

Thurrock - An ambitious and collaborative community which is proud of its heritage and excited by its diverse opportunities and future

## **Cleaner, Greener and Safer Overview and Scrutiny Committee**

The meeting will be held at **7.00 pm** on **1 October 2020**

Due to government guidance on social-distancing and COVID-19 virus the Cleaner, Greener and Safer Overview and Scrutiny Committee on 1 October 2020 will be held virtually online. The press and public will be able to watch the meeting live online at the following link: <https://www.youtube.com/user/thurrockcouncil>

**Venue: You can watch this meeting at YouTube: Thurrock Council, either live whilst in progress or later as a recording.**

### **Membership:**

Councillors Joycelyn Redsell (Chair), Mike Fletcher, Garry Hague, John Kent, Angela Lawrence and Elizabeth Rigby

### **Substitutes:**

Councillors John Allen, Terry Piccolo, Sue Shinnick, David Van Day and Lynn Worrall

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### **Agenda**

Open to Public and Press

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<b>1. Apologies for Absence</b>	
<b>2. Minutes</b>	<b>5 - 12</b>
To approve as a correct record the minutes of the Cleaner, Greener and Safer Overview and Scrutiny Committee meeting held on 2 July 2020.	
<b>3. Items of Urgent Business</b>	
To receive additional items that the Chair is of the opinion should be considered as a matter of urgency, in accordance with Section 100B (4) (b) of the Local Government Act 1972.	

<b>4.</b>	<b>Declaration of Interests</b>	
<b>5.</b>	<b>Cross Party Waste Working Group and Municipal Waste Strategy for Thurrock 2021-2031</b>	<b>13 - 60</b>
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**Queries regarding this Agenda or notification of apologies:**

Please contact Jenny Shade, Senior Democratic Services Officer by sending an email to [Direct.Democracy@thurrock.gov.uk](mailto:Direct.Democracy@thurrock.gov.uk)

Agenda published on: **23 September 2020**

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# DECLARING INTERESTS FLOWCHART – QUESTIONS TO ASK YOURSELF

Breaching those parts identified as a pecuniary interest is potentially a criminal offence

## Helpful Reminders for Members

- *Is your register of interests up to date?*
- *In particular have you declared to the Monitoring Officer all disclosable pecuniary interests?*
- *Have you checked the register to ensure that they have been recorded correctly?*

## When should you declare an interest *at a meeting*?

- **What matters are being discussed at the meeting?** (including Council, Cabinet, Committees, Subs, Joint Committees and Joint Subs); or
- If you are a Cabinet Member making decisions other than in Cabinet **what matter is before you for single member decision?**



Does the business to be transacted at the meeting

- relate to; or
- likely to affect

any of your registered interests and in particular any of your Disclosable Pecuniary Interests?

Disclosable Pecuniary Interests shall include your interests or those of:

- your spouse or civil partner's
- a person you are living with as husband/ wife
- a person you are living with as if you were civil partners

where you are aware that this other person has the interest.

A detailed description of a disclosable pecuniary interest is included in the Members Code of Conduct at Chapter 7 of the Constitution. **Please seek advice from the Monitoring Officer about disclosable pecuniary interests.**

**What is a Non-Pecuniary interest?** – this is an interest which is not pecuniary (as defined) but is nonetheless so significant that a member of the public with knowledge of the relevant facts, would reasonably regard to be so significant that it would materially impact upon your judgement of the public interest.

## **Pecuniary**

If the interest is not already in the register you must (unless the interest has been agreed by the Monitoring Officer to be sensitive) disclose the existence and nature of the interest to the meeting

If the Interest is not entered in the register and is not the subject of a pending notification you must within 28 days notify the Monitoring Officer of the interest for inclusion in the register

**Unless you have received dispensation upon previous application from the Monitoring Officer, you must:**

- **Not participate or participate further in any discussion of the matter at a meeting;**
- **Not participate in any vote or further vote taken at the meeting; and**
- **leave the room while the item is being considered/voted upon**

**If you are a Cabinet Member you may make arrangements for the matter to be dealt with by a third person but take no further steps**

## **Non- pecuniary**

Declare the nature and extent of your interest including enough detail to allow a member of the public to understand its nature



**You may participate and vote in the usual way but you should seek advice on Predetermination and Bias from the Monitoring Officer.**

## Our Vision and Priorities for Thurrock

An ambitious and collaborative community which is proud of its heritage and excited by its diverse opportunities and future.

1. **People** – a borough where people of all ages are proud to work and play, live and stay
  - High quality, consistent and accessible public services which are right first time
  - Build on our partnerships with statutory, community, voluntary and faith groups to work together to improve health and wellbeing
  - Communities are empowered to make choices and be safer and stronger together
  
2. **Place** – a heritage-rich borough which is ambitious for its future
  - Roads, houses and public spaces that connect people and places
  - Clean environments that everyone has reason to take pride in
  - Fewer public buildings with better services
  
3. **Prosperity** – a borough which enables everyone to achieve their aspirations
  - Attractive opportunities for businesses and investors to enhance the local economy
  - Vocational and academic education, skills and job opportunities for all
  - Commercial, entrepreneurial and connected public services

## Minutes of the Meeting of the Cleaner, Greener and Safer Overview and Scrutiny Committee held on 2 July 2020 at 7.00 pm

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- Present:** Councillors John Kent (Chair), Elizabeth Rigby (Vice-Chair), Mike Fletcher and Angela Lawrence
- Apologies:** Councillor Garry Hague
- In attendance:** Julie Rogers, Julie Rogers, Director of Environment, Highways and Counter Fraud  
Ian Wake, Director of Public Health  
Michelle Cunningham, Thurrock Community Safety Partnership Manager  
Gavin Dennett, Environmental Health and Trading Standards Manager  
Leigh Nicholson, Interim Assistant Director of Planning, Transport and Public Protection  
Jason Read, Team Leader (Operations & Performance) Youth Offending Service  
Daren Spring, Assistant Director – Street Scene & Leisure  
DI James Freeman, Essex Police  
Jenny Shade, Senior Democratic Services Officer
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Before the start of the Meeting, all present were advised that the meeting was being filmed and was being recorded, with the audio recording to be made available on the Council's website.

### **57. Minutes**

The minutes of the Cleaner Greener Safer Overview and Scrutiny Committee held on the 6 February 2020 were approved as a correct record.

### **58. Items of Urgent Business**

There were no urgent items of business.

### **59. Declaration of Interests**

No interests were declared.

### **60. The Work of Trading Standards**

Gavin Dennett, Strategic Lead Public Protection, provided Members with an oversight of the work the Trading Standards Team undertook on behalf of the Council. This included:

- Trading Standards Team focusing on the protection of residents in regards to consumer protection and provide protection and support for Thurrock's business community.
- Product safety and counterfeit goods.
- The Trading Standards Team consisted of 11 officers, three of which were newly appointed trainee officers.
- Within the Trading Standards Team there was a Ports Team working on product safety within the ports in Thurrock.
- Delivered Tobacco Control Work that focused on the illegal tobacco trade.
- The Trading Standards Team worked in accordance with the Council's Corporate Priorities as well as the National Trading Standards Office for Product Safety and Standards, DEFRA and the Food Standards Agency.
- The Trading Standards Team was the busiest in the country in terms of demand placed on Thurrock having three container ports in the borough.
- Two additional officers were recruited following the indication that the EU Exit could increase the part of the team's workload relating to imports and exports by 189%.
- Undertook routine Inspections and Investigations.
- Providing advice to Thurrock residents and businesses.

Some of the successes of the Team had been:

- Achieved a Proceeds of Crime Award against a counterfeit handbag selling ring of a total of £271,171.47.
- A prolific illicit tobacco seller had been fined £10,000 after seizing 17,000 cigarettes from over a six month period.
- Prevented 50,952 unsafe items and 557,561 non-compliant items from entering into the UK.
- That 1155 food premises were advised on their responsibilities.
- That 53 scam victims visited and advised on their rights on how to avoid falling prey to scammers.
- That 76 retailers of age restricted items visited and advised of their duties.
- The Trading Standards Team delivered on a part worn tyre project.

The Chair thanked the Officer for the report and open the item up for Member questions.

Councillor Lawrence questioned with all the amount of work being undertaken and the Trading Standards Team being so small did the team feel that they were under a lot pressure. Gavin Dennett stated staff numbers had increased with additional staff employed in readiness for the EU Exit and was monitored nationally by the Office for Product Safety and Standards. If a need to increase staff had been identified, additional resources would be bid for. That Thurrock had been able to attract and retain staff and Gavin Dennett



confirmed he was happy with the position of the number of staff v. number of residents.

The Chair stated that number should be the number of staff v. workload and asked for reassurance that the Trading Standards Team were set and ready to cover the potential increase of the EU Exit that would increase the team's workload by 189%. Gavin Dennett stated these were estimates from the National Trading Standards but based on the worse case position of the EU Exit. That additional staff had been recruited to address that and had that capacity to use if required. Making use of intelligence and algorithms used and extra training facilities had been made available in conjunction with DP World. That those staff working at ports would work in conjunction with colleagues from other agencies. Gavin Dennett stated that Trading Standards Team were well resourced and well respected with grants increased in recognition of the valuable work being carried out.

The Chair referred to the Proceeds of Crime Award against counterfeit handbags and questioned where the other half of the money went once the other half had been given to the Crown. Gavin Dennett said that this money would go to the Council.

The Chair thanked Gavin Dennett and the Trading Standards Team for their outstanding work.

## **RESOLVED**

**That the Cleaner Greener and Safer Overview and Scrutiny Committee noted the contents of the report.**

### **61. Annual Report of the Director of Public Health, 2019/20: Serious Youth Violence and Vulnerability**

Ian Wake, Director of Public Health, stated that it was a statutory duty of the Director of Public Health to prepare an independent report on the health and wellbeing of the local population each year and stated that the 2019/20 report considered the issue of Violence and Vulnerability in young people and how a public health approach could be used to improve outcomes for our residents.

Members were provided with an overview of the report by means of a PowerPoint presentation. This included:

- Public Health Approach to Tackling Violence
- Trends in Violence
- Trends in Youth Violence and Weapons Offences and by Districts
- Youth Violence by small geographical areas
- Predictors of future violence at ward level
- Risk Factors – Gang Involvement
- Casual Factors – Deprivation and the Crime Paradox
- How the council should respond
- Key Gaps in Service Provision

- Other Key Findings
- Conclusions and Recommendations

The presentation can be found from the following link:

<https://democracy.thurrock.gov.uk/documents/b17855/Annual%20Report%20of%20the%20Director%20of%20Public%20Health%20201920%20Serious%20Youth%20Violence%20and%20Vulnerability%2002.pdf?T=9>

The Chair thanked Ian Wake for the incredibly detailed report and the PowerPoint presentation had been helpful to identify the issue keys of that report.

Councillor Fletcher echoed the Chair's comments and questioned on the data front, how much dependence had there been on Xantura to produce the data tools. Ian Wake stated that Xantura provided the architecture to which the data was fed into and the Public Health team had worked very closely with them to analyse the data and produce the risk base model. This identified the opportunity to bring some of the skills from the organisation to work with Xantura. Ian Wake stated that Police data needed to be included and those conversations had started with Essex Police.

Councillor Fletcher questioned whether there were any barriers between agencies working together to get full cooperation. Ian Wake stated that partnership working in Thurrock worked well. The challenge would be for the enforcement and crime work stream that sat under the Community Safety Partnership and the Health and Wellbeing work stream that sat under the Health and Wellbeing Board to be joined up. A Violence and Vulnerability Board had been created that had representatives from all professionals to bring this work together.

Councillor Fletcher referred to the number of exclusions in primary schools and questioned why Thurrock primary schools were so quick to take this action and what impact would this have on those children. Ian Wake stated that on secondary school exclusions, Thurrock did incredibly well in particularly temporary exclusions with Thurrock being one of the best in the country but with primary schools less well. Ian Wake stated that the report contained a recommendation to explore this further and agreed to take that recommendation forward.

Councillor Lawrence thanked Ian Wake for the report and requested that help and support should be more readily publicised particularly at school events such as at parents evening which would be a good opportunity to speak with children, parents and teachers. Ian Wake stated that plans were put in place to engage with school forums, present at the Health and Wellbeing Board, present at more council committees, and conferences but due to COVID this had to stop but it was hoped these would be picked up shortly.

The Chair stated as the report had 33 individual recommendations under those four headings of the report there were gaps and would be crucial that

those were implemented. That one of the gaps identified was a lack of tie-up with Planning and Regeneration and it would be interesting to have a planners prospective on how that might happen. The Chair suggested that as there had not been time for a conference for members to consult on the report he suggested that as part of recommendation 1.2 a hard of the report be sent to all Members to give them the opportunity to read and that post COVID a conference or a series of event be held for elected Members. That also a conference or event be arranged with wider partners to come up with a robust plan to implement the 33 recommendations. The Chair stated that it was important these 33 recommendations are implemented and regularly reviewed so that they can be tracked for the differences that are being made.

Julie Rogers stated that there was a specialist Police team who the Thurrock Council planners worked with on a regular basis and any new housing development would be sent to that Police team and advised how the crime could be designed out in that particular scheme. This was now the new process going forward on new developments and more information could be provided at the proposed conference or through a members briefing. The Chair thanked Julie Rogers for the comments but stated an example of the report looked at the number of licensing premises in one area where problems were known. This detail should be included in the merging local plan as some elements had moved beyond the traditional approach.

Councillor Fletcher stated the local development plan should take a large input of the report, conversations between the different agencies involved with the plan to develop communities where there was a low risk of crime rather than just focussing on how to prevent crime once there prevalence in there.

## **RESOLVED**

- 1. That the Cleaner Greener and Safer Overview and Scrutiny Committee noted and commented on the content and recommendations contained within the report.**
- 2. That the Cleaner Greener and Safer Overview and Scrutiny Committee considered how the findings and recommendations contained within the report could best be implemented and used to influence broader council strategy in this area.**

## **62. Gang Related Violence Update Report**

Michelle Cunningham, Community Safety Partnership Manager, presented the report that outlined how Thurrock's Community Safety Partnership through their partners, Thurrock Council, Essex Police and Youth Offending Service were addressing the national issue of Gang Related Violence and how this was being dealt with locally in Thurrock. That the report presented many positives but acknowledged there was still much more work to be done to address and remained a concern for Members, communities as well as all partners. Michelle Cunningham thanked Jason Read and DI James Freeman for their contributions to the report.

Michelle Cunningham stated the report clarified some of the national definitions of the terminology and the work undertaken with children's social care in relation to contextualised safeguarding to identify and respond to some of the external factors where some young people may be vulnerable to exploitation. The first recommendation is in relation to the National Picture and in particular the new duty being placed on public bodies to tackle serious violence with a public health approach and welcomed Ian Wake for his report to help join up with partners and work across prevention and enforcement. That the Crime and Disorder Act would be amended to reflect that serious violence and was an explicit priority for Community Safety Partnerships and Members were reassured that this was already a priority in Thurrock and had been for some time. This was also a priority within the Youth Offending Service annual youth justice plan. That the Police Fire and Crime Commissioner in Essex had prioritised reversing the trends in serious violence by tackling gangs by protecting children and vulnerable people. By doing this he had set up a violence and vulnerability unit who had developed a framework. This would provide consistency across those agencies working across Essex and the coordination of work and have the opportunity to develop best practices. Also access to additional funding opportunities had been made available to Essex through the Home Office. In Thurrock the nominals were managed through monthly partnership meetings to which Jason Read chaired and the report identified that 66 nominals had been managed this year. The report highlighted the 12 month review of the work undertaken by Operator Raptor on gang related violence in localised areas with the use of injunctions against C17. The report highlighted that four county lines had been stopped and taken out with the opportunity to offend in Thurrock reduced. There had been a slight increase in violent crime which could be down to enforcement and the confidence in communities to report incidents. That violent crime in relation to gangs was very much targeted and the wider community would not be at risk from this. The risk management meetings within social care had helped to identify the areas where young people were at risk of exploitation. The additional funding provided to focus on gangs had enabled a senior practitioner to be recruited within the Youth Offending Service. That the intervention work had focused on those most at risk. The Youth Services had developed a mentoring programme and were doing more out-reach work. That due to the current circumstances a number of plans had been put on hold including to meet with Members, school leaders and governors, youth workers and community members in six areas. The purpose of these workshops and the Every Contact Counts sessions was to raise awareness of gangs and the risk of exploitation and were developed following the CVS conference. These will be rescheduled as soon as possible and findings would be shared.

DI James Freeman echoed the comments below with specific mention of the Operation Raptor in Grays, the success of the injunctions against C17, the effective use of alternative orders and acknowledged the violence increase in Grays.

