept during 2022. The reasons for this spike are unknown and are currently being investigated. This supports the proactive work being carried out, and further data monitoring over a longer period will provide insight in to whether specific interventions work as intended and whether areas can maintain a reduction in fly tipping after the targeted work is completed.
14. We're developing a regular data monitoring report to make available for members through E-Cllr and hope to launch this in 2024/25. Below is a worked example of what this may look like.

Clean streets monitoring report (draft)



Between 2022 and 2023, we saw a 14% reduction in overall fly tipping across the city.

City Wide Fly tipping - January 2022 to December 2023

Clean streets monitoring report (draft)

Ward	Period April 2023 to January 2024												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total	%
Bowthorpe	22	28	19	22	33	21	17	23	15	23	30	253	5%
Catton Grove	18	32	26	43	50	29	29	25	25	46	30	353	7%
Crome	54	49	46	56	50	65	47	35	51	63	55	571	11%
Eaton	4	3	2	10	5	6	4	3	1	1	7	46	1%
Lakenham	41	42	28	31	30	31	21	32	19	35	33	343	7%
Mancroft	64	85	80	83	78	74	80	55	43	96	83	821	16%
Mile Cross	59	81	60	81	97	68	49	63	40	86	79	763	15%
Nelson	18	6	17	20	14	12	11	11	6	20	13	148	3%
Sewell	51	40	49	38	38	29	32	26	29	40	24	396	8%
Thorpe Hamlet	16	29	23	20	37	30	21	10	13	23	25	247	5%
Town Close	49	45	42	45	57	49	38	43	29	57	49	503	10%
University	22	22	13	21	18	29	18	17	16	27	20	223	4%
Wensum	29	46	29	44	41	52	42	32	32	39	49	435	9%

Fly tipping by ward - April 2023 to February 24

Clean streets monitoring report (draft)

Top 10 locations for fly -tipping from September 2019 – August 2021				September 2021 – August 2022			September 2022 – August 2023			September 2023 – January 2024		
Location	Ward	Number of Incidents	Rank	Number of Incidents	Rank		Number of Incidents	Rank		Number of Incidents	Rank	
SUFFOLK SQUARE, NORWICH	Town Close	419	1	264	1	↔	175	2	↓	59	2	↔
LEFROY ROAD, NORWICH	Mile Cross	267	2	186	2	↔	206	1	↑	68	1	↔
BOWERS AVENUE, NORWICH	Mile Cross	264	3	106	3	↔	139	3	↔	42	4	↓
HEATHGATE, NORWICH	Crome	230	4	70	7	↓	89	4	↑	50	3	↑
ROUEN ROAD, NORWICH	Mancroft	151	5	96	4	↑	75	6	↓	33	5	↑
SPRINGBANK, NORWICH	Lakenham	127	6	38	16	↓	80	5	↑	26	9	↓
VALE GREEN, NORWICH	Mile Cross	115	7	36	19	↓	64	8	↑	27	7	↑
KNOWLAND GROVE, NORWICH	Wensum	102	8	72	5	↑	61	9	↓	1	32	↓
NORTHFIELDS, NORWICH	University	101	9	41	14	↓	43	19	↓	18	15	↑
JOHNSON PLACE, NORWICH	Town Close	96	10	63	8	↑	58	10	↓	19	14	↓
Total:		1872		972			990			343		
Top 10 locations account for 18.5% of all fly-tipping incidents				16.2% ↓			16.2% ↔			13.4% ↓		

Scrutiny Task and Finish Group – Fly tipping top ten locations tracking

Clean streets monitoring report (draft)

September 2021 – August 2022			
Location	Ward	Number of Incidents	% of total incidents
SUFFOLK SQUARE, NORWICH	Town Close	264	4.41
LEFROY ROAD, NORWICH	Mile Cross	186	3.10
BOWERS AVENUE, NORWICH	Mile Cross	106	1.77
ROUEN ROAD, NORWICH	Mancroft	96	1.60
KNOWLAND GROVE, NORWICH	Wensum	72	1.20
DOLPHIN GROVE, NORWICH	Wensum	71	1.18
HEATHGATE, NORWICH	Crome	70	1.17
JOHNSON PLACE, NORWICH	Town close	63	1.05
WATSON GROVE, NORWICH	Wensum	62	1.03
ST LEONARDS ROAD, NORWICH	Thorpe Hamlet	49	0.82

