



## REGENERATION AND ENVIRONMENT SCRUTINY COMMITTEE – 18TH FEBRUARY 2014

**SUBJECT: PUBLIC CONSULTATION ON WASTE, CLEANSING AND PARKS SERVICES**

**REPORT BY: ACTING DEPUTY CHIEF EXECUTIVE**

---

### 1. PURPOSE OF REPORT

1.1 To provide members with:-

- (i) the results of the biennial Community and Leisure Services Survey on recycling, refuse collection, waste disposal, streetscene, environmental cleansing and envirocrime.
- (ii) Feedback from the recent Viewpoint Panel on these topical issues.

### 2. SUMMARY

- 2.1 Every two years the Community and Leisure Services Division undertakes a survey to assess how well we deliver our frontline services and also what the public perceive to be important environmental matters.
- 2.2 This year's survey reveals a consistent trend of improvement across the range of services.
- 2.3 Following the analysis of the Survey a meeting of the Viewpoint panel was held. This forum provided further positive and constructive feedback that will help us fine tune and enhance our services to create a better environment across Caerphilly County Borough.

### 3. LINKS TO STRATEGY

- 3.1 The frontline services provided by the division have a contribution to make in achieving our cleaner greener aims, corporate and national objectives.
- 3.2 The Authority's consultation strategy recognises that there is now an expectation that consultation will form an integral part of the Council's approach to service planning and delivery and has outlined four key objectives.
  - To establish a mechanism for effective co-ordination of consultation exercises.
  - To ensure that best practice is applied throughout the whole process in all consultation exercises.
  - To link consultation work effectively into the mainstream decision making processes of the Authority.
  - To raise awareness and understanding throughout the Authority of the benefit of a co-ordinated approach to consultation.

## 4. THE REPORT

4.1 In order to meet the needs and aspirations of our residents and to provide even better services, we asked the public what they think about both:

- The quality of the environment;
- The Waste, Cleansing and Parks Services we deliver.

### 4.2 The Survey

This took place in August/September 2013 was sent to a random selection of 1500 residents at addresses in all wards within the County Borough. A total of 424 completed questionnaires were returned and it is worth noting that this return rate compared very favourably to that of the 2012 Household Survey. This probably reflects a wider general interest and familiarity in our frontlines environmental services.