Cllr Fletcher commented on long term risk of drug use and dependency and reporting and perception actions not taken.

Councillor Lawrence stated that intervention at a young age was vital. Councillor Lawrence questioned what was being done to monitor and stop the use of gas canisters in the borough. This was becoming an increasing concern and questioned who should be contacted to report this. Michelle Cunningham agreed that gas canisters was one of the biggest complaints being made and that a leaflet/publication was being prepared to provide regulations and guidelines. Incidents should be reported to environment teams who were targeting those areas and engaging with those young persons.

Councillor Rigby questioned whether gatherings of young persons were monitored and whether officers were engaging with them. Michelle Cunningham stated she was aware of the issues and had picked this up with the Licensing Team. Michelle Cunningham asked Councillor Rigby that if she had any particular concerns on an area to let her know outside the meeting.

The Chair questioned whether there was a concern that for young people buying these gas canisters were they being offered any other types of drugs. Jason Read stated they was a significant difference between the gas canisters and the illegal drug market and could not see young people being drawn into hard drug use.

Councillor Lawrence questioned how Members and residents should be reporting this. Michelle Cunningham stated either through 101, Members Enquires or through Michelle Cunningham who will inform the appropriate teams such as the Police, Enforcement and the Cleaner Greener Team.

Councillor Kent stated as these gas canisters were recyclable he hoped that the Cleaner Greener Teams were putting them in the recycling bin. Julie Rogers stated that some were recycled and some were capped for evidence.

The Chair questioned the use of the word “epidemic” in recommendation 1.1(b). Michelle Cunningham stated that in writing the report had referred to the development of the Public Health Duty to tackle serious youth violence. In this Javed Khan, Chief Executive Officer of Barnardos referred to “Youth violence as an epidemic”. So that this would link to public health, communities and the national widespread occurrence that was serious youth violence and made the point that statutory agencies alone would not tackle this.

## **RESOLVED**

### **That the Cleaner Greener and Safer Overview and Scrutiny Committee:**

- a) **Noted the challenges that the National issue of Gang Related Violence brings to Thurrock and support the partnership approach to combat the related increase in violent crime.**
- b) **Encouraged the engagement of our local communities to work with us to find a resolution to this epidemic.**

- c) **Recognised the need to work in partnership with the Essex Violence and Vulnerability Board.**

**63. Work Programme**

Members discussed the work programme to which the Chair agreed that a brief report on the establishment of the Climate Emergency Task Force be added to the 1 October 2020 committee.

**The meeting finished at 8.41 pm**

Approved as a true and correct record

**CHAIR**

**DATE**

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Democratic Services at [Direct.Democracy@thurrock.gov.uk](mailto:Direct.Democracy@thurrock.gov.uk)**

<b>1 October 2020</b>		<b>ITEM: 5</b>
<b>Cleaner, Greener and Safer Overview and Scrutiny Committee</b>		
<b>Cross Party Waste Working Group and Municipal Waste Strategy for Thurrock 2021-2031</b>		
<b>Wards and communities affected:</b> All	<b>Key Decision:</b> Key	
<b>Report of:</b> Councillor Mike Fletcher, Chair of the Cross Party Waste Working Group		
<b>Accountable Assistant Director:</b> Daren Spring, Assistant Director Street Scene and Leisure		
<b>Accountable Director:</b> Julie Rogers, Director Environment Highways and Counter Fraud		
<b>This report is Public</b>		

## Executive Summary

A Cross Party Waste Working Group was formed in August 2019 with the key objective of reviewing the requirements of the Government's waste strategy paper and how the Borough will be able to meet those requirements. The recycle rate referred to is the level of household waste that is re-used, recycled and composted.

Central Government published its Waste, our resources: A Strategy for England in December 2018. It identified a number of proposals designed to drive up recycling performance that has plateaued in England since 2013 at around 45%. The Group considered the statutory implications for the Council which impacts on the way we collect and dispose of our waste. This report provides an overview of the activities of the Working Group.

The key output of the group is the refreshed Waste Strategy and Communication Plan, which have been included as Appendix 1 and 2.

### 1. Recommendation(s)

1.1 To note the activities and research undertaken by the Cross Party Working Group.

1.2 To comment on the refreshed Waste Strategy and Communications Plan, recommending it to Cabinet.

- 1.3 To propose that the Cross Party Working Group continue to have a role in reviewing the progress of the implementation of the Waste Strategy.**
- 1.4 To consider as part of the new Waste Strategy how the council can lead by example and act to reduce, and where possible, eliminate single use plastics.**

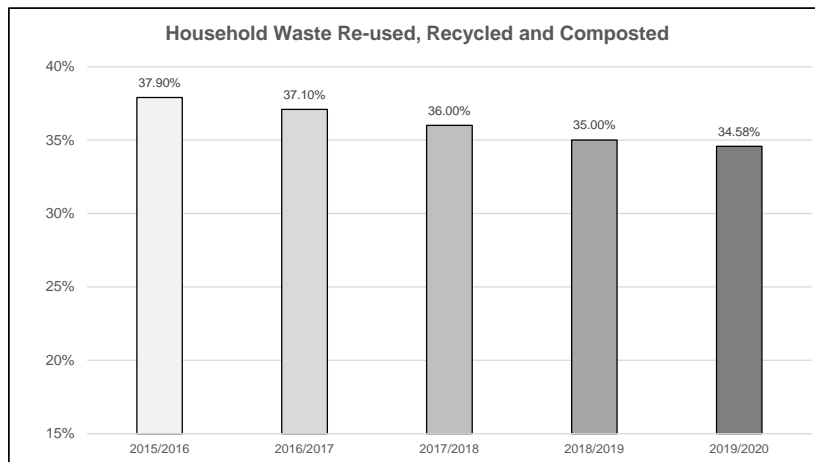
## **2. Introduction and Background**

- 2.1 Central Government published its Waste, our Resources: A strategy for England in December 2018. It identified a number of proposals designed to drive up recycling performance. The proposals include: -
- Improve recycling rates by ensuring a consistent set of dry recyclable materials is collected from all households and businesses;
  - Reduce greenhouse gas emissions from landfill by ensuring that every householder and appropriate businesses have a weekly separate food waste collection, subject to consultation;
  - Improve urban recycling rates, working with business and local authorities;
  - Improve working arrangements and performance between local authorities.

The National Strategy has a number of statutory implications for the Council that means implementing some changes to the way that we collect and dispose of our waste. These include;

- Provide our residents with separate food waste collections by 2023 (subject to consultation),
  - Vastly improve our recycling rate to work towards the 2035 National Recycling Target of 65%,
  - Reduce the amount of municipal waste to landfill by 10%,
  - Ensure that our dry recycling collections are consistent with Governments requirements and ensure that we are running a cost effective collections system.
- 2.2 Thurrock has a recycling rate of 34.76% for 2019/20. The National Target for recycling for 2020 is 50%. The national average is 43.2%, with top performing councils reaching 64.5% (East Riding of Yorkshire in 2017/18). In terms of performance rating in comparison to all English authorities, (as published by DEFRA in 2018/19) Thurrock recycled 35% and ranked 265<sup>th</sup>.
- 2.3 Despite a number of communication campaigns and strategies being initiated by the Service to increase recycling levels, Thurrock's recycling rate has remained largely static. This is not unique to Thurrock, WRAP, DEFRA and other industry experts advise that the highest recycling improvements are seen where there is a complete service delivery change.





- 2.4 Communication activities have been wide ranging and include; social media campaigns, recycling workshops to all primary schools in the Borough, competitions to name refuse collection vehicles, posters and communication on the side of refuse collection vehicles and the distribution of recycling material to all households through Council tax billing. Efforts have also been made to reduce levels of contamination within the recycling stream through “Oops” bin hangers and follow-up information to households.
- 2.5 A Cross Party Group was established to investigate what further actions and options could be considered by the service that would have a significant impact on recycling levels. The Group has been chaired by Cllr Fletcher with membership including: Cllr Byrne, Cllr Ralph, and Cllr Van Day. Cllr Akinbohun and Cllr Collins attended the first 5 meetings and were then replaced by Cllr Muldowney and Cllr Smith from February 2020.
- 2.6 A number of key areas were investigated by the Working Group including:
- Waste Disposal – understanding what currently happens with household waste collected in Thurrock, including a visit to Bywaters, the current dry recycling disposal point
  - Waste Collections – a review of current service levels and vehicles with a visit to the Depot to better understand working practices.
  - Communications and Education – an overview of all activity that has taken place in the past two years
  - A training event with WRAP, which provided insight into messaging and communication regarding recycling and re-use as well as an overview of the work WRAP are undertaking with Councils across the country looking for standardised recycling collection regimes
  - Household Waste and Recycling Centre redevelopment – an overview of the planned improvements for the site including a visit to the site to better understand the changes and scope for services such as a re-use centre and commercial waste facility
  - Flats recycling project – understanding and supporting the work that is currently underway to ensure that all flatted properties within the Borough have access to dry recycling service collections

- Benchmarking – details were provided regarding the collection regimes maintained by other Councils and their recycling performance.
- A review of the National Waste Strategy with a view to understanding implications for waste services in Thurrock

All of these activities were supported by research and data provided both by officers and recognised Waste Service experts.

- 2.7 In order to ensure that residents' views and opinions were considered, a comprehensive consultation of all residents was undertaken between January and March 2020. Residents were notified of the call for responses through a postcard delivered to each household. This was followed with a further posting to all residents that included stickers for recycling bins details of materials that could be recycled, a recycling information leaflet and details of the consultation. The response rate to the consultation was in line with similar consultations carried out in other Boroughs, although a statistically sound consultation will have a response rate of 10%. In total Thurrock received 684 completed surveys, equating to 1% of residents which may not reflect a wider community approach. Referenced as Appendix 3.

### **3. Issues, Options and Analysis of Options**

- 3.1 The service residents are accustomed to in Thurrock is a weekly collection of refuse, recycling and combined food and garden waste. The service cost just over £13.8m (£6m for collection and £7.8m for disposal) per annum.
- 3.2 The waste consultation outlined that residents would prefer to retain weekly collections, however also demonstrated that bin capacity would allow for less frequent collections. Residents were also accepting of less frequent collections for garden waste, especially in the winter months.
- 3.3 The working group reviewed the highest performing recycling authorities, their collection frequency and waste stream collections. This demonstrated that the higher performing authorities have moved away from weekly collections to a range of alternate collection frequencies. Of the 345 (2017/18 figures) local authorities in England, currently 75% of them collect household waste using some form of fortnightly residual waste or alternate weekly collection-regime for residual, dry-recycling and garden waste and have recycling rates of over 40%.
- 3.4 A number of Council's are now operating three and four weekly collections, have moved to less frequent food waste collections and are carrying out source separated collections for dry recycle.
- 3.5 The Working Group, taking into account resident feedback, discounted source separation collections to minimise the number of waste receptacles required at each residents home. They also discounted less frequent collections than two weekly, as the change was considered to have to great an impact on residents. The following options were considered by the group, in more detail,

in view of the national strategy, incorporating a separate food collection weekly, the need to ensure every property has the opportunity to recycle and the desire to improve Thurrock's recycling performance overall: -

Baseline	Current Collection	Option 1	Option 2		Option 3	
	Weekly collection of Refuse, Recycling, Free Combined Food and Garden Waste	<i>Refuse and Recycling (weekly) Garden Waste - <b>Free</b> (alt weekly)</i>	<i>Food Waste (weekly) Refuse (weekly) Recycling (weekly) Garden Waste - <b>Paid for</b> (alt weekly)</i>	<i><b>A-</b> Food waste (weekly) Recycling (weekly) Refuse (alt weekly) Garden Waste - <b>Free</b> (alt weekly)</i>	<i><b>B-</b> Food waste (weekly) Recycling (weekly) Refuse (alt weekly) Garden Waste - <b>Paid for</b> (alt weekly)</i>	<i><b>A-</b> Food Waste (weekly) Recycling (alt weekly) Refuse (alt weekly) Garden waste - <b>Free</b> (alt weekly)</i>
35.00%	38.20%	38.30%	54.30%	52.00%	50.50%	48.20%

3.6 The majority of Councils have moved to a subscription service for households that require a garden waste service to help offset the growing cost of providing more extensive recycling collections to households. The options marked 'B' are based on a service charge, assuming 50% of existing garden waste households take up the garden waste service option.

3.7 As a consequence of staff availability and distancing measures during the pandemic the weekly food and garden waste service was initially suspended and then reintroduced monthly and now fortnightly with residents asked to put their food waste in their residual bins. 100% of bins were being presented every week with an increased amount of waste due to lockdown, residents homeworking and home schooling which has resulted in increased tonnage being collected and capacity issues with the fleet.

3.8 The Working Group discounted all 'B' options, charged for garden waste service.

#### 4. Conclusion of the Working Group

4.1 Based on the collection options reviewed and results of the consultation, the Working Group has identified two key approaches that they are confident will positively impact the recycling rate.

4.2 The first approach is to ensure that Thurrock have a refreshed Waste Strategy that is compliant and aligned with National Policy. The approach outlined in the Strategy includes changes to domestic collections that will be implemented on a phased approach and which will have implications for disposal contracts and vehicles. In summary key aspects of the Waste Strategy include:

- Replacing residual waste collections with a new weekly food waste collection to all households, with the associated supporting containers, and an alternate weekly residual collection. The benefit of this change, which has been adopted successfully at many Councils, is that it encourages residents to consider more carefully what can be recycled and to ensure that they have capacity in their residual bins for items that can only be disposed of in that way.
  - Retaining the weekly collections of co-mingled dry recycling
  - Retaining the fortnightly collections of garden waste
  - Redevelopment of the Household Waste and Recycling Centre
  - Review of Thurrock's waste collection fleet to ensure a reduction in carbon footprint and fuel usage whilst ensuring that we achieve maximum efficiency and effectiveness.
  - Ensuring that any future waste disposal contract negotiations include the following principles:
    - Reduction in distance travelled to disposal sites
    - Identifying opportunities for additional recycling and re-use
    - Ensuring a reduction in waste sent to landfill
  - Reducing the occurrence of single use plastics within the Borough and within Council activities where the use of alternatives should be prioritised. This will require a detailed work programme covering all service areas and operations, with specific focus required from procurement and communications.
  - Investigate the feasibility of creating a transfer station within Thurrock to support alternative disposal options
  - Investigate the feasibility of building an energy recovery facility in the Borough as both a means of reducing disposal costs for residual waste and generating income.
- 4.3 The second principle is to ensure that throughout the implementation of the Waste Strategy, the service is consistently looking to Educate and Empower residents to recycle and reuse, with enforcement as a final option to be considered, only where the other two approaches have been applied.
- 4.4 The group appreciate that the proposed strategy will have an impact on the council's waste collection operating model and that this is being proposed during exceptional times with the ongoing impact of Covid 19 on service delivery still to be understood. We would therefore proposed that before putting the strategy in place, the council considers any potential impact on jobs or service. Careful planning and risk management approaches will need to be in place to ensure that the changes proposed can be implemented with minimal impact to service levels.
- 4.5 As with any implementation plan and period of transformation, regular consultation and communication will be held with all impacted by the change. As part of the strategy review work a Waste Communication Strategy is being developed and has been included as Appendix 1.

- 4.6 Following on from the success of the Cross Party Working Group, it is proposed that the group continues to work with the Waste service in an advisory capacity with update meetings to be held 4-6 times a year. This will allow the group to follow the progress of the implementation of the strategy as well as providing review of communications and proposed campaigns.
- 4.7 All options presented to the working group did not include financial costs/savings. The option providing the optimal recycling rate is option 2A, the option recommended by the group, with an anticipated recycling rate of 54.3%. The option presenting the greatest efficiencies for the council is option 3B (weekly food waste, alternate weekly refuse and recycling and a charged for garden waste service).
- 4.8 The Cross Party Working Group is very aware that whilst the proposed changes to collection services will have a positive impact on the recycling rate for Thurrock, they will always impact all residents. It is noted that a robust communications campaign will need to be implemented to ensure that residents understand the impact of the changes for their collections as well as the rationale behind the changes.

## **5. Reasons for Recommendation**

- 5.1 The Waste Strategy and focused education and empowerment campaigns will ensure that Thurrock has a waste collection and disposal regime that provide the optimum opportunity to increase recycling and provide an efficient, effective, compliant and forward thinking service.
- 5.2 The cross party working group recommend the Waste Strategy to CGS O&S to achieve the best outcomes for the borough and on the basis the implementation programme mitigates the impact on employees.