September 2022 – August 2023			
Location	Ward	Number of Incidents	% of total incidents
LEFROY ROAD, NORWICH	Mile Cross	206	3.37
SUFFOLK SQUARE, NORWICH	Town Close	175	2.86
BOWERS AVENUE, NORWICH	Mile Cross	139	2.28
HEATHGATE, NORWICH	Crome	89	1.46
SPRINGBANK, NORWICH	Lakenham	80	1.31
ROUEN ROAD, NORWICH	Mancroft	75	1.23
DOURO PLACE, NORWICH	Nelson	68	1.11
VALE GREEN, NORWICH	Mile Cross	64	1.05
KNOWLAND GROVE, NORWICH	Wensum	61	1.00
JOHNSON PLACE, NORWICH	Town close	58	0.95

September 2023 – January 2024			
Location	Ward	Number of Incidents	% of total incidents
LEFROY ROAD, NORWICH	Mile Cross	68	2.75
SUFFOLK SQUARE, NORWICH	Town Close	59	2.38
HEATHGATE, NORWICH	Crome	50	2.02
BOWERS AVENUE, NORWICH	Mile Cross	42	1.70
ROUEN ROAD, NORWICH	Mancroft	33	1.33
SLEAFORD GREEN, NORWICH	Mile Cross	29	1.17
VALE GREEN, NORWICH	Mile Cross	27	1.09
MUNNINGS ROAD	Crome	26	1.05
SPRINGBANK, NORWICH	Lakenham	26	1.05
WATSON GROVE, NORWICH	Wensum	22	0.89

Top Fly tipping locations

Targeted areas estate audit score

15. Using the proactive approach and multi-disciplinary team as referenced earlier in point d, 7 initial target areas have been worked in so far, with 145 actions recorded from these, and 56% of them complete. These actions relate to grounds maintenance, estate aesthetics, repairs, community engagement opportunities, parks and open spaces, highways (County), environmental crime, community safety and arboriculture. Outstanding actions relate to estate aesthetics projects and repairs predominantly, which are already factored as long-term actions due to their nature, as well as some actions have only arisen at recent walkabouts (last two months) therefore more time is required.
16. We have seen on average a 12% improvement in the audit score for those areas, using an approved industry standard grading system by Housemark for estate audits. This is helping to show the multi-disciplinary team taking a proactive approach is having a positive impact.

Target area	Housemark estate audit score %		% difference	Actions complete %
	Initial visit	Revisit		
Sale Road	66%	80%	14.00%	74%
Motum Road	75%	84%	9.00%	60%
Springbank	70%	79%	9.00%	60%
Heathgate	57%	73%	16.00%	62%
George Pope Road	63%	75%	12.00%	65%
Vale Green	67%		-67.00%	50%
Suffolk Square	62%		-62.00%	15%
Northfields			0.00%	
			Average difference	
			12.00%	

LAMS (Land Audit Management System)

17. The council uses the LAMS System to measure the performance of NCSL in delivering environmental services throughout the city. This system has been developed by APSE (Association of Public Service Excellence) is a nationally recognised system that assesses services from the customers' perspective. It allows us to both measure improvements in NCSL's performance and benchmark against other, similar, local authorities.
18. NCSL's street cleaning service throughout the city is performing to an acceptable standard, particularly with regards to litter collection.
19. In the city centre, their performance is higher, which reflects the importance previously placed on this part of the city.
20. Street cleaning performance is broadly acceptable, grass cutting is delivered to a high standard, and lower LAMS scores are mainly due to the failure to complete the shrub bed maintenance programme last winter (2022/23). This is being addressed by NCSL through several measures, including a review of productivity, and operational managers being held accountable for their teams' performance. The hedge cutting programme started on schedule at the beginning of November 2023, and will be completed by the end of March 2024. The winter shrub bed maintenance programme also started at the beginning of November 2023, and had been prioritised within the company. The target for completion for this year is 100%, vs the 73% achieved last winter.
21. The December 2023/January 2024 APSE LAMS grounds maintenance report shows an 11.02% improvement in sites audited in an acceptable condition than October/November 2023 and a 15.36% improvement in August/September 2023. This illustrates a very positive direction of travel in grounds maintenance performance. 100% of sites were in an acceptable condition for grass cutting. The

reporting period showed a 13.64% improvement in hedge/shrub bed maintenance on the previous period, and a 16.23% improvement in hard surface weed management.

Consultation

- 22. Residents were previously consulted on the recommendations made by the scrutiny committee's fly tipping task and finish group. The results of this can be found [here](#)
- 23. The launch of our Love Norwich Hub provides a direct two-way feedback and listening channel for residents and the Council- [Love Norwich | Get Talking Norwich](#).

