

Report To:	Cabinet	Date:	15 September 2020
Heading:	BIG ASHFIELD SPRING CLEAN 2020 PERFORMANCE REPORT		
Portfolio Holder:	CLLR DAVID MARTIN, PORTFOLIO HOLDER FOR STREETS, PARKS AND TOWN CENTRES		
Ward/s:	ALL WARDS		
Key Decision:	No		
Subject to Call-In:	No		

Purpose of Report

To update Cabinet of the success of the Big Ashfield Spring Clean, Bag it and Skip into Summer campaigns 2020.

Recommendation(s)

Cabinet to note the report detailing performance of the Big Ashfield Spring Clean, Bag it and Skip into Summer campaigns 2020.

Reasons for Recommendation(s)

The Council delivered its first Big Ashfield Spring Clean in 2018; and due to the success of the campaign, which was well received by residents, an annual campaign was included in the refreshed Corporate Plan.

Lessons learned from the first two campaigns enabled a new and refreshed approach which continued the collections of additional waste from all properties in Ashfield, and a supplementary free bulky waste collection service for the duration of the campaign.

Community action and targeted enforcement underpinned the campaign to drive forward plans to create sustainable change in the way waste is managed in Ashfield. This report sets out the successes of the campaign.

Alternative Options Considered

Not to run a Big Ashfield Spring Clean campaign and to revert to normal service delivery. The campaign has achieved high levels of participation by the public and is universally popular. Not recommended.

To revert to the original Big Ashfield Spring Clean approach which utilises static skips. This provided less capacity than subsequent campaigns and was not popular with the public. Not recommended.

Detailed Information

Waste Collection approach

The Big Ashfield Spring Clean 2020 commenced on Monday 10th February with collections of additional waste presented next to red lidded wheeled bins in Sutton until Friday 14th February.

The official launch event took place on Garden Lane, Sutton in Ashfield; a well turned out event, attended by cabinet members, community groups and the local news media. This launch event included a litter pick around the area and collection of some presented waste alongside the bin crews.

To enable fairness across the district, the running order has been changed year on year. This year the campaign in Hucknall took place in the second week; Monday 17th February, with collections of bagged general waste alongside residents' usual recycling collection.

The Hucknall launch event took place on Broomhill Road, led by ward Councillors and community groups a community litter pick took place in the area.

The final week of the campaign took place in Kirkby on Monday 24th February with residents placing additional waste with their red lidded bin until Friday 28th February. This week the UK was hit by two significant adverse weather events. Storms Ciara and Dennis prevented the Council from being able to safely carry out a launch event.

To enhance the campaign and provide even more flexibility to residents, a free bulky waste collection service, of up to three items per property, took place from Monday 10th February until Friday 28th February. Usually a chargeable service, bulky waste collections are collections of large items such as furniture or white goods.

This element of the campaign enabled residents from 4376 properties to get 9561 items free of charge. This is a 32% increase from the previous year.

Performance data

In the 2018 Big Ashfield Spring Clean campaign, 82.52 tonnes of waste was collected from static skips and flying skips, with 867 bulky waste collections made to residents.

The 2019 campaign saw a total of 302.38 tonnes of waste collected which is a huge 219.86 more tonnes and 2,378 more bulky waste collections than the previous campaign.

The 2020 campaign saw a total of 249.1 additional tonnes of waste collected; whilst this is a reduction of 53.28 tonnes on the previous campaign, the bulky waste collection scheme increased by 32%, demonstrating a shift in popularity for the large doorstep collection.

The Council's bulky waste collection has significantly improved throughout the campaigns, with target times of 8 weeks for collections to take place in the original campaign being reduced to 5 weeks for the 2020 campaign. This 37.5% improvement in end to end collection times, alongside a significant increase in demand by 32%, was made possible due to the implementation of digital platforms in Waste Services as part of the Council's Digital Transformation Programme.

The campaigns have enabled the service to observe changes in waste management behaviours across the district; this is demonstrated by the performance statistics. Data shows that Ashfield residents are making more use of bulky waste service, which enables them to dispose of large furniture items, than the kerbside bagged waste collections. This means residents are producing less general waste at the kerbside during the campaign weeks.