## **6. Implications**

### **6.1 Financial**

Implications verified by: **Sean Clark**  
**Corporate Director of Finance, Governance  
and Property**

High level costings of all of the options have been calculated but are still to be confirmed. The indications are that all options will provide financial savings.

### **6.2 Legal**

Implications verified by: **Tim Hallam**  
**Deputy Head of Law and Deputy Monitoring  
Officer**

Any procurement activity relating to changes in service identified in the waste strategy will be carried out in accordance with the Council's own internal governance, including its Contract Procedure Rules, and the Public Contracts Regulations 2015. Any 'refresh' of the Councils' Waste Strategy would need to be consistent with relevant legislation, central Governments' 25 Year Environment Plan (published 11 January 2018, last updated 16 May 2019), its Resources and Waste Strategy (published 18 December 2018) and any subsequent relevant Government policy.

### **6.3 Diversity and Equality**

Implications verified by: **Roxanne Scanlon**  
**Community Engagement and Project  
Monitoring Officer**

A community and equalities impact assessment form has been completed, there are no negative impacts identified on any parts of the community. Care will be taken to ensure all communications are accessible with an increased focus on education and empowerment. The assisted bin collection programme, for those unable to present their bins for collection, will be retained.

### **7. Appendices to the report**

- Appendix 1 - Waste Strategy
- Appendix 2 - Waste Communications Strategy
- Appendix 3 - Talking Waste with Thurrock Council – Consultation Report

#### **Report Author:**

Marcelle Puttergill  
Performance and Support Manager  
Environment, Highways and Counter Fraud

# **Municipal Waste Strategy for Thurrock 2021-2031**

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5.3 Conclusion

## **CHAPTER 1 - INTRODUCTION:**

The national Resource and Waste Strategy has set out a direction of travel that will guide councils in playing their part in the global responsibility to save our natural resources and work towards minimising the need for these resources, while maximising their lifetime usage through encouraging, promoting and supporting recycling and re-use by their residents, local businesses and themselves.

Thurrock Borough Council has a legal and moral obligation to increase recycling and re-use rates in order to mitigate waste-related environmental problems, and has committed itself to reaching this goal. Thurrock are fully committed to improving their recycling performance and in doing so aim to become a leader in this area, as much by its actions as its policies. This strategy lays out the path Thurrock will take to engage with and encourage our residents to actively contribute, by ensuring our waste services are the best they can be so that together we can reach this goal.

It will be through education, awareness and support for residents that they will be able to provide high quality recyclables for us to collect. Our disposal choices will ensure we make the most of the materials we collect and through the continued provision of a top class collection service will improve our recycling performance and will become a high-performing council.

This Waste Strategy for Thurrock is a 'living document' that will require our continual nurturing and attention in order to fulfil its aim. It is also the tool with which we will improve and increase our recycling performance, to meet and exceed national targets.

## **CHAPTER 2 - THE CURRENT WASTE SITUATION**

### **2.1 Introduction:**

This section summarises the current situation in Thurrock in terms of the existing waste collection and disposal regimes, quantities of waste being managed, the services provided and current performance against statutory recycling and composting targets. It begins with an overview of the National Picture and notes which aspects of the Waste Strategy for England will directly and indirectly influence the Waste Strategy for Thurrock. The report also identifies how this influence may be exerted. This includes the areas being open to public consultation across the wider industry, gauging opinion on how best to deliver the national strategy to improve on recycling, galvanise the various elements of the industry and generate a closed-loop economy that makes best use of the natural resources still available to us.

## 2.2 The National Picture:

In the [National 'Resources and Waste Strategy'](#) published in 2019 the Government make their direction of travel very clear:

“To preserve our stock of material resources by minimising waste, promoting resource efficiency and moving towards a circular economy. At the same time minimise the damage caused to the natural environment by reducing and managing waste safely and carefully and by tackling waste crime”. The Strategy combines actions to be taken now with firm commitments for the coming years and gives a clear longer-term policy direction in line with their 25 Year Environmental Plan. In the 25 year Environment Plan, the Government pledged to leave the environment in a better condition for the next generation.

“The plan is to become a world leader in using resources efficiently and reducing the amount of waste we create as a society. We want to prolong the lives of the materials and goods that we use, and move society away from the inefficient ‘linear’ economic model of ‘take, make, use, throw’.

The National Strategy	Thurrock Strategy	Locally We Can...
<p><b>Sustainable Production:</b> Invoke ‘Polluter Pays’ principal - full costs of disposal for packaging they place in the market.</p>	<p>Communications strategy: Change the attitude and behaviour of local businesses on the issues around single use plastic and unnecessary packaging</p>	<p>Build on the exiting plastics recycling campaign to encourage businesses, residents and council staff away from using single use plastic</p> <ul style="list-style-type: none"> <li>• Emphasise the importance of recycling plastics properly</li> <li>• Educate residents and council staff of which packaging should be avoided and the harm it can do to our local environment</li> <li>• Educate residents on the excellent alternatives which exist and emphasise their use i.e. bags for life; reusable straws, reusable water bottles etc.</li> <li>• Take the lead as a corporate entity, ensuring our own practices are an exemplar for businesses across Thurrock</li> </ul>
<p><b>Helping consumers take more considered actions:</b> Incentivise consumers to purchase sustainably. We want to help consumers to be able to recycle the materials products contain and dispose of them in the</p>	<p>Increase reuse from the Household Waste and Recycling Centre and support the Third Sector</p>	<p>Emphasise the reuse of many items which might be thrown away, but with the right skills and outlook, could be returned to use in a new home</p> <p>Consider and build on closer relationships with craft-trade and community groups</p>

<p>most environmentally sensitive ways.</p>		
<p><b>Resource recovery and waste management:</b> Improve recycling rates by ensuring a consistent set of recyclable materials is collected from all households and businesses</p>	<p>We will work to increase recycling rates across Thurrock by the introduction of Alternate Weekly Collections to drive up recycling rates.</p>	<p>Increase recycling rates by ensuring our collection scheme reflects national guidance and making collections easy for residents to participate</p>
<p><b>Tackling waste crime:</b> Create a 'Joint Unit for Waste Crime' with tougher penalties for waste criminals.</p>	<p>We will consider the case for adoption of civil enforcement measures to aid the satisfactory resolution of non-compliance with requirements of a revised collection regime</p>	<p>Strengthen Intelligence-sharing and engagement across neighbouring authorities to tackle illegal activities.</p>
<p><b>Enough is enough - cutting down on food waste:</b> We are fully committed to reducing food waste, reducing our carbon footprint and also meeting the UN Sustainable Development Goal to halve global food waste at consumer and retail levels by 2030.</p>	<p>To establish and provide a weekly 'separated' food-waste collection service from households within the Thurrock area.</p>	<p>Localised promotion for the distribution of excess food to local homeless facilities etc.</p>
<p><b>Global Britain-International Leadership:</b> Promote the goals of our Resources and Waste Strategy internationally and drive international political commitments through the groundbreaking Commonwealth Clean Oceans Alliance.</p>	<p><i>This element of the Waste and Resources Strategy for England raises the profile of issues of a global nature; while they warrant awareness and monitoring they are not within the remit of the Waste Strategy for Thurrock</i></p>	
<p><b>Research and Innovation:</b> In some areas, we are seeking transformative change, our knowledge, data or technology has yet to match our ambitions.</p>		<p>Thurrock LDF actively promote and encourage local investment in such technologies etc.</p>
<p><b>Measuring Progress: data, monitoring and evaluation:</b> High quality data, information and insights are essential for effective policymaking, so we will work with our partners and stakeholders to develop a shared vision and bold new approach to data on resources and waste</p>		<p>Measure collections, tonnages data and participation</p> <p>Key Performance Information feeds into Waste-Data-Flow (Defra)</p>

## 2.2.2 Key Milestones in the 'Resources and Waste Strategy for England'

A number of key milestones have been identified within the Resources and Waste Strategy for England, in terms of necessary changes to legislation, the potential for mandatory adjustments to local authority collection regimes and the introduction of Extended Producer Responsibility (EPR) for packaging, plastics and electronic waste. All of these will impact council service delivery and should be considered as part of the Thurrock Waste Strategy to ensure compliance and appropriate inclusion from the outset.

- There is an ongoing debate around the introduction of taxation on packaging materials that do not contain a minimum of 30% of recycled materials. At Budget 2018, government announced that from April 2022, it would introduce a world-leading new tax on the production and import of plastic packaging with less than 30% recycled content, subject to consultation. Plastic packaging accounts for 44% of plastic used in the UK, but it produces 67% of plastic waste, and over 2 million tonnes of plastic packaging is used each year. The vast majority of this is made from new, rather than recycled plastic.
- Defra launched the consultation on 'Introducing a Deposit Return Scheme (DRS) in England', in conjunction with the devolved administration in Wales and the Department of Agriculture, Environment and Rural Affairs (DAERA) in Northern Ireland. The aim of a DRS would be to reduce the amount of littering, boost recycling levels for relevant material, offer the enhanced possibility to collect high quality materials in greater quantities and promote recycling through clear labelling and consumer messaging.
- The proposed roll-out of a 'Deposit Return Scheme' (DRS) would also have an impact on local recycling collections and it is broadly anticipated that there would be a shift from domestic kerb-side collections to more from 'reverse-vending' machines and their subsequent centralised collection points. Councils would likely be responsible for the collection and transportation of materials collected by the scheme and would be allowed to claim the collected tonnages against their own recycling targets.
- This when added to the increased amount of recyclables collected from businesses across the borough (as they are expected to recycle similar waste streams to domestic properties), may further increase the burden for councils. It is widely acknowledged that recycling from businesses is more costly, and that businesses experience difficulties around additional storage space for multiple recycling containers that limit the number of different streams that can be presented for collection.
- Greater collection of glass separately from paper and separate food-waste collections would help to improve quality, increase revenue for local authorities and ensure more packaging can be recycled in closed-loop applications (e.g. cans to cans or paper to paper). As commercial waste collections are included in the councils overall waste arising, any opportunities to aid in the reduction of residual waste should be considered.



Some of the planned changes such as the EPR would not directly affect the council or its activities; however, it does have the potential to influence waste and recycling collections. Changes to the types of materials used for product packaging may increase or decrease the amount of materials presented for recycling and collection dependent upon the council's scope of collected recyclable streams. While it is anticipated that the 'producer-pays' approach will shift the financial burden, the onus for collections remains with the council.

### **2.2.3 The Reasoning for Change**

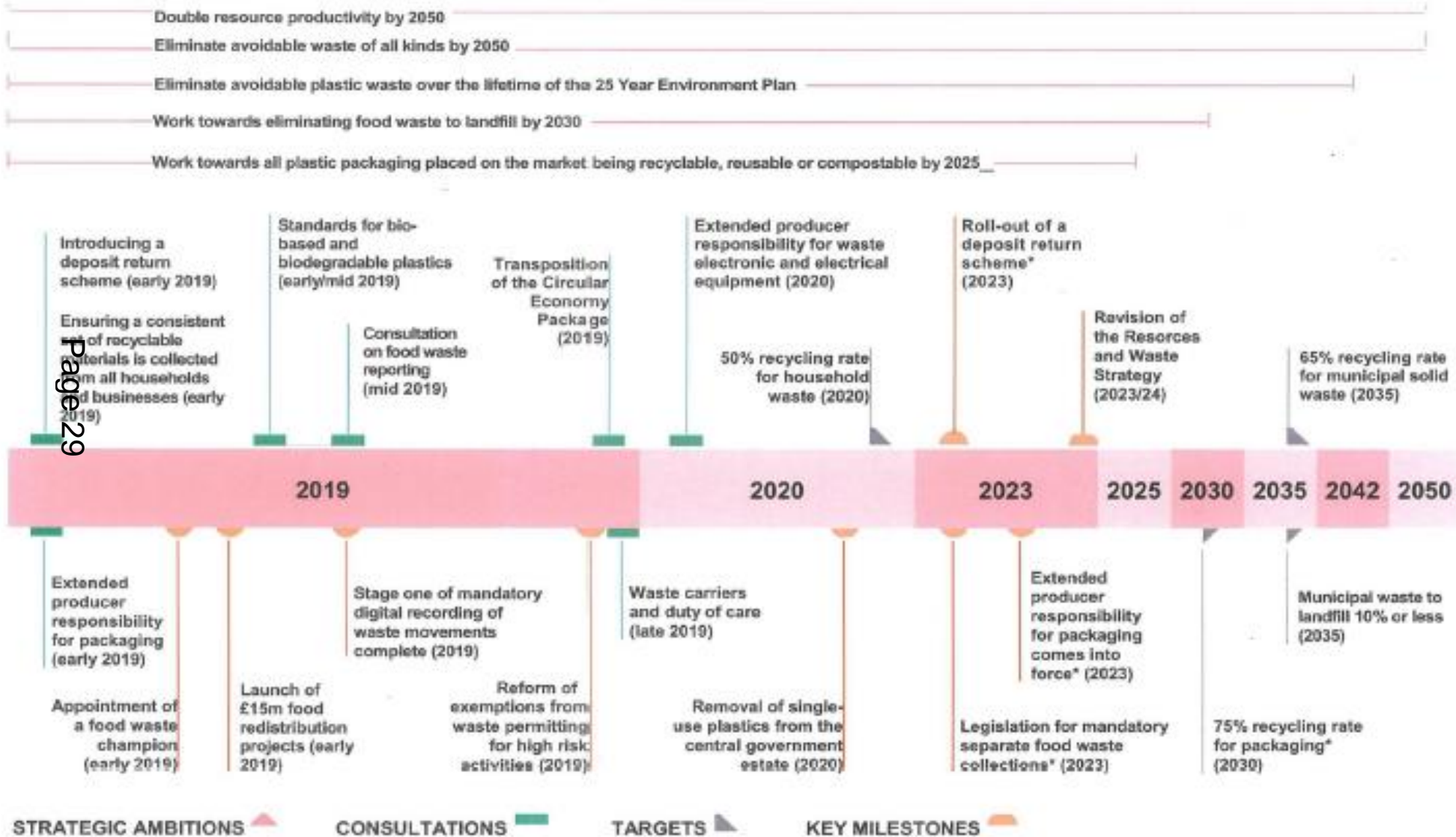
Thurrock Borough Council has a legal and moral obligation to increase recycling rates in order to mitigate waste-related environmental problems, and has committed itself to reaching this goal. Thurrock's recycling performance has not improved over the past six years and has seen a steady decline to stagnation since 2014/15.

The Council's various waste disposal contracts are due for renewal in the coming year, which presents an excellent opportunity to adopt a revised waste collection regime that helps us to capture a wider range of recyclable materials at kerbside and generate an income from higher quality materials. Wherever possible these disposal contracts should be flexible enough to allow subtle changes within our waste collection regime to add to and change the waste-streams being collected; this will allow us to reflect the changing needs of the commodities-markets and shifts in public perceptions around the waste-streams they generate in their homes.

Targeting core recyclables with the potential to generate a revenue stream for the council (as opposed to a disposal or material-handling fee) raises the opportunity to design a waste collection and disposal regime in Thurrock that contributes to funding itself and eases the financial burden from this statutory service. The Government is already considering the mandating of a source-separated collection regime and this offers an opportunity to be ahead of the curve while improving on the quality of recyclable materials we collect. It also has the potential, when combined with suitable disposal contracts and facilities, to generate an income to offset treatment costs.

Alongside this consultation on core recyclable materials the Government are also consulting on establishing a greater consistency in household recycling in England. Targets for rationalisation include fewer collection and sorting systems to aid residents in participating and a common container-colour system that reduces confusion where residents move from one council area to another.

# KEY MILESTONES



\*subject to consultation

## **2.2.4 Local Key Milestones**

The Waste Strategy for Thurrock needs to reflect and take into consideration the milestones set by the Resource and Waste Strategy for England. Key dates for change must be acknowledged and factored into this strategy to ensure sufficient time and resources are available to prepare the council's services for compliance where statutory changes take effect.

## **2.2.5 Best Practice – WRAP/APSE**

Organisations including WRAP (Waste Recycling Action Programme) and APSE (Association of Public Sector Excellence) carry out studies and prepare reports on the many aspects of waste collections including operating costs analysis, recycling performance, transport operating costs analysis and State of the Market reports.

[APSE's 'State of the Market' Report](#) published in August 2019 evidenced a number of statistics that included the numerous and varying ranges of materials that were collected by local authorities for recycling.

Thurrock Council makes use of both organisations to benchmark its own activities.

## **2.2.6 Materials Collected by other authorities**

As councils continually strive to increase their level of recycling, increasingly diverse materials are collected in an effort to further remove and reduce materials sent to landfill. Materials ranging from the widely-collected 'paper, card, cans, plastics, garden-waste and glass' to less widely-collected 'food-waste, textiles, batteries and bulbs' all contribute to the continual drive to improve recycling figures.