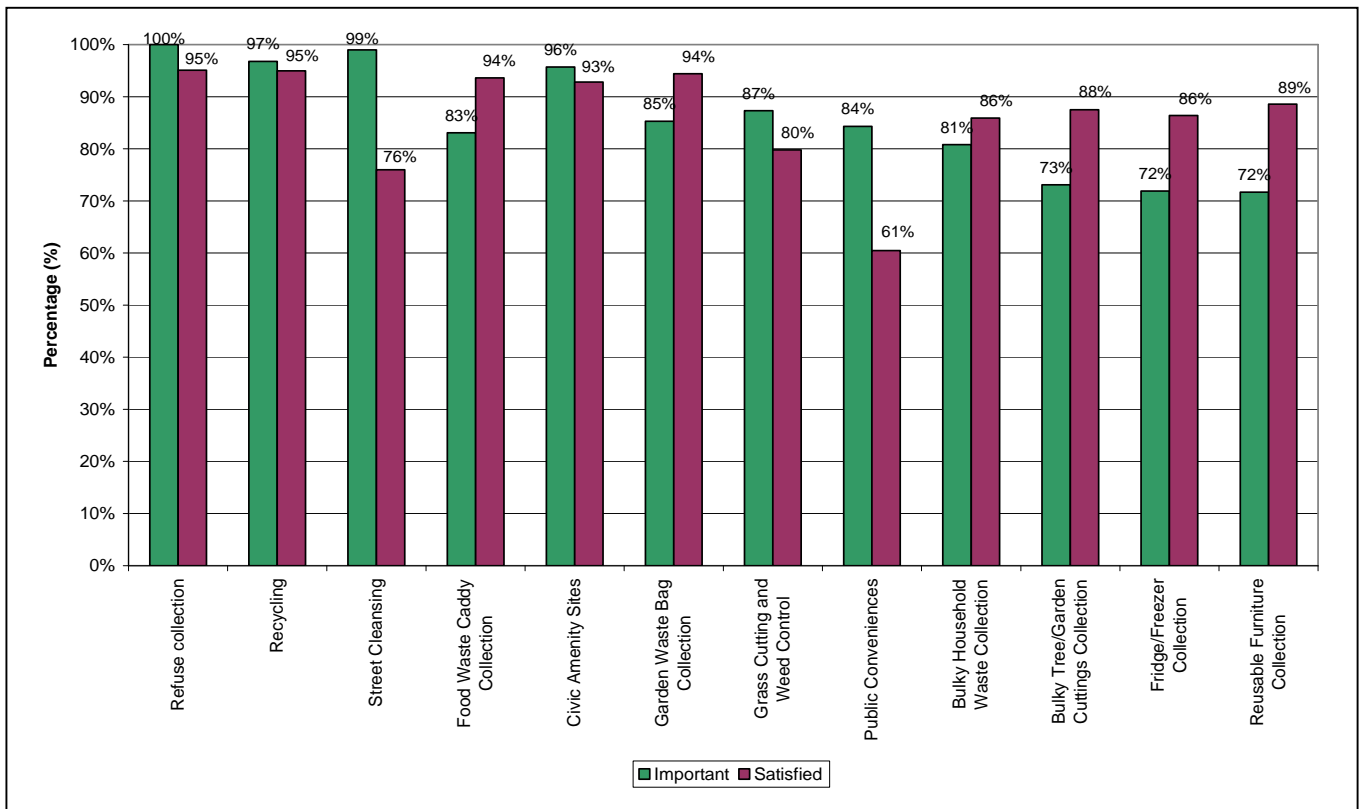
#### Response Rates

Year	Returns	% Returned
2005	336	22.4%
2007	450	30%
2009	400	26.6%
2011	418	27.9%
2013	424	28.3%

### 4.3 Importance of Services

Residents were asked to rate the services provided by the Division in the order of importance (see graph 1). These were as follows:-

- Refuse Collection
- Street Cleansing
- Recycling
- Household Waste Recycling Centre/Civic Amenity Sites
- Grass Cutting and Weed Control
- Garden Waste and Bag Collection
- Public Conveniences
- Food Waste Caddy Collection
- Bulky Household Waste Collection
- Bulky Tree Garden Cuttings Collection
- Fridge Freezer Collection
- Re-usable Furniture Collection



#### 4.4 Satisfaction with Services

Respondents were asked to indicate how satisfied or dissatisfied they are with our services. The satisfaction rates are also shown on the graph above. Comparing 2013 against previous survey's in 2011, 2009, 2007 it is evident that most services have achieved increased levels of satisfaction. Significantly, there is consistent improvement in the refuse collection and cleansing functions. Outstanding results have been achieved in the recycling collection services where there has been a marked improvement in satisfaction over the last 4 surveys.

Satisfaction rates for Recycling Collection

Year	Percentage
2007	84.2
2009	88.2
2011	94
2013	95

#### 4.5 Cleanliness and Enforcement

Satisfaction levels have been consistent over the years although there has been a notable increase in satisfaction for our cleansing service in 2013 (see table below).

Year	Percentage
2007	73.6
2009	73.4
2011	69.4
2013	75.2

The two biggest problems identified as affecting the cleanliness of the Borough were:-

- Food on the Go Litter  
and
- Dog Fouling

Of those who responded to the survey 80% were aware of the Council's enforcement action against dropping litter and 84% were aware of enforcement action against dog fouling. The figure was lower for fly tipping with 74% of respondents indicating that they were aware of the Council's enforcement action in this area. It is also worth mentioning that 99% of respondents agreed that the Council should issue Fixed Penalty Notices to persons over 16 who drop litter or do not clear up after their dogs.

#### 4.6 Recycling

There has been a noticeable increase in satisfaction levels for the kerbside recycling collection services. This is probably attributed to the greater diversity and increased frequency of collection services that are now being delivered e.g. satisfaction rates for garden waste collections have improved significantly over the years, a reflection of the change from fortnightly to weekly collections and moreover the change in provision to an all year round service.

##### Garden Waste Green Bags Recycling Satisfaction Rates

Year	Percentage
2007	76.7
2009	74.7
2011	82.4
2013	85.6

#### 4.7 Civic Amenity/Household Waste Recycling Centres (CA/HWR)

Again there has been a progressive and marked improvement in satisfaction levels with our CA/HWR sites (see table below). We could attribute this to greater emphasis on our customer care system and provision of more helpful and better trained staff.