A detailed area breakdown in table 1 shows the following information:

Table 1 – Additional Tonnes Collected during Campaign

Campaign Tonnes Collected		
2018	2019	2020
82.52	302.38	249.1

Modelling from the data currently available, it is forecast that the 2021 campaign will likely generate around 258 tonnes.

Community Action

This year Councils and community groups have faced unprecedented challenges through the Coronavirus pandemic. Community groups in Ashfield have come together and collaborated with the Council to provide support to shielding and vulnerable people. Alongside this, community groups have continued to care for their environment by supporting Cleaner and Greener campaigns with litter picks, community clean ups and ongoing environmental maintenance.

In spite of challenges around Coronavirus, adverse weather conditions with two significant storm events (Ciara and Dennis), the community rose to the challenge and delivered more events than ever before during the campaign weeks and beyond with 16 whole community clean up events which included residents, community groups, businesses and elected members.

Workshops, led by the Council, took place in three schools across the District to provide education on littering, fly tipping and the subsequent impacts on the local and wider environment. Multiple litter picks took place across the District with 51 adults and 30 children participating.

This variety of events gained coverage from the Mansfield and Ashfield Chad as well as Nottinghamshire Live to help boost the overall reach of the Spring Clean and its offerings.

ADC was able to establish internal collaborations between:

- Community Engagement.
- Community Safety.
- Corporate Communications.
- Customer Services.
- Waste Crews.
- Environment Crews.
- Place and Wellbeing.
- Assistance from Elected Members.

External partnerships that also collaborated with ADC included:

- Ashfield Unison Branch
- I'm PHAB/Tin Hat
- McDonalds Sutton
- Notts Fire and Rescue

- Papplewick Green/Teversal volunteers and other registered volunteers
- Tuntum Housing
- Watnall Road Baptist Church
- Everyone Active
- Global Brands
- Kirkby Rotary
- McDonalds and Rolls Royce Hucknall
- Mansfield Building Society
- New Life Ministry in Christ Church

To support sustained improvement in environmental quality, Community Protection Officers (CPO)'s engaged with 753 residents during these events (150 in Sutton, 250 Hucknall and 353 in Kirkby); and engaged with to 120 residents in regards to littering and dog fouling. The CPO team also assisted in organising free bulky waste collections from businesses and residential properties across the district.

Bag It! and Skip into Summer Campaigns

The Coronavirus pandemic presented many challenges for residents, who had to adapt to home schooling and working from home in many cases. The Council recognised that this could lead to additional waste being generated.

Throughout lockdown, Ashfield District Council were the only council in the County to continue to provide a full uninterrupted waste collection service; however, the pandemic did impact the operations of the household waste recycling centres. To provide additional support to residents the Council delivered two further campaigns.

The '**Bag it!**' campaign enabled residents to place additional bagged waste out with their red lidded bins between 18th May and 1st June during lockdown. This campaign collected 388 tonnes of waste.

In July the Council launched its '**Skip into Summer!**' campaign on 25th July; this campaign provided additional support to residents as lock down measures eased and household waste recycling centres began to open up in other parts of Nottinghamshire.

Using the 'flying skip' bin lorry method that supported previous Big Ashfield Spring Clean campaigns, 'Skip into Summer!' provided capacity at various points across the district for residents to dispose of bagged waste or small bulky items.

Stopping at 80 locations over a five week period, the campaign enabled residents to dispose of a total of **154 tonnes** of waste.

Waste campaigns in Ashfield have enabled residents to dispose of additional waste generate prior to, and through the Coronavirus pandemic. The tailored approach to delivery of campaigns has enabled participation from residents in all demographics and in particular, those who do not have the ability to take their waste to recycling centres due to low or no access to car transportation.