Some materials however, such as textiles and batteries, while relatively simple to collect, have been removed from collection regimes by a number of councils due to the relatively poor financial returns offered by end-markets. The 'used-textile' industry for example has a thriving e-trade in clothing, which is affecting both local authority collections and charity shop donations.

With regards to local authority food-waste collections, for the second year running there has been a slight decrease in the number of authorities collecting this material (down 5%). This is surprising, given the significant tonnage that can be collected to add to the recycling rate. In addition, where food waste is collected there is a 7% increase in councils collecting it fortnightly as opposed to weekly (which was the norm in the past).

Glass is now recorded as not being collected by 8% of councils that responded to the survey, which is a slight increase of 1% on 2018 figures.



While many authorities continue to collect recycling via co-mingled collections (i.e. all recyclables in a single container) as we currently do in Thurrock, many continue to operate a source-separated method using a number of individual containers and multi-compartment collection vehicles. Both methods have merit and can be efficient, dependent upon access to an appropriate disposal outlet.

'Source-separated' collection allows for the separation of streams, which is known to considerably improve the quality of materials collected as contamination can be easily seen and potentially removed before being loading into collection vehicles. This method can be attractive to materials-processors as there is minimal further processing required before any onward sale to end-users. This on-vehicle separation allows for a level of quality pre-checking by the crew and therefore minimal intervention by processors, which keeps costs down.



However, this method is historically more expensive for the authority to collect as either only one or two waste streams can be collected at a time, requiring more vehicles across the wider range of collections, or requires multi-compartmented collection vehicles that have reduced capacities per stream and require more vehicles to collect the wider range. This can be offset to some extent by improved revenue per materials, which is more financially efficient. In addition, a good and robust regimen of education and awareness for residents is crucial in order to minimise the non-target materials being put out for collection. This also does mean more waste containers to be stored at residents' homes and presented for emptying out on our streets.

### **2.2.7 Collection Frequencies used by other councils**

Many authorities offset this need for more collection vehicles by increasing the time between collections. This allows for the use of a vehicle on a number of suitable waste streams by collecting for example; paper & card on one week, then plastics, cans & glass the following week, with both streams presented in identical container types such as recycling-boxes or wheeled bins as the vehicle can be used to collect either type. This allows potential for a weekly-recycling collection to be provided while balancing the vehicle load-capacity as fewer materials are in each bin.

### **2.2.8 Changes to Collection Regimes by other councils**

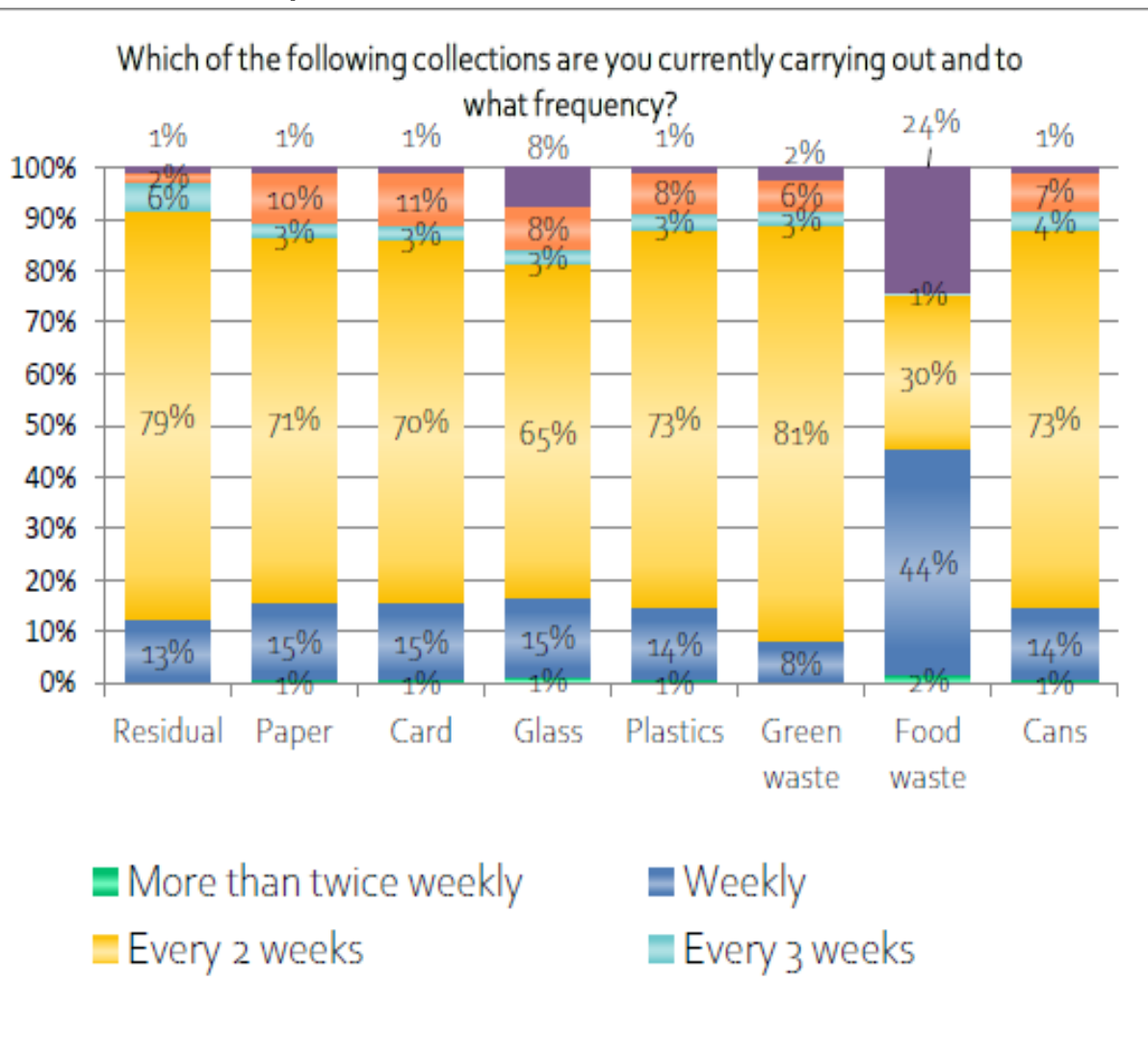
Over 75% of local councils across England have already taken the decision to move away from the once traditional approach of emptying refuse bins every week, towards local solutions that work to actively encourage residents to make more informed choices as to how they manage their waste at home.

Changes have included measures such as the introduction of a separated food-waste scheme, which removes food waste from the residual bins and diverts it away from landfill and towards recycling targets. Where councils choose to change the collection of landfill bins from weekly to fortnightly, the main concern of residents is that food-waste creates potential pest and rodent problems.

Such changes are made to compliment the recycling collections that operate alongside refuse collections. Recyclables can be collected in various ways, including:

- source-separated recycling which puts the onus on residents to sort their recyclables into a number of different containers for the council to collect
- co-mingled' collections such as Thurrock currently use, which allows all different materials to be put into the one container and onto collection vehicles, for sorting by recycling processors further down the line.

**Table: Collection Frequencies**

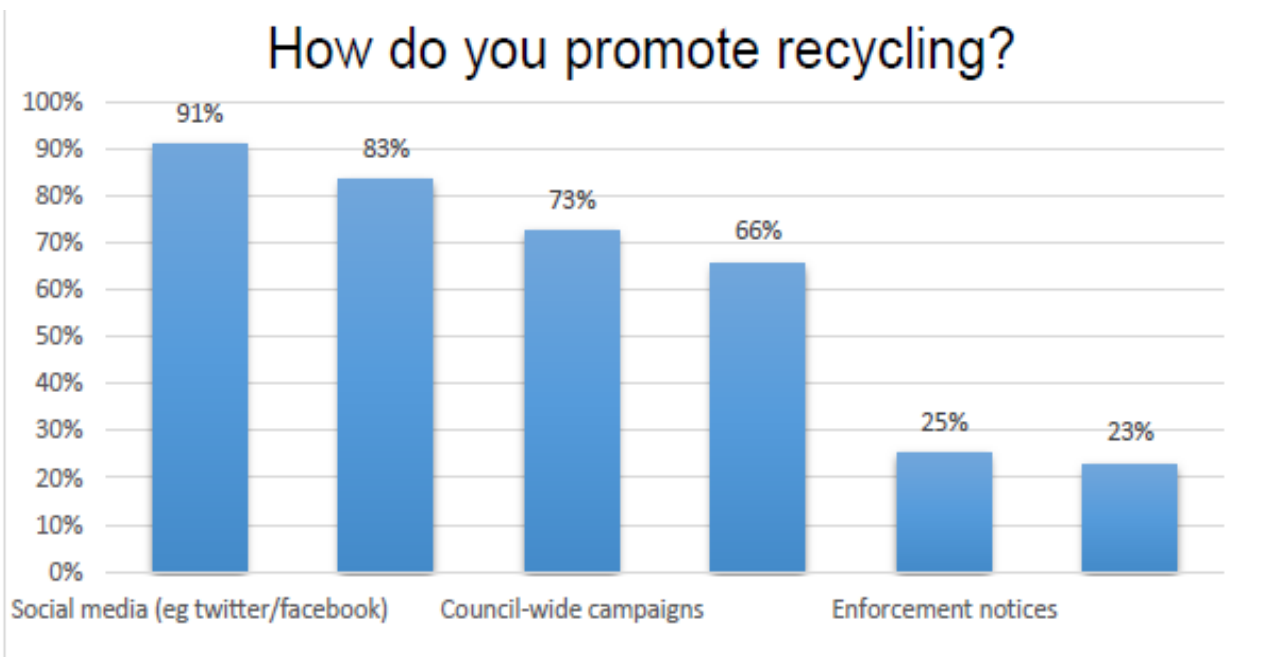


### 2.2.9 Promotion of recycling methods used by other councils

Active promotion of recycling is critical to the success of the scheme. The use of behavioural-change techniques through leafleting, school visits and social media are still the most popular methods used to promote recycling, and it is notable that social media in particular is continuing to grow in popularity as a means to promote recycling.

Where a significant change to behavior is required it is crucial that this is clearly explained and is understandable to residents for them to become engaged with the process and to help and guide them into breaking the ingrained behaviour of previous collection regimes.

**Table: Methods of promoting recycling used by councils**



### 2.2.10 Electric Collection Vehicles

Almost every waste collection round in the UK relies on refuse collection vehicles (RCVs) that are powered by diesel-fueled internal combustion engines. As local authorities become increasingly alert to the dangers of climate change and air pollution, and the urgent need for action, the days of 'dirty' diesel vehicles seem likely to be numbered. While there are several alternative technologies that might replace diesel, one of the best developed is battery-powered electric propulsion, recharged from the electricity grid.



Municipalities around the world have adopted electric RCVs (e- RCVs), and in the

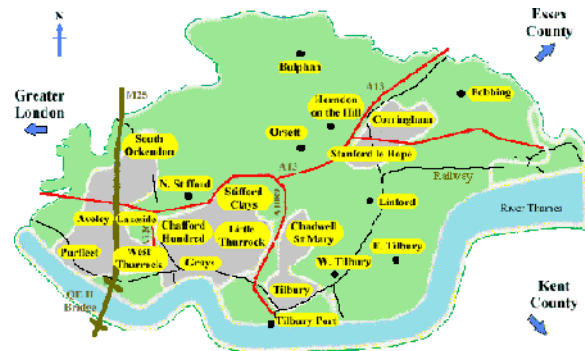
UK the City of London is the first to start the process of implementing a new electric fleet. Meanwhile, several other UK local authorities are trialing them.

## 2.3 The Local Picture

### Location:

Thurrock is situated 25 miles east of the City of London on the River Thames, with over 18 miles of riverfront. It covers an area of 64 square miles, over half of which is green belt.

The M25 and A13 act as a crossroads of national importance. Regular rail services operate between London and Southend-On-Sea, serving seven stations and the Channel Tunnel Rail Link passes through the Borough. The Ports of Tilbury and Purfleet provide international connections for both passengers and freight.



### Thurrock's Population:

In the financial year, 2018/19 Thurrock's population was approximately 172,500 and consisted of c: 69,000 households. The current population is expected to grow and reach 207,200 by 2033, a projected increase of 25%.

The majority of the population live in the main conurbations of Aveley, Grays, Purfleet, Stanford-le-Hope & Corringham, South Ockenden & Belhus, Tilbury and the developing community of Chafford Hundred.

### 2.3.1 What currently happens to Thurrock's Waste?

As a unitary authority, Thurrock is responsible for both the collection and disposal of municipal solid waste, as well as being the waste planning authority. The Municipal Waste Strategy for Thurrock will set out six key aims for a long-term municipal waste strategy, namely:

- **Deliver the principles of the waste hierarchy** which is the mandatory way in which all waste should be dealt with to get the most from our natural resources

and best serve the environment

## The Waste Hierarchy



- **Deliver the diversion of biodegradable municipal waste from landfill** that aims to prevent waste that rots down and creates greenhouse gases, such as food-waste, from going to landfill.
- **Ensure that Thurrock recycling complies with statutory recycling targets** to help us improve upon our recycling figures and help save the environment
- **Ensure that Thurrock recovers sufficient value from residual waste to comply with statutory recovery targets** which we can do through sending waste that isn't recyclable to 'Energy Recovery' facilities rather than simply to landfill
- **Ensure that any procurement activities are in line with best value principles and achieve efficiency savings**, to help ensure our 'Waste does not go to waste'
- **Work towards achieving top-quartile positioning with respect to waste management provision in the UK**, which simply means we will work to improve our recycling performance and aim to be one of the best-performing councils.

The council currently provide a weekly collection of refuse, recycling and garden & food waste from around 69,000 households in the borough. This in-house service is operated from the council's Environment and Highways Depot at Oliver Close in Grays.

Over 205,000 individual bins are emptied every week and 77,552 tonnes of household waste were produced in 2019/20, of which 35% was recycled or composted.



Thurrock also have a successful commercial/trade waste collection from which the waste-tonnages collected contribute to the council's overall targets and tonnages. For

this reason a number of local authorities over the years have decided to sell off their commercial waste businesses in order to reduce their overall waste tonnages. In Thurrock, commercial waste is a good revenue stream for the council. The planned focus by the government on ensuring commercial businesses are able to recycle the same types of materials as domestic households offers an opportunity to consider expansion to our commercial recycling service to further boost recycling in Thurrock.

Households have traditionally been provided with 240-litre wheeled bins for refuse, but all new-build properties and any replacement containers are now 180-litres in an effort to reduce the amount of waste being generated by residents and sent to landfill. The impact of this reduction in capacity is limited as the rollout to new-builds affects a relatively small number of households. As replacement bins are chargeable, this too has minimal impact.

The Council are committed to a number of waste disposal contracts with a number of suppliers, and end-disposal locations that are situated over a considerable area; these

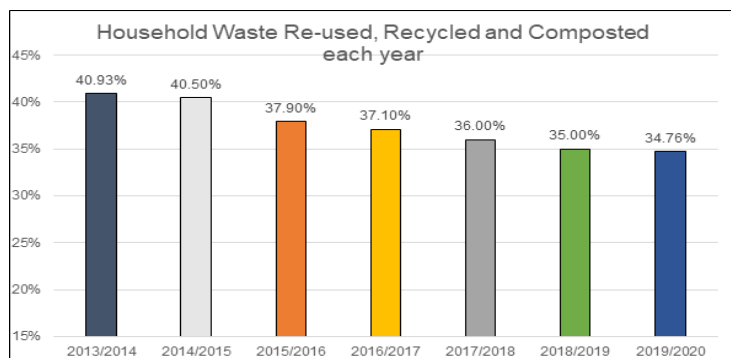


contracts have varying end-dates. Of the three separate waste streams the council collects, both residual and garden/food waste are disposed locally to a waste transfer station near to the depot. Recycling waste is disposed of in East London, and as a result, vehicles are brought into the Oliver Close Depot loaded, parked until the evening then driven into East London for

emptying. This methodology is restrictive in that recycling collection rounds are limited to the capacity carried on a vehicle; furthermore, it does not allow further collections after tipping, as do residual or garden/food collection rounds. There is opportunity to redress this as part of the disposal contracts renewal process over the coming year.

### **2.3.2 Pilot Recycling Scheme to Flats**

At present, a considerable number of Thurrock's residential communal buildings lack the facilities to recycle. Encouraging residents of communal buildings to recycle has proven to be a challenge for many local authorities, both nationally and internationally, as recycling contributions from these properties are generally lower than other households. The introduction of increased recycling opportunities in communal buildings could have a considerable effect on the overall recycling rate.