Implications

Financial and resources

- 24. Any decision to reduce or increase resources or alternatively increase income must be made within the context of the council's stated priorities, as set out in its Corporate Plan 2022-26 and budget.
- 25. CCTV procurement and installation of 6* cameras is costing £61,503.20 from the £0.050m general fund and £0.050m HRA Neighbourhood Priorities Fund capital budgets within the respective 2023/24 capital programmes.
- 26. The final cost of procuring and installing these cameras was not known until they were installed and set up, so a decision couldn't be made to procure 10 cameras without knowing it was affordable to do so. It is also prudent to assess the efficacy of the cameras before procuring any more, and the trial at Knowland Grove has provided this assurance of a worthwhile investment.
- 27. Any unspent Neighbourhood Priorities Fund capital budgets at the end of the 2023/24 financial year, may be requested to be carried forward to be utilised in the most effective way in 2024/25.
- 28. All other work undertaken has been met by using existing resource.

Legal

- 29. With regards to fly-tipping, under Sections 33, 34 and 59 of the Environmental Protection Act 1990, the Council is responsible for investigating, clearing and taking appropriate enforcement action in relation to small scale fly-tipping on public land. The Environment Agency is responsible for dealing with larger-scale fly-tipping (more than a lorry load), hazardous waste and fly-tipping by organised gangs.
- 30. The use of CCTV for the purpose of capturing environmental crime, a privacy notice and code of practice is necessary, and signage will be placed at the CCTV location informing the public of the CCTV.
- 31. Any enforcement action relating to environmental crime that requires prosecution would be carried out in collaboration with Nplaw as the Council's legal service.

Statutory Considerations

Consideration	Details of any implications and proposed measures to address:
Equality and diversity	None
Health, social and economic impact	Improved public wellbeing and feelings of safety and pride in the city and their homes.
Crime and disorder	Environmental crime reduction through interventions such as CCTV, as well as education and awareness engagement work.
Children and adults safeguarding	None
Environmental impact	<p>The proposed review of policy, procedures and operations could result in the following environmental benefits to the council.</p> <ul style="list-style-type: none"> • The increase of re-use or recycling of materials • The reduction in material sent to landfill • Reduced fuel

Risk management

Risk	Consequence	Controls required
Reputational risk through poor perceptions of waste management arrangements	<p>Reduced customer satisfaction</p> <p>Adverse media coverage</p> <p>Increased representations to elected Members</p>	This risk can be managed through the review of existing arrangements and effective engagement with stakeholders.
Financial	<p>Current arrangements may not be the most efficient or effective in dealing with fly tipping. There may be insufficient emphasis on prevention, which may result in increased clean up and removal costs</p>	Detailed review and understanding of all costs, and how these can be reduced through improved business processes, improved prevention through engagement, enforcement and design of facilities and services

Other options considered.

32. The proposed reviews will allow the council to identify the most appropriate environmental and financial options.
33. The option of doing nothing was considered. However, the extent of the challenge, the reputational and financial risk to the Council, and the corporate priorities associated with improving recycling and the natural and built environment meant that this was not a viable option.

Reasons for the decision/recommendation

34. The recommendations have been made to allow for improvements to existing arrangements for waste collection and removal of fly-tipping.

Background papers:

Report to Scrutiny Committee 24 June 2021

[Agenda Item No \(norwich.gov.uk\)](#)

Report to Scrutiny Committee 14 July 2022

[Agenda Item No \(norwich.gov.uk\)](#)

Report to cabinet 16 November 2022

[Norwich City Council - committee report](#)

Appendices:

- 1- Response to questions posed by members to officers at scrutiny meeting 25.01.2024**
- 2- Examples of environmental improvements carried out in target areas**
- 3- New fly tipping communal bin area signage**

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If you would like this agenda in an alternative format, such as a larger or smaller font, audio or Braille, or in a different language, please contact the committee officer above.

Appendix 1- Response to questions posed by members to officers at scrutiny meeting 25.01.2024

- a) Benchmarking; where would we expect the figures to be at benchmarked against other similar local authorities, how do the city council's processes compare to that of other local authorities.**

Land Audit Management System (LAMS) is a quality inspection system to monitor grounds maintenance and street cleaning and is provided by the Association for Public Service Excellence (APSE). Environment services use this tool, and it allows benchmarking against other authorities.

Waste Data Flow (WDF) is the web-based system for municipal waste data reporting by UK local authorities to government- namely the Department of Environment, Food and Rural Affairs (DEFRA). DEFRA publish their data annually, which allows benchmarking against other authorities.