The three combined campaigns collected a total of 791.1 tonnes of waste at a time when access to waste disposal points were limited due to the pandemic. The following chart, fig 1, shows the breakdown of tonnages collected in the 2020 campaigns:

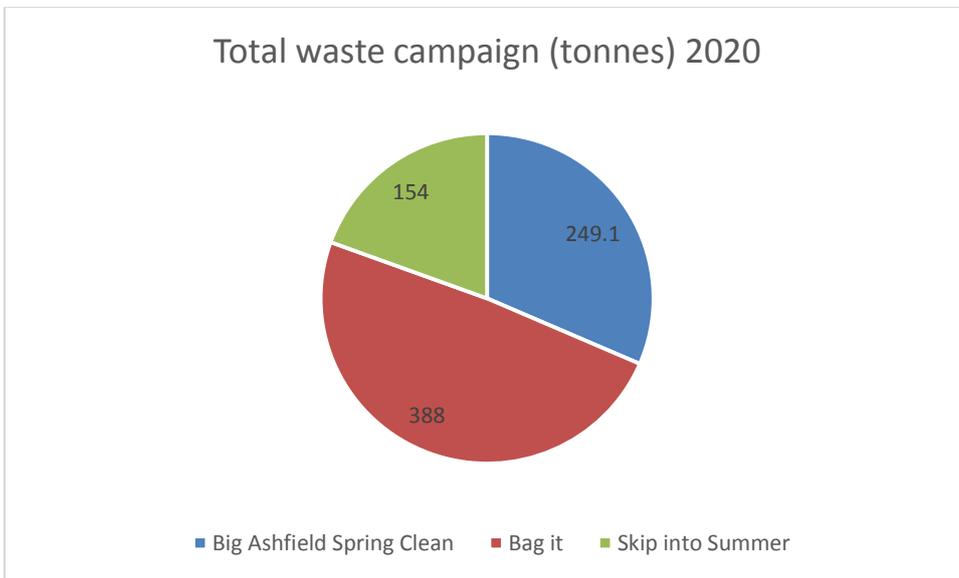


Fig 1, total 2020 campaign tonnage

Future campaigns

The Council has committed to deliver One Big Ashfield Spring Clean initiative annually. Next year’s Spring Clean will take place in February. Following the success of the 2020 Spring Clean, which was accessed by more residents than ever before, the 2021 campaign will follow a similar format. Residents will be able to dispose of bagged waste alongside their designated collection and free bulky waste collections for up to three items per property will be provided during the three weeks of the campaign.

The other waste campaigns delivered in 2020 were largely in response to the pandemic and also formed as part of legacy campaigns following on from the Spring Clean. The effectiveness of these campaigns will be reviewed before making a decision on whether they should return in forthcoming years.

Implications

Corporate Plan:

The Big Ashfield Spring Clean has proved to be an effective way of helping residents dispose of their additional waste and engage in supporting the clean-up effort in their communities. It has enabled businesses to participate in civic events and promoted good environmental behaviours. This along with tackling environmental crime has been established as an ongoing priority in the Council’s Corporate Plan in the Cleaner, Safer, Greener theme.

Legal:

There are no legal issues identified in the report.

Finance:

Budget Area	Implication
General Fund – Revenue Budget	Cost of the Spring Clean and other campaigns are met from within approved budget.
General Fund – Capital Programme	N/A
Housing Revenue Account – Revenue Budget	N/A

Housing Revenue Account – Capital Programme	N/A
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Risk:

Risk	Mitigation
Risk of being unable to carry out collections due to vehicle breakdown	Hire vehicle options prepared but not needed
Risk of no community engagement with the scheme	Community action officers contacted community groups to energise engagement
Risk of unofficial waste disposal points being created in the District in anticipation of flying skips	Communications plan released in stages to manage messages

Human Resources:

There are no implications for this report.

Equalities:

There are no implications for this report.

Other Implications:

A media statement will be made following approval of this report and will form the basis of future press and social media campaigns.

Reason(s) for Urgency

n/a

Reason(s) for Exemption

n/a

Background Papers

BIG ASHFIELD SPRING CLEAN 2020 DETAILED PERFORMANCE REPORT

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