Thurrock’s current recycling rate is approximately 35%, and has seen a decline over the last five years. This is lower than both the 2020 national target of 50% and the average recycling rate in England, which is currently approximately 45%. Cost of recyclable waste disposal is

considerably lower than the disposal costs of residual waste. An increase in recycling would therefore not only benefit the environment, but would also realise financial benefits for Thurrock Council and its residents.

After extensive literature research, two versions of a newly designed recycling scheme were trialled at two sites in Grays: The Echoes and Worthing Close. Residents of these sites had in the past expressed an interest in recycling. Both sites are of similar size, and have similar characteristics. The pilot went live on 28 August 2019.

Residents were involved early in the process and received an introductory letter approximately one month before the launch of the pilot, with a follow up ‘recycling welcome pack’ several days before the launch. The welcome pack included a second introduction letter, a recycling guide, a fridge magnet, and two rolls of single use recycling sacks (Worthing Close) or a reusable recycling bag (The Echoes). Guides were designed keeping in mind the fact that some residents may not read or speak English. Graphics were used as much as possible in order to minimise this potential barrier.



For two months, both sites were closely monitored in order to determine whether the proposed arrangements were functioning as intended and whether residents were recycling because of these arrangements. Results showed that recycling bins were used effectively, with very low levels of contamination. Contamination levels were slightly higher at Worthing Close, with plastic carrier bags being the most common type of contamination. This might have been caused by the fact that plastic carrier bags closely resemble the single use recycling sacks (as opposed to the reusable bags), making residents more likely to resort to plastic carrier bags as an alternative.



Initial resident feedback from one-to-one interviews and online surveys shows that residents of both pilot sites rate the user-friendliness of their pilot scheme as high, and communications as effective. Overall, residents are pleased with the new arrangements. Although response rates for the online survey were relatively low, results show that residents of The Echoes were generally more positive about their reusable bag than residents of Worthing Close about their single use bags.

Actual tonnages from the project are not known as materials were combined with other locations, however crew feedback on participation and overall low-contamination levels have been very positive.

The Pilot Scheme has demonstrated that with the appropriate education, infrastructure and support recycling collections from communal locations can be both well received and productive, contributing positively towards raising the recycling rates across Thurrock. A capital bid was submitted and approved for the rollout across the borough. This will be carried out in two phases over the following 18 months, planned to start in mid-September 2020, with Phase I focused on Council Housing locations and Phase II on private housing locations.

The first phase of the rollout will introduce a further 300 recycling containers into the scheme and will bring the recycling collection service to around 2000 more council residents.

### **2.3.3 Household Waste Recycling Centre-Linford**

The Council have approved a capital project that will bring about the redesign and expansion of the Household Waste Recycling Centre (HWRC) at Linford. This will allow for improved access for residents, the potential expansion of materials that can be collected at the site and a safer working environment for our operating staff. This project has also allowed the Council to consider accepting commercial tipping by local businesses and tradesmen, while offering the opportunity to generate a revenue stream by doing so.

## **CHAPTER 3: WHAT OUR RESIDENTS SAY**

### **3.1 Analysis of Public Consultation**

In February 2020, the cross-party Waste Strategy Group formed to investigate ways in which the level of recycling in Thurrock could be increased, commissioned a consultation with all residents of the Borough. The consultation was publicised under the strap-line of "Talking Rubbish" and was available to residents online or as a paper survey accessed through libraries and community hubs. The consultation was



advertised through postcard sent to all households, social media and a further letter to households that included an educational sticker for use on recycling bins.

The consultation covered 4 key areas:

1. Recycling
2. Education
3. Collection regimes
4. Waste processing options

The survey explored public opinion about the council's recycling collection service in terms of ease of use, education and the breadth of recyclables collected. In addition, questions were posed around how often residents presented their waste for collection and how often they used the service.

A number of responses demonstrated the potential for some level of collection-schedule changes on the grounds that they would not adversely affect residents' capacity for storage of waste between bin-collections.

Another area of interest was the perception of how the council delivered messages relating to the collection service and the apparent confusion about which types of materials we include. This will be a learning point for communications and educational materials going forward.

When asked about future waste disposal options for Thurrock and the potential for us to further explore the Energy from Waste (EfW), Materials Recycling Facility (MRF) and Composting Facility options, there was strong support for Thurrock to consider building our own waste processing facilities to:

- Separate and process dry recycling
- Process compostable materials – both food and garden waste
- Generate energy through incineration

A small number of respondents however were opposed to further investigation or consideration of options.

Public consultation supports the aspiration of the Waste Strategy Group to introduce a separated food waste collection. This may be a desirable first step in achieving the goal of raising recycling tonnages. It will also put us ahead of the Resource and Waste Strategy for England, which will see the mandatory separation of food-waste introduced by 2023. In tandem with a weekly recycling collection and fortnightly refuse collections, this strategy has the potential to increase recycling tonnages and raise the recycling figure from a static 35%, to reach and even exceed national targets.

The proposed changes to recyclable collections offer have the potential to not only increase recycling levels but to generate a revenue stream where supported by

appropriate recycling disposal-options and contracts. It must be said that residents may believe the removal of weekly refuse collections to be a reduction in service; however, waste will still be collected each week, it is the nature of the waste collected that changes.

## **CHAPTER 4: HOW WILL WE GET THERE?**

### **4.1 Our Strategy on a Page**

The delivery of the strategy and the waste hierarchy (Reduce, Re-use, Recycle, Recover, Dispose) should be through the 'three E's approach' – Empower, Engage and only then Enforce.

REDUCE

Educate

- Staff, Suppliers, Residents

Empower

- Led by example

Enforce

- Extended Producer Responsibility – producer pays for disposal

Your Actions

- Think before throwing items away



Educate

- Re-use, repair and repurpose workshops
- Love Food – Hate Waste

Empower

- Re-use Partnerships with Charities
- Collaboration between Supermarkets and Food Banks
- Plant Fruit Trees

Enforce

- Re-use considered before disposal

Your Actions

- Support charities and use options such as Free-cycle



REUSE

Educate

- Accessible guidance
- Food waste collections
- Clear collection schedules
- Engagement

Empower

- Recycling for Flats
- Reliable collections
- Review of collections and bins

Enforce

- Reduce contamination levels
- Targeted and proportionate enforcement

Your Actions

- Make sure that the right materials are going into bin



RECYCLE

Educate

- Clarity on what goes in each bin

Empower

- Create opportunities for re-use, re-purpose and recycling before disposal

Enforce

- Effective Contract Management



RECOVERY

Educate

- Promote principles of the waste Hierarchy

Empower

- Review Disposal arrangements

Enforce

- Support reduction, re-use, recycling and recovery before disposing of waste



DISPOSAL

## 4.2 Communications

Nationally there has been a shift towards favouring sustainable products and this will be a focus for a communications strategy to engage both residents and local businesses with more sustainable waste management. These messages will be supported by education on the use of for example, plastic-alternatives. This will help drive the aim of eliminating the use of single-use plastics, which are not always easily recycled.

We will actively promote ways to reuse and repurpose waste by taking everyday items normally thrown away and reusing them in new and inventive ways. This will be done through embracing national campaigns such as 'Love Food, Hate Waste' and involving local crafters and community groups.

The focus of messaging will be our core objective of increasing Thurrock's recycling to 45% by 2025 and to 50% by 2030. We will also continue to explain how Thurrock waste that cannot be repurposed or recycled will be diverted away from landfill and to Energy from Waste wherever possible. This will be supported by clear messaging on the importance of residents putting the right waste in the right bins.

A strong, targeted and robust communications strategy will be critical to our success. We will make information easy to understand, targeted to the right audience and delivered in a manner that is easy to engage with. We will ensure that residents and businesses understand how to participate, which materials we want to collect and most importantly, why we are making the changes.

## 4.3 Our Strategic Objectives

### **Objective 1 - To eliminate unnecessary Single-Use Plastics (SUPs) and unnecessary packaging from the waste stream.**

How will we achieve this?

- We will help to educate our residents with regards to SUPs, creating a 'Plastic Pact' that residents and businesses, education facilities alike can sign up to and commit to reducing the use of SUPs.
- We will work with local businesses and join existing forums that focus on the elimination of SUPs, so that Thurrock Council is a local leader with regards to eliminating this unnecessary waste stream.
- We will lead by example and work with our supply chains, satellite-buildings and procurement channels to ensure that the Council does not buy products that cause unnecessary waste.
- We will support the enforcement of this by responding to the Government Consultations on the Plastic Tax and Extended Producer Responsibility. Additionally we will support the objectives of the Government's 25-year Environment Plan, and the work of WRAP who aim to eliminate all unnecessary SUPs by 2025.

How will we measure this?

- Support the work of WRAP who are leading and monitoring this project to remove unnecessary SUPs by 2025
- Monitor the impact on waste arising within Thurrock, with particular reference to Kgs produced per head.
- Observe the number of signatories to the 'Plastic Pact'.

**Objective 2 - To minimise the production of waste and to create an awareness amongst our residents about the impact of waste**

How will we achieve this?

- Work towards setting up a Re-use Partnership, with a local charity or community group, to reuse or repurpose waste that has been brought into the Household Waste & Recycling Centre (HWRC)
- Redevelopment of the HWRC to include a Reuse area or facility to encourage and facilitate the reuse of materials and items.
- Support the 'Love food, hate waste' campaign
- Work and support existing re-use groups
- Support partnerships between supermarkets and food banks

How will we measure this?

We will monitor the following KPIs:

- Kgs per head
- Total Waste arising
- The tonnage reused from the Reuse partnership and HWRC.
- We will monitor the budget, and report any impacts that the reduction in waste has.

**Objective 3 - Increase our recycling rate to 50% by 2025**

How will we achieve this?

- Provide separate food waste collections, and reduce the amount of residual waste that is collected.
- Ensure that we comply with the Government's Consistency Agenda, and collect the required materials from the kerbside.
- Redevelopment of the HWRC, and investigate best-practice to make recycling easier and a more attractive option to landfill
- Provide clear collection schedules
- Better utilise the 'Bartec' In-Cab Data System in the vehicles to enable real time reporting
- Provide clear information and infrastructure for residents in Flats to recycle
- Support Government proposals for a Deposit Return Scheme (DRS)
- Reduce contamination in recycling bins through targeted communications
- Targeted and proportionate enforcement.

How will we measure this?

- We will monitor the percentage of household waste recycled

- Monitor the percentage of municipal waste recycled
- Monitor the recycling rate at the HWRC

**Objective 4 - Ensure that waste collection and waste disposal is carried out in the most carbon-efficient way.**

How will we achieve this?

- Investigate the use of Electric Refuse Collection Vehicles (E-RCV's)
- Ensure that we have long term waste treatment contracts in place, that offer the best possible environmental solution for residual waste
- Investigate the feasibility of developing a Waste Transfer Station in Thurrock, to enable our operational team to function more efficiently and to provide a facility for commercial waste disposal.

How will we monitor this?

- Percentage of household waste to EfW
- Percentage of municipal waste to landfill
- Carbon calculation through reduced vehicle mileages on Collection Rounds and onward Disposal Transportation.

**Objective 5 – To become an Authority that wants to send zero-waste to landfill**

How will we achieve this?

- Procurement of value for money contracts which avoid sending waste to Landfill
- Education of residents regarding the impact of landfill and the environmental benefits of waste reduction
- Leading by example in the materials we use and the processes we follow

How will we monitor this?

- Percentage of household waste to landfill
- Percentage of municipal waste to landfill

#### **4.4 Waste Crime and Enforcement Options**

Thurrock Council's Environmental Enforcement Team have a very good record of dealing with criminal acts of fly tipping across the borough and such incidents are addressed through enforcement powers available.

Similar enforcement powers are available for the 'Civil Offences' that fall under the 'Environmental Protection Act (EPA) of 1990 under 'Section-46' 'Receptacles for household waste'. While enforcement should be an option of last resort, the ability to address individuals who are unwilling to act responsibly exists within the Council's toolbox.

However easy and simple a waste collection scheme may be for many residents, it may be challenging to others, or a minority may simply not care or wish to participate. Recyclable materials collected by councils may be an important revenue stream that falls under waste contracts; where incorrect materials are found in volume, this may lead to penalties. These incorrect materials, or contamination, generally come either from the resident simply not knowing any different (education scenario) or through a deliberate act (enforcement scenario).

There are several ways of addressing such matters, however it should always be the goal to rectify unacceptable behavior and any form of financial penalisation should be considered a last resort. The rectification of any unacceptable behaviour should then encourage willful and positive participation. A robust program of education and awareness to ensure all residents are able to participate, along with the ability for officers to carry out visits on residents to support them in areas of the collection scheme where they may be unsure or not understand is vital to the success of any recycling collection scheme.

Where such measures of rectifying unacceptable behaviour are unsuccessful, Councils have the authority, obligation and ability to address it, as well as a duty of care under the Environmental Protection Act of 1990, and may use civil enforcement to do so.

The range of enforcement powers for both criminal and civil waste crimes are evidenced within the annex documents.

#### **4.5 Proposed Changes to Waste Collections in Thurrock**

The main objectives of this strategy is to both improve recycling rates for the residents & businesses in Thurrock and enabling us to meet and exceed the National Recycling targets over the life-span of this strategy.

Consideration of the National Resource & Waste Strategy for England, with its proposals for the mandatory separate collection of food-waste and the source-

segregation of some recyclable materials such as glass from paper by 2023 and the reduction of municipal waste to landfill to below 10% by 2035, has determined that a significant change to the collection regime in Thurrock is necessary to meet these challenges.

In order to meet these challenges the Council will:-

- Progress with the rollout of the Flats recycling program to both council-owned and private locations and integrate them into the collection service.
- Retender and procure new waste disposal contracts which will support the changes proposed to the waste collection regime in Thurrock
- Carry out a comprehensive re-optimisation of all waste collections to ensure the service is efficient and fully inclusive to all its residents.
- Introduce and rollout a weekly separate food-waste collection service that will divert food from the residual waste stream, contribute to the recycling rates and reduce spending on landfill disposal costs.
- Maintain a weekly dry-recycling collection service that will continue to support and encourage residents in recycling, and will be able to include the rollout of Flats-recycling across the borough.
- Continue to provide a two-weekly garden waste collection service
- Revise residual-waste collection to a two-weekly service in order to further encourage residents to recycle their waste

These changes to waste and recycling collections work together and continue to provide a waste collection every week by tasking residents to sort, separate and present their waste for varying collections.

## **CHAPTER 5: THE NEXT STEPS**

### **5.1 Waste Strategy Implementation and Monitoring**

The implementation of the Waste Strategy for Thurrock will involve a number of different elements across a period of time. This will require the following to take place:

- The successful roll-out and integration of recycling collections to Flats and Communal properties across Thurrock
- A clear, concise and ongoing communications programme to ensure our residents fully understand what it is we are asking them to do and why we need their help, to increase the recycling rates within Thurrock.
- A structured and workable Route-Optimisation of existing waste collection rounds that includes all properties for collection and that maximises efficiency of the waste collection fleet.
- Specify and procure suitable waste-collection vehicles that will allow maximum flexibility to incorporate changes to collections where alternate waste streams are considered, in order to further increase recycling levels.



- Procure and deliver food-caddies for food-waste collections.
- To procure and ensure that cost effective waste disposal contracts are in operation.
- Continually engage with key stakeholders to ensure that they are kept aware of planned changes within the service, and where appropriate seek input and feedback on operational considerations.

## 5.2 Waste Strategy Review

In light of the changes proposed in the Resources and Waste Strategy, it is imperative that we continue to review Thurrock's Municipal Waste Strategy to ensure that we are able to comply with changes to National policy and legislation. The 'National Strategy Timeline' shows the key dates with which we will need to comply. This means we will have to continually review our own strategy to ensure compliance.

As the national strategy changes and adapts to further increase recycling figures and protect our natural resources it will become necessary to review and determine how we can incorporate changes, ensure continued compliance while providing our service to the Public and keeping spending within budget.

The commodities markets for recyclable materials is ever-changing and demand levels for materials is fluid, which in turn affects fees and charges from disposal and treatment providers. This fluidity should be built into disposal contracts where possible to allow the council every opportunity to benefit from the recyclables we collect and again keep budget spending to a minimum.

Review of the strategy should be regular and operational service plans adjusted where required. As the borough's population grows over the coming years and households added to collection rounds it is good practice to regularly review collection rounds to incorporate new properties and maintain maximum efficiencies across the service.