[Fly-tipping statistics for England, 2022 to 2023 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/fly-tipping-statistics-for-england-2022-to-2023)

We have met with Breckland Council and learned their approach to tackle fly tipping is through education, awareness, with enforcement activity performed in a similar way to Norwich with the use of fixed penalty notices issued where there is sufficient evidence to identify the perpetrator.

Great Yarmouth Borough Council work with a slightly different model whereby environmental rangers are responsible for enforcement activity such as issuing community protection notices, fixed penalty notices and prosecutions where applicable.

- b) What is the data in relation to trends/ hotspots for flytipping.**

Covered by the report- see Performance section.

- c) How were the figures in relation to 2023 flytipping arrived at as they differ from the DEFRA figures for the same period.**

On 17 January 2024, DEFRA released fly tipping statistics for the country comparing financial years 2021/2022 with 2022/2023, which did show an increase in fly-tipping. Local authorities, including Norwich City Council, provide this data to DEFRA annually.

The report for scrutiny has compared fly tipping data for calendar years 2022 and 2023, showing a 14% reduction in fly tipping year on year.

- d) Where are the cameras referred to going to be located. Six cameras are referred to but there are ten hotspots, what accounts for this anomaly.**

The camera locations are included within this report. The ten hotspots referred to are from the previous scrutiny task and finish group report dated 14 July 2022, and these show the top ten locations for highest fly tipping incidences reported at that time. From the developed monitoring report that is within this report under the Performance section, you can see how we've tracked the hotspots over time, and camera locations have been selected using this data and officer insight for the specific bin areas within these hotspots. 6 cameras have been procured to tackle environmental crime, specifically fly tipping. These are deployable

cameras, able to be moved as required should data evidence a requirement to do so. The final cost of procuring and installing these cameras was not known initially until they were installed and set up, so a decision couldn't be made to procure 10 without knowing it was affordable to do so. It is also prudent to assess the efficacy of the cameras before procuring any more, and the trial at Knowland Grove has provided this assurance of a worthwhile investment.

- e) A breakdown of the £100,000 project costs, the report notes £60,000 would be spent on cameras what is the remainder allocated for.**

As referenced above in the Finance section of the report. Any remaining resource will be carried over to the next financial year, where a decision will be made on assessed options for the most effective way to spend it.

- f) The report to be clear on what action has been taken in relation to the recommendations from the task and finish group.**

Covered by the report.

- g) A review with Biffa is referenced but there is no indication of what outcomes this seeks to achieve.**

We met with Biffa shortly after the cabinet meeting in November 2022 to discuss lessons learned on other contracts. The process did not identify any specific measures that we could take that have been successfully adopted elsewhere, although we have introduced additional collections at weekends to clear backlogs caused by fly tipping at communal bin store.

- h) Waste Amnesty review, waste amnesty is not referenced but bulky collection, could an explanation of how the two are linked be provided.**

Waste amnesties are suggested by some as one solution to collect items that people want to dispose of but who cannot afford for a bulky waste collection. The trial in early 2023 to offer free bulky waste collection days to residents in targeted areas was not effective. We submitted a Rural Payments Agency grant application in December 2023 to help fund a pilot of reduced cost bulky waste collections, however we found out in March 2024 that the bid has been unsuccessful, the Council will now reassess this proposal and explore alternative ways to achieve a reduced cost bulky waste collection service. The Council actively supported a recent waste amnesty in North Earlham organised by Business in the Community; however, it is not considered that waste amnesties are a long term economically or behaviourally sustainable solution to this issue for a dependency to be created on the Council. On that point, it is noteworthy that no other local authority is providing free waste amnesties.

- i) Provide the communication used to publicise waste amnesty/ bulky waste events in order that committee can consider why there was limited take up of the offer. Was digital exclusion considered as a factor and how was this mitigated for.**

Please see attached leaflet below.



COM13012 Bulky
waste collection leaflet

This leaflet for the free bulky waste collection trial undertaken in early 2023 asks residents to make their booking online. However, at the trialled community event days at Suffolk Square and Heathgate there was the option for residents to book it in person using paper forms with staff. The absence of a phone number on the leaflet to ring to book the collection is noted, however it falls in line with the Council's digital by default approach and so would need to be considered accordingly in future communications too.

j) Why was the event at Mile Cross cancelled.

Two fly tipping educational community events were trialled in Suffolk Square and Heathgate in early 2023. The turnout for these were poor and so it was decided they were not a good use of resource. We are now instead linking with partner organisations who are hosting community events themselves, to join them as a pop-up stall. This should provide a better engagement opportunity with bigger turnouts at events involving multiple organisations.

k) In relation to communal bins can you advise how this has reduced fly tipping (with reference to point b in report).

