



**COUNCILLOR  
BERNIE MOONEY  
CABINET MEMBER –  
ENVIRONMENTAL  
PROTECTION**

**CABINET  
21 MARCH 2016**

**REVIEW OF TACKLING ALLEYWAY DUMPING:  
FUNDING ADDITIONAL CLEANSING  
RESOURCES**

## **REPORT SUMMARY**

This report reviews the funding of additional cleansing resources supporting the “Tackling Alleyway Dumping” campaign introduced in April 2014. The initial agreed budget was £400,000 for 2 years comprising 2 separately funded elements:-

- a) A Cleansing Team to increase the frequency of passageway cleansing in affected wards. (All wards are affected with the exception of Clatterbridge, Eastham, Heswall, Leasowe and Moreton East.)
- b) A Waste Investigation Team to investigate incidents of dumped waste and undertake investigations to assist the Council in pursuing legal action against offenders.
- c) A Business Support Officer employed on a temporary basis to coordinate referrals for enforcement action and subsequent prosecution.

This report examines the Cleansing Team element only. The Waste Investigation Team is the subject of a separate evaluation report to the Cabinet / Leader.

The campaign was established to tackle the amount of waste dumped in alleyways in terraced housing areas and to promote compliance amongst Wirral residents to

help meet targets set for waste reduction and recycling. It is widely recognised that improving local environmental quality will have a positive impact on people's health and wellbeing aligning to the Wirral Plan. The findings of the 2015 Insight survey also highlighted improved local environmental quality as a key priority for residents.

This is a Key Decision.

## **RECOMMENDATION**

The Cabinet is requested to:

- (1) Approve the allocation of £242,000 from the Waste Development Fund (WDF) for a further 2 years (2016/17 & 2017/18) from 1<sup>st</sup> April 2016, to sustain an enhanced passageway cleansing service to effect behaviour change and reduce alleyway dumping as outlined in this report;
- (2) Approve the waiving of 'Call In' to enable service delivery to continue in a seamless manner.

## **SUPPORTING INFORMATION**

### **1.0 REASON/S FOR RECOMMENDATION/S**

- 1.1 Officers are of the opinion that employing option 2 and the continuation of additional cleansing resources will be required to support sustained and increased enforcement activity. In addition, the Council will be embarking on a series of ambitious changes to waste management services during the period 2016 – 2018. These resources will be required to support such changes.
- 1.2 Future enforcement action will engender the required behavioural change to further reduce alleyway dumping and other forms of environmental crime, leading to improved environmental quality and less demand on cleansing resources.
- 1.3 It is envisaged that through effective enforcement action and developing behaviour change, the additional cleansing resource for alleyways will not be required beyond the 2 year period of the extended Tackling Alleyway Dumping initiative.

### **2.0 OTHER OPTIONS CONSIDERED**

- 2.1 The Council has considered the following options as a way forward to ensure continuity is maintained.

#### **OPTION 1 - Provide no Enhancement to Cleansing Resources.**

Passageway cleansing schedules in all areas would revert to approximately one cleanse in every 12 week period. There is likely to be exceptionally high concentrations of waste in passageways in some wards. Cleansing crews are likely to struggle to remove waste as per schedule. This could pose a reputational risk to the Council and would be contrary to the findings of the recent Insight survey which highlighted that the environment is a high priority for residents.

#### **OPTION 2 (preferred) – Continue Funding For Enhanced Cleansing Provision**

Biffa will continue to cleanse passageways approximately every 4 weeks. The Council will in turn increase its level of enforcement activity with a view to reducing incidents of illegal dumping in areas with high concentrations of rear passageways. A further evaluation of both the Enforcement Campaign and the impact of additional cleansing resources will be undertaken in January 2018.

### **3.0 BACKGROUND INFORMATION**

- 3.1 Wirral Council has a statutory duty, as a Waste Collection Authority, to arrange for the collection of household waste within its area. The Council

fulfils this obligation through the provision of a comprehensive suite of Waste & Recycling Services. Over a number of years the Council has given instructions around the presentation of domestic waste for collection to all Wirral residents. The majority of residents across Wirral comply, however, in a number of areas such as terraced housing or areas where there are a large number of rental properties with a transient population, problems persist in respect of waste being dumped in alleyways.