## 5.3 Conclusion

The Waste Strategy for Thurrock needs to be considered a 'living document' that will require continual nurturing and attention in order to fulfil its aim. It is also the tool with which we will improve and increase our recycling performance, to meet and exceed national targets. The strategy will be dependent upon a number of critical factors for it to succeed.

We must firstly fully **engage with our residents** to encourage them to participate in providing as much recyclable materials as possible. This participation will be fully reliant upon our providing and delivering a **collection service** that can be relied upon every week, is as efficient as possible to ensure continued best value and to resolve service issues quickly and maintain engagement. We will need to provide **information and education** to residents to encourage inclusion in a service that reaches every household across the borough, providing us with high quality recyclables and minimum contamination. The continued **engagement with our front-line staff** will be

vital in ensuring they are informed, motivated and engaged to deliver the changes to our collection regime that are necessary to achieve our goal of increased recycling.

We will look to provide our front-line staff with the **necessary tools** to maximise these efficiencies, while allowing the service to be flexible and facilitate subtle changes to collection methods where the recycling markets may require us to adapt and change. By providing **waste collection vehicles** that allow us to implement changes more quickly we will maximise the available resources and minimise the number of vehicles on our roads.

Finally, **continual reviews** of both the national strategy and this document will ensure we are in the best position to evaluate, plan for and react to our ever-changing needs and ensure we reach the targets we have set ourselves.

## Appendix 2

### Recycling Communications – High Level Plan

As an overarching principle of these communications where viable digital communications should be favoured over physically producing materials. This is not only more cost effective but is also more sustainable and is in keeping with the overarching messages that run through each of these work streams.

It will also be important to depoliticise this and make it clear that these are decisions based on environmental concerns, sector specific knowledge and best practice from around the UK. The fact that the decisions were made by a cross party working group is significant and should feature in this messaging just as it did in the messaging for the waste consultation.

The communication activity will be backed up by school engagement sessions which carry the same messages to pupils as part of the regular work undertaken by the waste team.

Work Stream	Aims	Key Message and channels	Indicative cost
Work with Thurrock businesses to help eliminate the use of Single Use Plastics and unnecessary packaging	Change the attitude and behaviour of local businesses on the issues around single use plastic and unnecessary packaging	<p>Building on the exiting plastics recycling campaign to encourage residents and council staff away from using single use plastic</p> <ul style="list-style-type: none"> <li>• Emphasise the importance of recycling plastics properly</li> <li>• Educate residents and council staff of which packaging should be avoided and the harm it can do to our local environment</li> <li>• Educate residents on the excellent alternatives which exist and emphasise their use ie bags for life; reusable straws, reusable water bottles etc</li> </ul>	£500 social media advertising spend

		Campaign will be largely conducted online through social media. This is a cost effective way to deliver this message and is in keeping with the overall aims of the campaign itself	
Increase reuse from the Household Waste and Recycling Centre and support the Third Sector	Emphasis the reuse of many items which might be thrown away but with the right skills and outlook could be returned to use in a new home	<p>This campaign will involve engaging with the third sector and can leverage many of their communications channels</p> <p>Again digital channels will be key to this – they provide the best way to give advice and tips on how to upcycle items and showcase the finished results achieved by local craft groups</p>	No significant cost associated – will use existing channels and emphasise digital and social media communication
Increase recycling to 45% by 2025 and 50% by 2030	To encourage residents to recycle more and recycle properly. To give them the information they need to recycle effectively and efficiently	<p>This will be at the core of all communications activity and messaging around this will form part of all recycling campaigns.</p> <p>Key to this will be ensuring residents have access to clear and concise information about which bin and waste stream types of waste should be disposed of in and understand when each stream will be collected from their property.</p> <p>This should build on mail-outs sent as part of the consultation but would be best suited to be communicated digitally.</p> <p>A good way to do this would be to work with waste crews to produce videos and images in which they explain how contaminated waste streams affect them and what residents can do to help.</p>	<p>Low cost – could be some small cost for production of videos</p> <p>Some spend for social media advertising could be required</p>

		This builds on the clear trust we have seen residents have in waste crews following their shows of appreciation and affection throughout the coronavirus pandemic	
To ensure that all waste that cannot be reused or recycled is sent for energy recovery, reduce household waste to landfill to less than 3% and reduce the CO2 footprint of the Waste Service	This will give residents a clear idea of the significant role they can play in helping the environment by making sure as little of their waste goes to landfill as possible	This should link closely with the recycling campaign and follow its look and feel.  Again digital communication will be at the core of this and the use of videos, produced in conjunction with waste processors, would be a good way to make this point by showing the journey of waste	Some cost for the production of a video
Possible changes to collections regimes	To provide residents with the information they need to understand collection regimes and the days on which their household collections are scheduled to take place. This will also need to educate residents on how to use food recycling caddies and the correct ways.  The campaign will also need to help residents understand why this is taking place and demonstrate how these changes are part of a bigger environmental picture in which they can play a part.	This is the most significant area of work and will require the most significant resource and campaign.  It should target residents and aim to reach them through all channels:  <ul style="list-style-type: none"> <li>Digitally – significant digital campaign backed by digital resources to help residents self-serve in answering any queries they might have around collection days or which bin an item should be disposed of in</li> <li>Information included in the council tax leaflet which goes out in March – this is sent to every home in the borough and is an excellent opportunity to deliver a broad message that change is coming and why</li> <li>Distributing a calendar and possibly a fridge magnet, which residents can keep as a handy reference of when</li> </ul>	Cost of replacing bin lorry adverts – circa £20,000  Cost of mail-out to borough addresses £10,000 plus production cost of materials which would be circa £5,000  Some spend for social media advertising  App development/purchase costs are unknown and require specific research

		<p>their collections are due and the right way to recycle. This calendar should be shared online and in libraries with print copies available to those that require them</p> <ul style="list-style-type: none"><li>• Advertising on bin lorries. Each bin lorry has a large poster slot on each side. This provides an excellent opportunity to advertise these changes on the very vehicles that collect the waste. These vehicles travel down every road in Thurrock and are highly visible</li><li>• The possibility of developing or sourcing a waste app which residents can install on their smartphones exists. This could remind residents when their collection is due and provide useful information about recycling and waste disposal</li><li>• Engaging with the local media to encourage them to run regular guides and tips to help Thurrock residents to recycle more efficiently</li></ul> <p>Alongside this, briefing packs will be delivered to all members detailing the changes, the advantages these changes offer and how the decision to make the changes was arrived at.</p> <p>Information about the changes can also be given to children at school engagement sessions to take home to parents.</p>	
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		Best practice advice and lessons learnt will be sought from local authorities which have already been through these changes to ensure that messaging and channels are all used optimally	
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**Thurrock Waste Consultation – Summary Report**

Note: As part of the COVID-19 government restrictions libraries were closed. Completed surveys handed in by residents at the libraries and social hubs have not been included in the current report

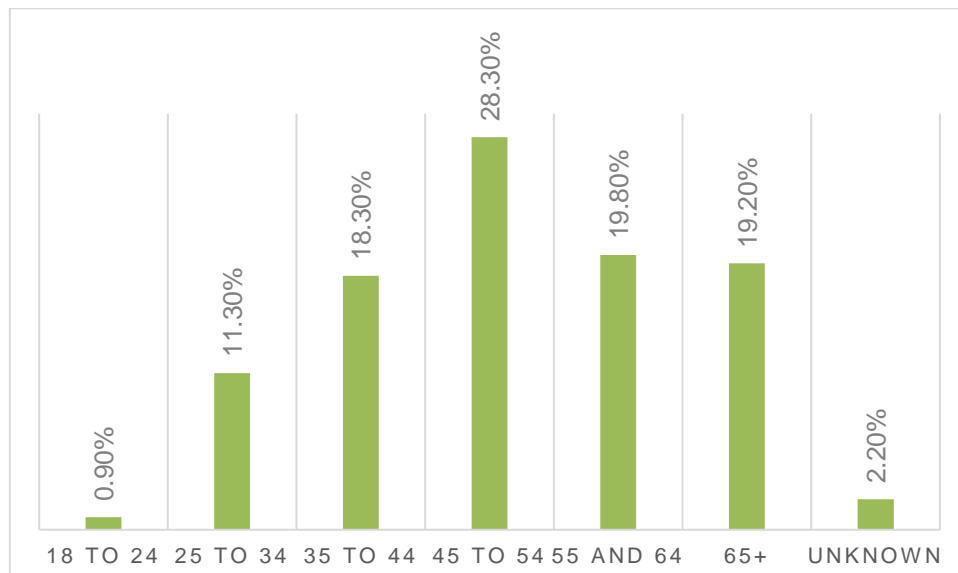
**Demographics and general information**

In February 2020, a cross party working group that had been formed to investigate ways in which the level of recycling in Thurrock could be increased, commissioned a consultation with all residents of the Borough. The consultation was publicised under the strap of “Talking Rubbish” and was available to resident online or as a paper survey accessed through libraries and community hubs. The consultation was advertised through postcard sent to all households, social media and a further letter to households that included an educational sticker for use on recycling bins. The consultation covered 4 key areas:

1. Recycling
2. Education
3. Collection regimes
4. Waste processing options

Of the 1,150 visitors to the consultation site, a total of 684 residents completed the survey that was open for responses from 8<sup>th</sup> January to 22<sup>nd</sup> March 2020. This equates to a response rate of 1% of residents, which is in-line with the response rates other councils have reported for similar consultations.

The demographics of respondents was as follows:



Only 5.5% of respondents live in a purpose built flat or flat in a converted house.

## 1. Recycling

The majority of respondents (percentage) reported seeing themselves as someone who recycles. 83% of respondents also stated that there were several barriers preventing them from recycling more. The two most common barriers were reported as:

Not enough knowledge on what can be recycled	52%
Too much effort	30%

The other barrier options presented did not receive significant responses. These included:

- My recycling bin is too small
- My recycling is not collected when it should be
- The location of my home

There was no unanimous agreement that reward schemes or enforcement would encourage higher levels of participation in recycling initiative.

Reward scheme would make me recycle more	Percentage
Enforcement action would make me recycle more	Percentage

63.6% of respondents were willing to further separate waste to improve recycling rates in the Borough.

68.8% of respondents felt that the range of materials collected at the kerbside was adequate.

Almost 50% of residents would be supportive of a monthly recycling collection that included a range of the following materials:

- Textiles
- Household batteries
- Electrical items

Only 84 respondents (12%) would not be willing to separate dry recyclables into individual receptacles.

54% of respondents strongly agreed that they recycle food and garden waste with 50% of respondents reporting no barriers to engagement with that service.

The key barriers identified by others were:

I am worried about hygiene/mess	24%
I don't have the facilities to recycle food waste in my kitchen'	22%

38% of respondents would not be willing to separate food and garden waste with facilities as they currently are. However, this figure drops to 27.9% when the possibility of a kitchen caddy being offered by the Council is introduced.

70% of respondents who live in flats were supportive of the introduction of dry recycling facilities. 63% of respondents who lived in flats were prepared to support food waste collections at those sites.

### Considerations

- Engagement around recycling and sharing of clear accessible information with residents is essential.
- The ability for households to have more than one recycling bin needs to be clearly communicated/advertised.
- There is no clear evidence that reward schemes or enforcement actions would increase motivation to recycle household waste.
- The introduction of additional recycling streams collected on a monthly basis would be supported.
- There is a high level of openness to changes in the way that dry recyclables are collected for example, further separation of materials.
- Offering residents a food caddy type receptacle would potentially increase levels of food waste being recycled.
- There is a high level of support for the proposed recycling improvements for flats in the Borough.
- Food waste is an additional stream to be considered for flats.

## 2. Education

Only 25.2% of respondents thinks that Thurrock Council effectively educates residents about recycling. With regard to the recycling campaigns that have been run by the council over the past year, only 23.9% of respondents had seen the materials. These figures do not reflect the impact of the Bin Sticker and Recycling guidance distributed to residents as part of the Consultation promotion.

The four top preferred education methods identified by respondents were:

Education leaflets	66%
Bin stickers on recycling bins	63%
Information on the Council website	42%
Resident Newsletter	37%
Facebook	33%

The overall view of respondents was that an app detailing which materials go into which bins and collection days would be useful, with 64.3% supporting the proposal.

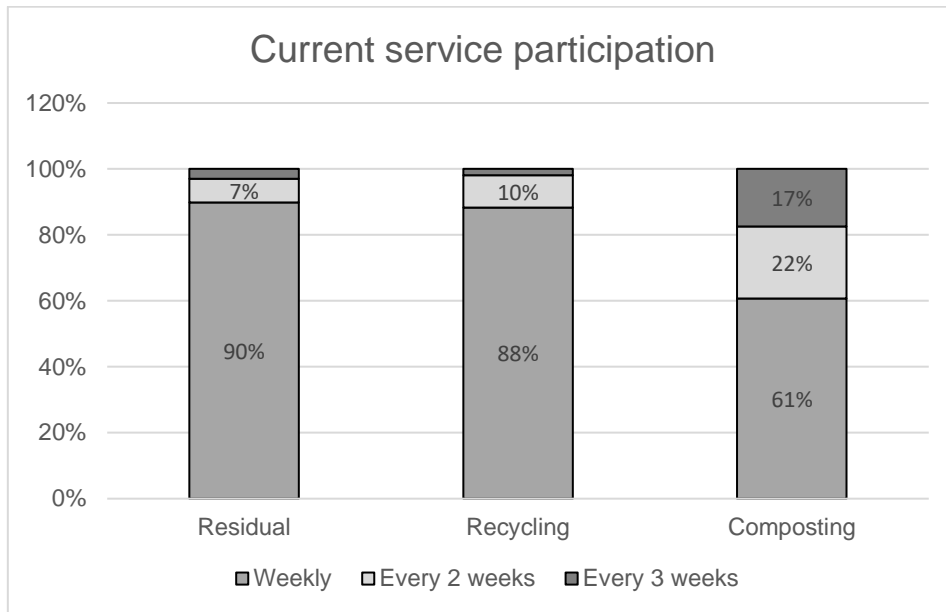
### Considerations

- Ongoing education is essential and we need to ensure that we are using methods that reach all residents.

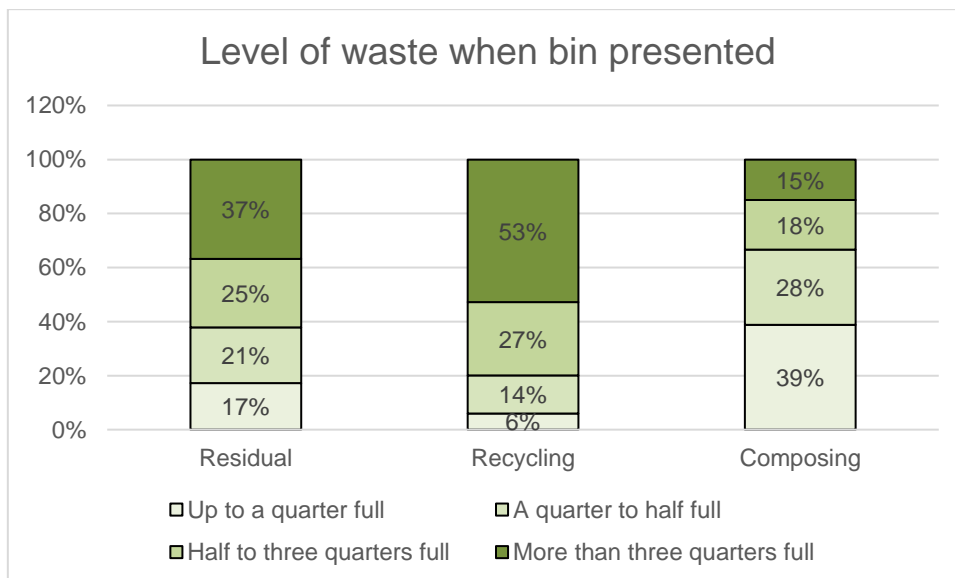
- Our current methods of communication with regards to recycling do not appear to be reaching a large proportion of residents.
- Building an app to support recycling and collection details in the Borough might is a popular option with respondents.

### 3. Collection

The current rate of use of the different streams of waste is detailed in the graph below. The majority of respondents report using all three services each week:



It is useful to combine this data with the reported fullness of bins as reported by respondents.



63% of respondents reported that when presented for weekly collections, their residual waste bins were less than three quarters full. For the combined kitchen and

garden waste bins, that figures increases to 85%, whilst for recycling it drops to 47%. The reported level of fullness of the recycling bins is likely to be largely due to the nature of recyclable materials. Unless items such as milk bottles and cans are manually compacted, they can be bulky.