Year	Percentage
2007	78.7
2009	77.2
2011	81.6
2013	87.0

#### 4.8 The Viewpoint Panel

Following the analysis of the public survey in early October, a Viewpoint Panel was held on 24th October 2013 to discuss some of the topical issues. 76 members of the viewpoint panel together with 15 members of the Youth Forum discussed, with officers from the Directorate of Environment, a range of priority issues specifically in relation to littering and dog fouling

##### Litter and Dog Fouling

This matter stirred emotions and there was a lively debate on the responsibilities of fast food retailers and persons not picking up after their dogs. Enforcement of such "enviro" crimes often relies on residents reporting incidents and making witness statements. However, it was noted that there is some general reluctance and tentativeness to "front up" to perpetrators. There was a consensus that more offenders could be identified if the Authority's Streetpride reporting system was anonymous and moreover a "free" hotline number.

##### Voting Exercise

The panel felt that highlighting the financial consequences of littering and dog fouling and shock tactics were more effective than playing on the conscience of residents.

## Media Campaigns

The Authority has commissioned some hard-hitting campaigns against “enviro”crime notably a poster campaign and a “shock” video.

Even though only a minority of the Panel had seen the Caerphilly County Borough Council video, the majority were more familiar with the similarly styled RCT video which forms part of the pre film footage at Nantgarw Cinema Complex.

On a positive note this matter could be resolved with the opening of cinemas at Bargoed and Blackwood in the near future. But in the meantime there is scope for streaming our video to more public places such as visitor centres and waiting rooms in various healthcare establishments.

## Working in Collaboration

Clearly there is scope to work more strategically when delivering campaigns and using the most frequented public places to promote the “cleaner and greener” message.

The panel felt that some services could be synchronised more effectively e.g. to marry up collection services and cleansing services.

Even though more bins would be desirable it was realised that encouraging people to take their waste home with them is a more sustainable way to help create a better environment.

Also, the panel suggested that undertaking smarter patrols where dog fouling is prolific and surveillance at key times when people were more likely to commit “enviro”crime would be more effective in enforcement terms.

## **5. EQUALITIES IMPLICATIONS**

- 5.1 There are no significant equalities implications associated with this report. It should be noted that in terms of the consultation survey response equalities monitoring was carried out.

## **6. FINANCIAL IMPLICATIONS**

- 6.1 There are no financial implications associated with this report.

## **7. PERSONNEL IMPLICATIONS**

- 7.1 There are no personnel implications associated with this report.

## **8. CONSULTATIONS**

- 8.1 The views of the consultees, where appropriate, have been reflected in the report

## **9. CONCLUSION**

- 9.1 The results of the 2013 survey demonstrate even higher levels of satisfaction than in previous years. This impressive trend demonstrates that we are continuing to engage and listen to local voices, reshape our services and help to create a better environment and a sense of well being for our residents and visitors. However, we are under no illusions that there is always room for improvement. Indeed, the feedback from the panel proved to be positive, constructive and also inspired some innovative solutions that the Authority can factor in to its

operational services and reassuringly there was a general consensus from the View Point Panel that everyone can do their bit to create a cleaner, greener and safer environment across the County Borough.

## **10. RECOMMENDATIONS**

10.1 Members are asked to note the content of this report.

## **11. REASONS FOR THE RECOMMENDATIONS**

11.1 To ensure that service delivery meet the needs and aspirations of our Council taxpayers where that aspiration is affordable.

## **12. STATUTORY POWER**

12.1 Environmental Protection Act 1990  
Local Government Act 2000

Author: Rhodri Lloyd, Special Projects Officer, Ext 3758, Email: [lloydrj1@caerphilly.gov.uk](mailto:lloydrj1@caerphilly.gov.uk)  
Consultees: Sandra Aspinall, Acting Deputy Chief Executive  
Mark S. Williams, Head of Community & Leisure Services  
Councillor Dave Poole, Cabinet Member for Community & Leisure Services  
Tony White, Waste Strategy & Operations Manager  
Hayley Evans, Principal Waste Management Officer  
Gail Williams, Principal Solicitor  
Rob Hartshorn, Head of Public Protection