- 3.2 The Council has a statutory duty to maintain 'passage' along adopted highways. It is also necessary for alleyways to be kept free of obstruction so that residents are able to comply with the Council's waste collection policy, to present their bins for collection at designated points and access is maintained for emergency vehicle access. The build-up of waste in some locations during the reduced cleansing schedule resulted in pressure being put on the Council to tackle this matter.
- 3.3 Therefore in July 2013 the Council reduced cleansing frequencies in alleyways from monthly to 12 weekly. This was part of a service review of street cleansing that resulted in £1M per annum of savings. During the 6 months of the cleansing frequencies being reduced, Wirral saw a 12% reduction in tonnage of illegally dumped waste alleyways. However in some locations as a consequence of this, some alleyways became impassable due to the build-up of waste in between cleanses. It also resulted in residents complaining and asking that the Council remove waste prior to the next scheduled cleanse and to take action against residents who repeatedly dump their waste in the alleyways. The waste contractor Biffa also expressed concerns regarding the nature and quantity of waste being left building up for a period of 12 weeks.
- 3.4 In order to tackle the amount of waste dumped in entries, on 27 February 2014 a report was presented to and endorsed by Cabinet Member for Environment and Sustainability, subject: 'Tackling Alleyway Dumping'. This report outlined proposals to improve the local environmental quality of terraced housing areas in order to reduce the amount of alleyway dumping and support residents struggling to comply with their waste collection scheme. The project would be limited to all wards with the exception of Clatterbridge, Eastham, Heswall, Leasowe and Moreton East to enable important consultative and investigative work to be carried out.
- 3.5 The Tackling Alleyway Dumping report was subsequently ratified by Cabinet who approved a £400k contribution from the Waste Development Fund to be utilised over a two year campaign period commencing 1 April 2014. The Tackling Alleyway Dumping campaign included the reinstatement of four weekly cleansing to alleviate the build-up of waste in entries between cleanses to allow residents to comply with the waste collection arrangements.
- 3.6 The Alleyway Dumping Campaign is funded until 31 March 2016, therefore an evaluation of the campaign is required to determine if such an arrangement is still required in the future.

#### **4.0 FINANCIAL IMPLICATIONS**

- 4.1 The cost of continuing the “Cleansing Team” only element of the “Tackling Alleyway Dumping” campaign will be approximately £242,000 for 2 years to 31 March 2018. (This averages £121k per annum however may vary slightly with contract inflation calculated using the Retail Price Index). A full financial breakdown can be found in **Appendix 1**.

#### **5.0 LEGAL IMPLICATIONS**

- 5.1 None.

#### **6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS**

- 6.1 The continuation of tackling alleyway dumping campaign will require Council approval to use the Waste Development Fund. Officers will prepare proposals for the financial requirements of the campaign.

#### **7.0 RELEVANT RISKS**

- 7.1 The detrimental impact of no action being taken upon the quality of life of local residents and the local environmental quality. Public perception will be of the Council doing nothing to intervene and allowing the behaviour of some residents to continue.

#### **8.0 ENGAGEMENT/CONSULTATION**

- 8.1 To inform this process, residents who had previously participated in the ‘Good Neighbour’ scheme were surveyed in August 2015 and the recent Insight Survey highlights that street cleanliness is a high priority to the majority of Wirral residents who responded to the survey.

#### **9.0 EQUALITY IMPLICATIONS**

- 9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(a) Yes - there are no equality impacts. This is a continuation of an existing service without change.

**REPORT AUTHOR: Andy McCartan**  
**Contracts Manager – Waste & Environment**  
telephone: (0151) 606 2247  
email: andrewmccartan@wirral.gov.uk

## **APPENDICES**

**APPENDIX 1** – “Tackling Alleyway Dumping - Additional Cleansing Team Financial Breakdown”

## **REFERENCE MATERIAL**

None

## **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
Tackling Alleyway Dumping	27/02/14
Council Budget Cabinet	25/02/14

**APPENDIX 1 – “Tackling Alleyway Dumping Additional Cleansing Team  
Financial Breakdown**

<b>FINANCIAL PERIOD</b>	<b>YR 1 – 1 APR 16 – 31 MAR 17</b>	<b>YR 2 – 1 APR 17 – 31 MAR 18</b>
<b>PERIOD 1</b>	9,087.36	9314.54
<b>PERIOD 2</b>	9,087.36	9314.54
<b>PERIOD 3</b>	9,087.36	9314.54
<b>PERIOD 4</b>	9,087.36	9314.54
<b>PERIOD 5</b>	9,087.36	9314.54
<b>PERIOD 6</b>	<b>9,314.54*</b>	<b>9430.97**</b>
<b>PERIOD 7</b>	9,314.54	9430.97
<b>PERIOD 8</b>	9,314.54	9430.97
<b>PERIOD 9</b>	9,314.54	9430.97
<b>PERIOD 10</b>	9,314.54	9430.97
<b>PERIOD 11</b>	9,314.54	9430.97
<b>PERIOD 12</b>	9,314.54	9430.97
<b>PERIOD 13</b>	9,314.54	9430.97
<b>TOTAL</b>	<b>119,953.12</b>	<b>122,020.46</b>
<b>PROJECT COST</b>		<b>£ 241,973.58</b>

\* Assumes Year 1 Contract RPI Uplift at 2.5%

\*\* Assumes Year 2 Contract RPI Uplift at 1.25%