69.9% of residents would prefer collection frequencies to remain unchanged for all streams of waste. This is not an unexpected response given that Thurrock is one of the few Local Authorities to have retained weekly collections of all waste streams. 50% of respondents would be supportive of garden waste collections happening every second week, as long as food waste was separated and continued to be collected on a weekly basis. 74.3% of respondents reported that they would find it acceptable if their brown bin was emptied on a fortnightly basis during the colder months (October – March).

There was no appetite to support paid garden waste collections, with 82.5% of respondents stating that they would not make use of that service.

The time of day that collections occur was not considered important by the majority of respondents.

#### **Considerations**

- There is little stated support for a reduction of collection frequencies for any streams of waste other than garden waste.
- With weekly collections, residual and composting bins are less than three quarters full for the majority of respondents.
- Recycling bins are reported to be almost full after a week.
- Time of collections does not appear to be a concern for residents.

#### **4. Processing of waste**

There was strong support from respondents for Thurrock to further investigate the building our own waste processing facilities including those to:

- Separate and process dry recycling.
- Process compostable materials – both food and garden waste.
- Generate energy through incineration.

Only 12% of respondents were opposed to further investigation or consideration or options.

#### **Considerations**

There is clear support for Thurrock Councils to investigate building their own Energy for Waste Facility, MRF and Composting facility.

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<b>1 October 2020</b>		<b>ITEM: 6</b>
<b>Cleaner, Greener and Safer Overview and Scrutiny Committee</b>		
<b>Public Protection work involving Animals</b>		
<b>Wards and communities affected:</b> All	<b>Key Decision:</b> No	
<b>Report of:</b> Gavin Dennett - Strategic Lead Public Protection		
<b>Accountable Assistant Director:</b> Leigh Nicholson - Interim Assistant Director Planning, Transport and Public Protection		
<b>Accountable Director:</b> Andy Millard - Director of Place		
<b>This report is</b> Public		

## Executive Summary

The Public Protection service of undertake a limited number of functions which involve the regulation and permitting of animal movements in relation to the control of diseases of livestock, the detention and quarantining of pets in relation to rabies control and the licensing of some animal related activities.

### 1. Recommendation(s)

**1.1 Cleaner, Greener and Safer Overview and Scrutiny Committee note the contents of this report.**

### 2. Introduction and Background

2.1 Teams within the Council's Public Protection Service undertake a limited number of functions which involve animals. The two teams within Public Protection undertaking these functions are Licensing and Trading Standards.

2.2 The Licensing team deal with the licensing of selling pet animals, boarding for cats and dogs, hiring horses, dog breeding, keeping or training of animals for exhibition, the keeping of Dangerous Wild Animals and the operation of a Zoo.

2.3 The Trading Standards team are responsible for farmed animals in the borough with the key focus being the principles of "Farm to Fork", ensuring any animal that is bred for human consumption meets set criteria in relation to animal health. The team monitor animal movements in order to prevent the spread of disease such as Foot and Mouth and ensure there are plans in place in the event of an outbreak. Similarly, the team are responsible for the

enforcement of properly recorded animal movements, including imported mammals for the purposes of preventing Rabies into the country. The Trading Standards team also oversees the delivery of the Council's Stray Dogs Service which is contracted out to a third party.

### **3. Issues, Options and Analysis of Options**

- 3.1 The work of the Licensing Team relating to animals are fee based activities and are carried out by a combination of in house staff and contractors (for instance vets are contracted for some licensing inspections).
- 3.2 The work of the Licensing team relating to animals is governed by the Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018, made under the Animal Welfare Act 2006, the Zoo Licensing Act 1981 and the Dangerous Wild Animals Act 1976.
- 3.3 The work of the Trading Standards team in relation to animals is governed by the Environmental Protection Act 1990 (as amended by the Clean Neighbourhoods and Environment Act 2005), the Animal Health Acts 1981 and 2002, the Disease Control (England) Order 2003 and the Rabies (Importation of Dogs, Cats and Other Mammals) Order 1974.
- 3.4 Aside from the specific work carried out by these teams, the Authority controls the keeping of domestic animals in Council accommodation through tenancy agreements. Tenancy agreements typically require occupiers to seek prior permission before keeping any animal, bird or reptile at the property and where approved, strict controls are put in place.
- 3.5 Regeneration and Assets manage non domestic council properties. Some activities involving animals (for example their use as part of a performance at the Thameside Theatre) are undertaken in council properties. Such events are managed on a case by case basis with animal welfare often dealt with by specialist external companies that provide the animals and have the expertise to manage their welfare.

### **4. Reasons for Recommendation**

- 4.1 This report has been drafted at the request of Members of Cleaner, Greener and Safer Overview and Scrutiny Committee so they can be informed on the work that Public Protection undertake on behalf of the Council that involves animals.

### **5. Consultation (including Overview and Scrutiny, if applicable)**

- 5.1 Internal consultation was undertaken with the Housing Department to determine any provisions within the Council's housing tenancy agreement that relates to animals.



5.2 Internal consultation was also undertaken with Regeneration and Assets to determine any stipulations applied to the letting or use of Council property that relates to animals.

## **6. Impact on corporate policies, priorities, performance and community impact**

6.1 The work of Public Protection with animals impacts on two Council priorities, the people priority relating to the safety of people and the prosperity priority to provide opportunities for business.

## **7. Implications**

### **7.1 Financial**

Implications verified by: **Rosie Hurst**  
**Interim Senior Management Accountant**

The current work of Public Protection relating to animals is funded via a combination of fee income and existing budget provision. There are therefore no financial implications concerned with this report.

### **7.2 Legal**

Implications verified by: **Courage Emovon**  
**Senior Contracts Lawyer**

The current work of Public Protection is governed by the legislation detailed in the body of this report. There are no additional legal implications associated with this report.

### **7.3 Diversity and Equality**

Implications verified by: **Rebecca Price**  
**Team Manager Community Development**

There are no diversity or equality implications associated with this report.

### **7.4 Other implications (where significant) – i.e. Staff, Health, Sustainability, Crime and Disorder)**

None

## **8. Background papers used in preparing the report (including their location on the Council's website or identification whether any are exempt or protected by copyright):**

- The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018
- The Animal Health Acts 1981 and 2002
- The Environmental Protection Act 1990
- The Clean Neighbourhoods and Environment Act 2005
- The Disease Control (England) Order 2003
- The Animal Welfare Act 2006
- The Zoo Licensing Act 1981
- The Dangerous Wild Animals Act 1976.

**9. Appendices to the report**

None

**Report Author:**

Gavin Dennett

Strategic Lead – Public Protection

Planning, Transport and Public Protection

<b>1 October 2020</b>		<b>ITEM: 7</b>
<b>Cleaner, Greener and Safer Overview and Scrutiny Committee</b>		
<b>CCTV Public Identification Policy Update</b>		
<b>Wards and communities affected:</b> All	<b>Key Decision:</b> n/a	
<b>Report of:</b> Dulal Ahmed, Housing Enforcement Manager		
<b>Accountable Assistant Director:</b> Carol Hinvest, Assistant Director of Housing		
<b>Accountable Director:</b> Roger Harris, Corporate Director of Adults , Housing and Health		
<b>This report is</b> Public		

## Executive Summary

On the 15 January 2020 Cabinet approved the implementation of a Public Identification CCTV policy for enforcement purposes and using images of criminal incidents in local publications and on the internet.

This report outlines the council's CCTV purpose, six month interim results implementing this policy during COVID19 and assisting with the successful prosecution of offenders.

Although Council appeals for public help to identify persons of interest was not needed over the last six months due to falling crime levels. CCTV is an invaluable tool for Essex Police and the Community Safety Partnership to combat crime, deter anti-social behaviour and environmental crime such as fly tipping, whilst enhancing community safety.

### 1. Recommendation(s)

- 1.1 **Cleaner, Greener and Safer Overview and Scrutiny Committee to note and comment on the interim results of the Public Identification CCTV policy.**
- 1.2 **Cleaner, Greener and Safer Overview and Scrutiny Committee to note the Community Safety Partnership oversees the monitoring of this policy.**

## **2. Introduction and Background**

- 2.1 The Cleaner Greener and Safer Overview and Scrutiny Committee supported the implementation of this policy on the 3 October 2019 to tackle anti-social behaviour and environmental crime offences where identities are unknown and could not be identified by any other means. This Committee agreed that an update report should be brought back in six months' time subject to Cabinet approval on the 15 January 2020.
- 2.2 Legislation provides the council with the powers to take formal action under its Enforcement Policy and publish images to prevent, detect crime, apprehend and prosecute offenders.
- 2.3 The Thurrock Community Safety Partnership continues to monitor this policy and direct CCTV to areas of need.

## **3. CCTV Enforcement in Thurrock**

- 3.1 Thurrock Council CCTV Control Room monitor and record 24 hours a day, 365 days a year.
- 3.2 The council has 600 cameras, spread over 40 locations on housing estates and open spaces including town centres.
- 3.3 The council's CCTV system has the following purposes:
  - Reduce the fear of crime
  - Deterring and preventing crime
  - Monitor public areas to detect incidents and co-ordinate a policing or enforcement response
  - Record events to provide high quality evidence which may assist in the detection of crime and the apprehension and prosecution of offenders
  - Provide assistance with issues relating to public safety and health, including fire safety
  - Providing assistance to colleagues in emergency situations
  - Protect property
  - Aid to person identification – operators help police to match police photographs of offenders and missing persons to CCTV images.
- 3.4 Cameras are sited to capture images which are relevant to the above purpose.
- 3.5 CCTV operators are aware of the purpose[s] and that CCTV equipment is only used to achieve the identified purposes. Operators are trained in the required Security Industry Authority criteria to carry out their duties.
- 3.6 The system is operated with a recognised Code of Practice and Procedural Manual and works within the requirements of General Data Processing

Regulation [GDRP], Data Protection Act 2018, Human Rights Act 1998 and relevant legislation.

3.7 The council’s Public Identification CCTV Policy is published on its website to be transparent and accountable to the public it aims to protect.

3.8 Requests for the release of data generated by the CCTV system, made by individuals or third parties, is processed by Information Governance, the Council Data Controller.

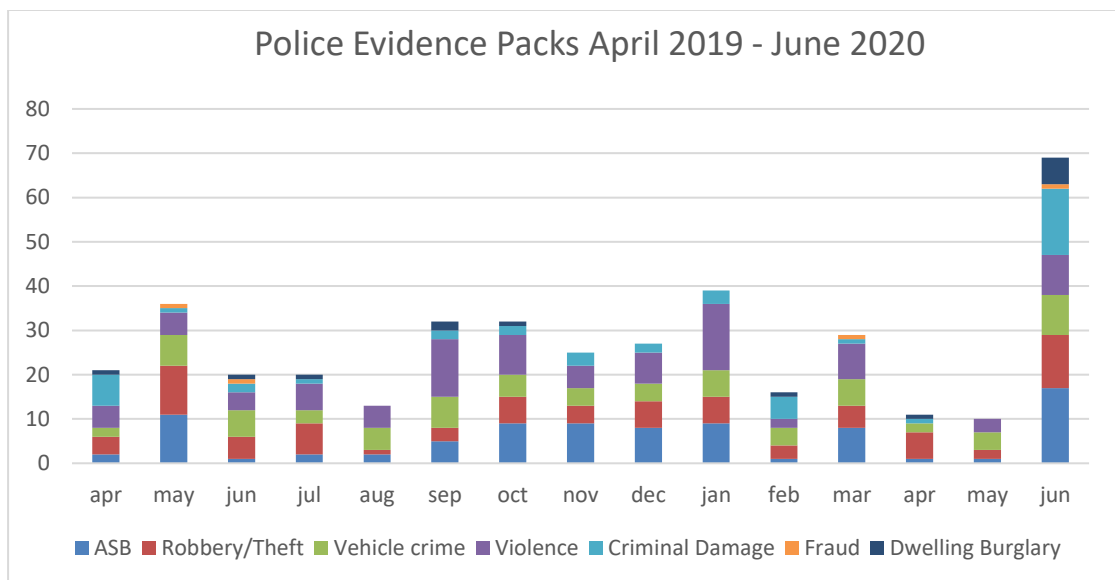
**4. Data Sharing**

4.1 CCTV is used in the monitoring of public areas, such as housing estates, parks, and town centres. It’s an effective tool and highly regarded and valued by the Community Safety Partnership for crime investigations, deterring anti-social behaviour and housing enforcement.

4.2 The Thurrock Control Room recorded 1956 incidents and produced 624 evidential packages from April 2019 to June 2020. Evidence packs are the recordings and statements which the CCTV operators produce for police and council enforcement officers.

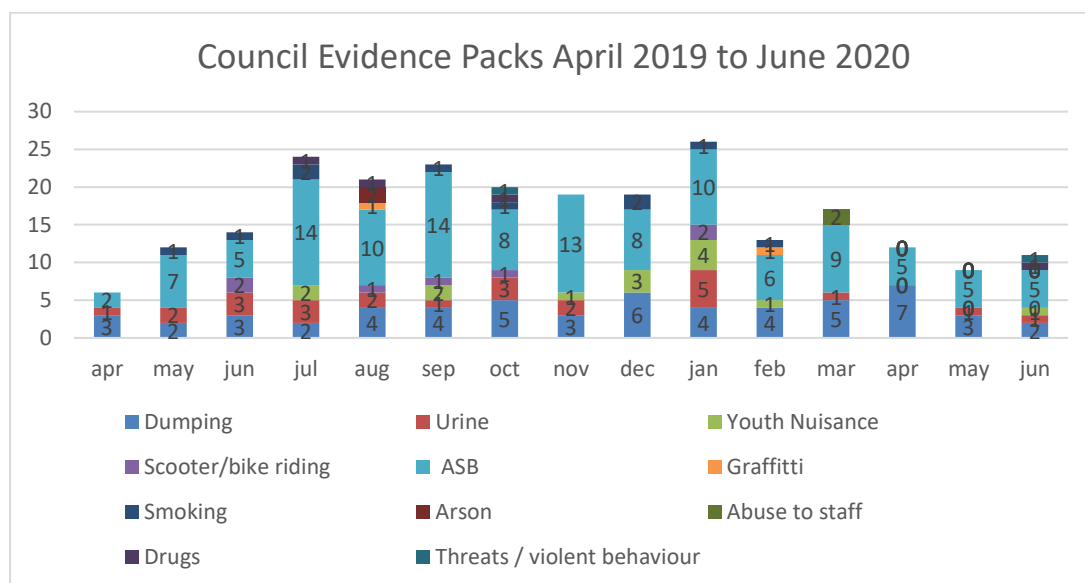
4.3 Table 1 and 2 shows the different types of evidence packs produced for criminal investigations and housing enforcement.

Table 1



4.4 Table 1 identifies violence, anti-social behaviour, vehicle crime, robbery and theft as resident and policing priorities. Essex Police and the Community Safety Partnership analyse patterns to predict and explain future behaviours. This directs problem solving strategies to protect communities.

Table 2



4.5 Table 2 identifies tackling anti-social behaviour, dumping [fly tipping], and misuse of communal areas council housing priorities. Thurrock Council investigates breaches of tenancy and in serious cases considers legal action.

## 5. Interim Results

5.1 The Public Identification policy and business workflow is robust and stands up to public scrutiny.

5.2 Council appeals for public help to identify persons of interest in local publications and on the internet was not needed over the last 6 months. This outcome may well reflect that all crime in the first quarter in Thurrock, April to June was down 27.4% reducing requirement to identify persons of interest.

5.3 Enforcement Officers are identifying offenders by other investigative actions such as gathering information, establishing facts, analysing photographs, and evaluating evidence to track and apprehend those caught on camera committing criminal offences.

5.4 The procedure for publicising anti-social behaviour and enviro crime offences shows care is taken to follow process and the council will not consider releasing images of offenders where the image is not clear and there is insufficient evidence to prosecute or issue a penalty notice in relation to the offence.

5.5 However, CCTV images will be used in cases where it's justified, necessary and proportionate to identify offenders who cannot be identified by any other means.