It is too early to assess the efficacy through data. However, new signage is being rolled out to deter and raise awareness of fly tipping as an environmental crime to all communal bin locations. 92 tamper proof reverse lock bin lids have been installed and these prevent waste contamination to increase recycling rates predominantly. Secure bin enclosures for communal bins are being trialled at 4 locations, and installation completed in February and March 2024, we will be monitoring their efficacy to improve recycling rates, reduce contamination and if they help to reduce fly tipping.

Further explanation on the tamper proof reverse lock bin lids can be found [here](#)

l) Provide the outcome measures for LOVE Norwich and information on how the project is performing against these measures.

- Environmental ASB is reduced.
- Improved facilities are delivered (e.g. community garden, upcycling garages, upgraded bin stores)
- Our KPIs (LAMS etc) improve.
- Enforcement activity is significantly increased (Investigations / Fixed Penalty Notices / Warnings / Prosecutions, CCTV cameras deployed).
- We have engaged effectively with our communities (social media clicks, use of Get Talking Norwich, community events, regular content).

These are included within the report, along with information demonstrating activity and performance against them.

m) Upcycling/ reuse what has been done up to this point.

There is a dedicated page for reuse on the Council's website [Reuse | Reduce, reuse and recycle | Norwich City Council](#). This is also included on the Love Norwich Hub- [Love Norwich | Get Talking Norwich](#).

n) Information on the reuse centre at the Benjamin Foundation and its impact on recycling rates.

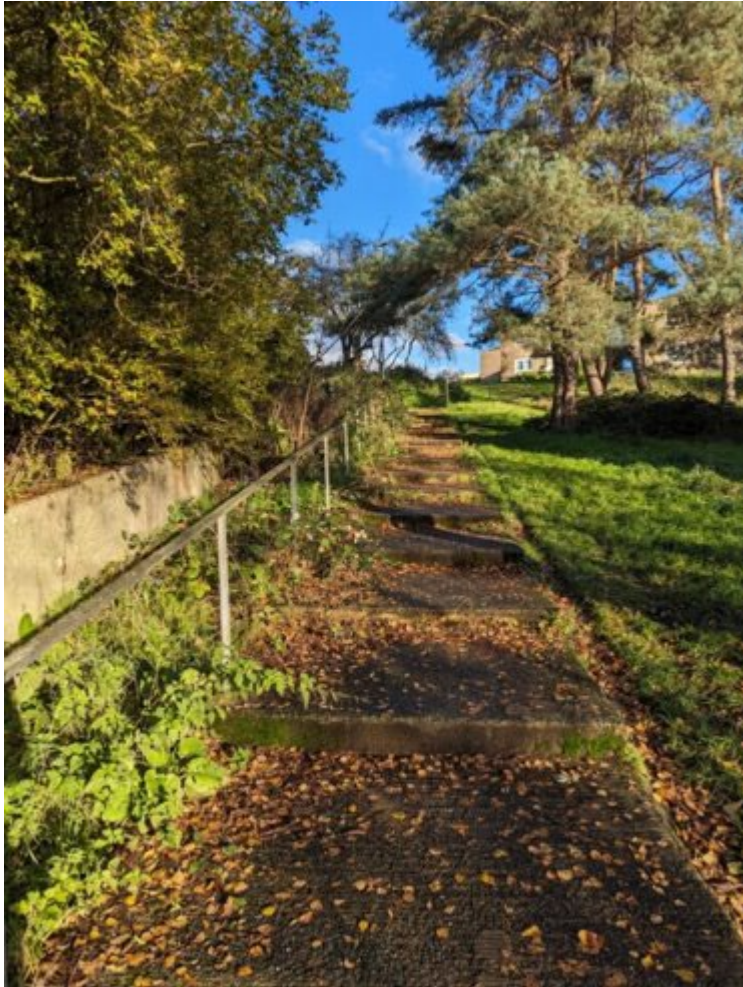
The council signposts citizens visiting our website to the Benjamin Foundation where they are looking for reuse organisations. Further opportunities for reducing and reusing household goods will be outlined in a future waste strategy for the council.

Appendix 2- Examples of environmental improvements carried out in target areas

Motum Road area



Heathgate area



Appendix 3- New fly tipping communal bin area signage



FED UP OF FLY-TIPPING?

Report it at
www.norwich.gov.uk/fly-tipping

Do not leave any rubbish or bulky items in the bin store area – this is fly-tipping and you could face an unlimited fine or a prison sentence.

Bagged waste or loose recycling inside the bins only.

These bins are for residents only – they are not public bins.

 **NORWICH**
City Council

 **LOVE
NORWICH**
PLAY YOUR PART