- 5.6 The following case studies are incidents dealt with by the Thurrock Control Room where CCTV evidence packs contributed to their identification and prosecution.
- CCTV evidence was provided to the Police regarding a prolific burglary offender caught on camera which enabled a successful prosecution in Court, the outcome on sentencing is awaiting reports.
  - CCTV evidence was provided to the Police for an assault, threatening behaviour and Public Order offences in Grays Town Centre. The offender was sentenced to 4 weeks imprisonment and a banning order for three years from the Town Centre.
  - CCTV evidence was provided for a case of Criminal Damage against Council property in the High Rise flats at Tilbury. The offender was found guilty and ordered to pay £500 costs to the Council.
  - CCTV was used to identify, arrest and convict a tenant for criminal damage in the communal area George Tilbury House. The offender was seen kicking the glass door panels. Due to this conviction and other Anti – Social Behaviour (ASB) matters the ASB Team served the tenant with a mandatory possession under the Anti - Social Behaviour, Crime and Policing Act 2014.
  - A visitor to Gooderham House was seen damaging the CCTV in the lift. The offender was subsequently identified and charged with criminal damage. This case will go before the courts soon. The ASB Team will consider a proportionate response following the outcome of the court hearing.
  - A female was assaulting another female as a result of argument over parking at Poole House. CCTV evidence captured the incident. The police are currently looking at the CCTV images and videos and will update the ASB Team for their input into this case.

## 6. **Dealing with anti-social behaviour and COVID19**

- 6.1 The Police report a decrease in all crime types from 163005 to 160022 over 12 months from June 2019 to June 2020 in Thurrock. However, anti-social behaviour reports to the Police increased by 3.8% from 44325 to 45988 at the end of June 2020.
- 6.2 Covid19 may well contribute towards a rise in report levels due to people not complying with the Government's guidance to stay at home or neighbour disputes due to intolerance and more people being at home than usual so they may be unaware of how their behaviour impacts on neighbours.
- 6.3 Action to tackle ASB during this difficult time to protect our local communities continues. The CCTV service operates a number of mobile cameras which can be deployed to various 'hotspot' areas, subject to availability and being operationally viable. This is agreed between Council Officers and the Police.

This is monitored by the Community Safety Partnership with a clear transparent system in place for their deployment to areas of need.

- 6.4 Areas with good camera coverage provides assistance to solve investigations, deter crime and anti-social behaviour to keep our estates and streets clean and safe.

## **7. Reasons for Recommendation**

- 7.1 The CCTV public identification policy plays a part of the council's overall package to fight crime, resolve tenancy breaches including anti-social behaviour and reduce re-offending.
- 7.2 The council's camera network increases the opportunities for surveillance and increases the perceived risk of detection associated with offending.
- 7.3 The council continues to monitor new technology solutions in relation to directing investigations and gathering evidence.

## **8. Consultation (including Overview and Scrutiny, if applicable)**

- 8.1 The Public Identification CCTV policy requires the consultation of the Community Safety Partnership, Essex Police, Legal, Children and Adult services before the decision to release an image to the public. Where the individual is known, it is unlikely to be appropriate to release the image, although there are exemptions and the Council will seek specific legal advice of known individuals are released.

## **9. Impact on corporate policies, priorities, performance and community impact**

- 9.1 This report contributes to the council fulfilling its community safety obligation under the Crime and Disorder Act 1998, Section 17.

## **10. Implications**

### **10.1 Financial**

Implications verified by: **Laura Last**  
**Senior Management Accountant**

There are therefore no financial implications concerned with this report.

### **10.2 Legal**

Implications verified by: **Tim Hallam**  
**Deputy Head of Law and Deputy Monitoring Officer**



In its administration of its CCTV system, the Council must comply with the Data Protection Act 1998. Due regard is given to the data protection principles embodied in the Data Protection Act. These principles require that personal data shall be:

- a) processed fairly and lawfully;
- b) held only for specified purposes and not used or disclosed in any way incompatible with those purposes;
- c) adequate, relevant and not excessive;
- d) accurate and kept up to date;
- e) be kept longer than necessary for the particular purpose;
- f) processed in accordance with the rights of individuals;
- g) kept secure; and
- h) not be transferred outside the European Economic Area unless the recipient country ensures an adequate level of protection.

From 25 May 2018, the Council is required to comply with the General Data Protection Regulation (GDPR). Due regard will be given to the data protection principles contained within Article 5 of the GDPR which provide that personal data shall be:

- a) processed lawfully, fairly and in a transparent manner;
- b) collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes;
- c) adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- d) accurate and, where necessary, kept up to date;
- e) kept in a form which permits identification of the data subjects for no longer than is necessary for the purposes for which the personal data are processed; and
- f) processed in a manner that ensures appropriate security of the personal data, including protection against unauthorized or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organizational measures.

### 10.3 **Diversity and Equality**

Implications verified by: **Roxanne Scanlon**  
**Community Engagement and Project  
Monitoring Officer**

There are no diversity or equality implications associated with this report. A Communities and Equalities Impact Assessment was completed when the original policy was implemented to ensure fair enforcement. Images of young persons under age of 18 or perceived to be will not be shared.

### 10.4 **Other implications** (where significant) – i.e. Staff, Health, Sustainability, Crime and Disorder)

None

### 11. **Background papers used in preparing the report** (including their location on the Council's website or identification whether any are exempt or protected by copyright):

CCTV Public Identification Policy, 15 January 2020, Cabinet

CCTV Public Identification Policy, 3 October 2019, Cleaner Greener and Safer Overview & Scrutiny Committee

### 12. **Appendices to the report**

None

### **Report Author:**

Dulal Ahmed  
Housing Enforcement Manager

<b>1 October 2020</b>	<b>ITEM: 8</b>
<b>Cleaner, Greener and Safer Overview and Scrutiny Committee</b>	
<b>A collaborative approach to Arts, Culture and Heritage in Thurrock</b>	
<b>Wards and communities affected:</b> All	<b>Key Decision:</b> No
<b>Report of:</b> Stephen Taylor, Strategic Lead Economic Development	
<b>Accountable Assistant Director:</b> n/a	
<b>Accountable Director:</b> Andy Millard, Director of Place	
<b>This report is public</b>	

## Executive Summary

This report sets out a collaborative community driven approach to arts, heritage and cultural activity in Thurrock. It recognises the value of arts, heritage and cultural activity in itself and as a way of engaging with communities to deliver related priorities including improving health and wellbeing, learning and skills, civic pride and a community driven growth agenda.

The report sets out the role the Council has to facilitate a collaborative approach to develop shared ambitions around community driven arts activity and the steps being taken by partners to secure resources and support delivery.

The report proposes to broaden out the collaborative approach taken to community driven arts and consider other ways the sector can contribute to Thurrock's growth ambitions and a vision for the borough as a proud and ambitious collaborative community.

### 1. Recommendation(s)

#### 1.1 Cleaner, Greener and Safer Overview and Scrutiny Committee are asked to:

- **Note the report and the collaborative approach taken to developing the shared ambitions around community driven arts activity.**
- **To support the development of funding applications to help secure delivery.**

- **To comment on the collaborative approach to broadening out the work to consider the impact the cultural sector can have on the economy, jobs, skills and the growth agenda.**

## **2. Introduction and Background**

- 2.1 The Council has a clear vision for Thurrock as... 'An ambitious and collaborative community which is proud of its heritage and excited by its diverse opportunities and future'. The vision is supported by priorities for people, place and prosperity that reflect pride in the borough's heritage, in the environment people live and work in and in ambitions for the future. Arts, culture and heritage have an important role to play in developing and maintaining civic pride and in enabling lasting transformational change that benefits local people as part of a wider placemaking agenda.
- 2.2 Thurrock's level of ambition and determination to drive growth that benefits local people remains as strong as ever. The Council is determined that growth will be infrastructure led, community driven and of high quality. This means that alongside the strong emphasis on the physical regeneration of the borough there is a focus on people. Supporting a vibrant and exciting community that engages people, that delivers things people want to do, that contributes to improving health and wellbeing and that enables residents to lead fulfilling lives.
- 2.3 In recent years Thurrock has developed a proud tradition of co-designing services with stakeholders. From the 'your place your voice' consultation informing the Local Plan to the Stronger Together Thurrock partnership the value of developing a shared vision and acting together is well recognised. In line with the collaborative approach taken elsewhere, stakeholders ranging from local artists to community groups to public sector institutions have worked together to develop ambitions for a community driven approach to arts, heritage and culture.

## **3. Issues, Options and Analysis of Options**

- 3.1 In the past the Council has worked towards developing a cultural strategy for Thurrock that reflects our ambitions and priorities. The work has been a useful foundation - to set the scene, to raise awareness and to identify some of the issues and the opportunities that could be addressed. However it was clear from the consultation on the draft strategy that it did not enjoy widespread support amongst stakeholders. Given the importance that Thurrock places on collaborating with communities and that so much cultural activity in Thurrock is delivered by artists, volunteers and community groups a different community driven approach to developing a shared direction of travel has emerged.
- 3.2 The 2018 Active Lives survey results reflected that engagement in arts and culture in Thurrock are significantly below the national average. At 35.8%, this is the lowest in the Arts Council Eastern Region without strategic Arts

Council England funding in place (Creative People and Place programme funding). Given our proximity to London, the services delivered by the Council (Thameside Theatre, Heritage Service), the Royal Opera House (notably the Trailblazer programme) and the endeavours of the many individuals, voluntary groups and organisations in the borough this statistic was both a surprise and a cause for concern.

- 3.3 As a result the Council and a number of individuals and organisations who recognise the contribution that cultural activity can make to many agendas started a discussion to reflect on what could be done to boost cultural activity in the borough.

### **A community-driven approach**

- 3.4 Early in discussions the stakeholders involved recognised the opportunity to build on two strategic opportunities:
- The development of nationally significant cultural production facilities at High House Production Park. Bringing incredible cultural production facilities to Thurrock has put the borough on the cultural map, enabling engagement with strategic initiatives such as the Thames Estuary Production Corridor and the development of proposals such as those for the Television and Film Studios in Purfleet. Bringing nationally significant cultural organisations to Thurrock has also been a catalyst to develop the Thurrock Trailblazer programme, a collaboration between the Council and the Royal Opera House to give young people in Thurrock the opportunity to access great arts and culture.
  - Five years of statutory and voluntary sector development based on Asset Based Community Development (ABCD) under the umbrella of ‘Stronger Together’ which has provided a framework within which partners in Thurrock have sought to collaborate and co-design services that meet the needs of local people.
- 3.5 Building on these two strategic opportunities partners in Thurrock recognised the opportunity to develop a community driven cultural programme ranging from world class arts and cultural activity to locally developed opportunities that would boost participation. A series of 8 open workshops and roundtable discussions where different stakeholders could contribute to the development process were held between November 2018 and March 2020 to help refine thinking and develop clear, shared propositions.
- 3.6 At the same time partners recognised the natural alignment between the collaborative approach to the arts and the objectives of the Arts Council England Creative People and Places Programme – a programme to encourage more people to choose, create and take part in brilliant arts experiences in their area. Working collaboratively and democratically the partners selected a partner – the Tilbury on the Thames Trust – to lead a consortium and wider partnership and submit an application for funding.

- 3.7 The proposal focussed on delivering two key ambitions in Thurrock:
- Leveraging community strengths and networks to co-produce place-based cultural programming that reaches and inspires more people;
  - Developing our cultural sector to support co-produced place-based cultural programming and achieve excellence in arts and culture;
- 3.8 The proposal recognised the importance of using the fantastic cultural hubs in Thurrock - Coalhouse Fort, Tilbury Cruise Terminal, the Thameside Complex and High House Production Park, as well as the many places in communities where people might feel comfortable engaging in cultural activity. It also recognised the importance of continuing with the collaborative approach and proposed mechanisms for listening to and developing ideas with the community alongside local decision making that would drive the activity commissioned.
- 3.9 The partners developed an application for support in early 2019 that just missed out on funding – reaching the final 3 bids in the Arts Council Eastern Region. Given the positive feedback from the Arts Council England the partners agreed to continue to work together, develop proposals further and to look for alternative funding opportunities. A second opportunity to bid for Creative People and Places arose in late 2019 and the partners submitted a proposal however the programme was suspended as the Arts Council, in common with many other organisations, suspended Business as Usual to respond to the COVID pandemic. The programme should reopen again towards the end of 2020 and the partners aim to submit a further application for support. In the meantime core partners have met during lockdown to continue developing ideas including a web portal and a small grants programme linked to the Voluntary Sector Development Fund administered by the Thurrock CVS.
- 3.10 Members of the Cleaner, Greener Safer Overview and Scrutiny Committee are invited to note and comment on the approach and to support the submission of a new application for Creative People and Places Funding when the opportunity arises.

### **Broadening out the Approach**

- 3.11 Community driven cultural activity can help develop a vibrant community. Opportunities to do things that we can appreciate and enjoy contribute to a better quality of life and can help deliver other priorities:
- Civic Pride: understanding the story of borough helps build civic pride;
  - Building a stronger community: cultural activities often involve participation and working together to overcome barriers, build stronger communities based on shared experiences;

- Learning and ambition: Cultural experiences are often learning experiences – helping us to aspire and to develop new skills;
- Health and wellbeing: cultural activities can be used as a vehicle to help overcome depression, loneliness and address other health issues.

3.12 Cultural activity can also link with and contribute to delivery of the wider growth agenda in Thurrock. The cultural and creative sector is widely recognised as a key growth sector for the UK economy. It is an increasingly important sector in itself and because of the contribution it can make to develop other sectors of the economy. The potential for a truly world class centre for cultural production in the Thames Estuary has been recognised by both the South East Local Enterprise Partnership and the Mayor of London. The Thames Estuary Production Corridor is a joint initiative between London and the South East that recognises the potential of the sector to create jobs, to grow businesses and add value to the UK economy.

3.13 Using the same collaborative approach the partners are now in a position to broaden out the work from a focus on community driven cultural activity to build strategic links to the growth agenda and support the economic recovery from COVID. The partners would focus on creative business, enterprise, skills and employment. Partners would also work together to develop a shared vision and priorities around a place-based approach focussing on people and creating prosperity. Discussion would focus in four areas:

- Place-based creative engagement which is world class and puts us on the map;
- Place-based creative engagement that is locally relevant to Thurrock's diverse communities;
- Supporting and growing Thurrock's world class cultural, creative and digital businesses, encouraging inward investment and selling product 'made in Thurrock' to other parts of the UK and to the world in line with the 'Global Britain' agenda;
- Supporting Thurrock creatives to develop and grow their businesses as a key part of plans for economic recovery and growth;

3.14 By working together, partners will develop a shared ambition, a set of priorities and project ideas and will then collaborate to apply these towards strategic and local opportunities and to secure external resources that will support delivery. It is proposed that these discussions take place by March 2021, which could be accelerated should the Arts Council England reopen their Creative People and Place programme earlier.

#### **4. Reasons for Recommendation**

4.1 Cultural activity can play an important role in securing Thurrock's ambitious plans for growth and in securing the development of stronger and more resilient communities. Partners have already recognised this and the Council has worked with individuals, groups and other public institutions to facilitate the development of clear shared ambitions around community driven cultural

activity. Members of the Cleaner, Greener, Safer Overview and Scrutiny Committee are asked to note and comment on the approach and to support efforts by partners to secure external funding through the Creative People and Places programme and other opportunities that will fund delivery.

- 4.2 The Cultural sector is also an important contributor to UK PLC and, most importantly, has been recognised as a key growth sector of the economy. High House Production Park has put Thurrock on the map in terms of cultural production and helped secure a seat at the top table of initiatives such as the Thames Estuary Production Corridor. The partners in Thurrock are now in a position to broaden out the collaborative approach and develop an overall vision and ambitions around creative enterprises, economy and skills.

## **5. Consultation (including Overview and Scrutiny, if applicable)**

- 5.1 The collaborative approach to developing community driven ambitions for cultural activity has engaged individual artists and local historians, voluntary and community groups and public institutions in a series of roundtable discussions and workshops to map existing activity in Thurrock, understand strengths and opportunities as well as issues and to develop two clear propositions that describe what partners collectively want to achieve.

- 5.2 The paper outlines proposals to build on this approach to consider the skills of local creatives and the contribution the sector can make to economic recovery and growth in Thurrock.

## **6. Impact on corporate policies, priorities, performance and community impact**

- 6.1 There are links to a number of other agendas including the approach to economic recovery and growth, to building stronger more collaborative communities, to improving skills and to addressing health and wellbeing.

## **7. Implications**

### **7.1 Financial**

Implications verified by: **Rosie Hurst**  
**Interim Senior Management Accountant**

There are no financial implications arising from this report.

### **7.2 Legal**

Implications verified by: **Tim Hallam**  
**Deputy Head of Law and Deputy Monitoring Officer**



There do not appear to be any legal implications directly arising from this report.

### 7.3 **Diversity and Equality**

Implications verified by: **Rebecca Lee**  
**Team Manager – Community Development and Equalities**

Both new and existing communities, representative groups and organisations will be supported to come together to develop a wide range of shared cultural ambitions building on and celebrating the rich heritage of the borough and creating opportunities for wider connection and collaboration. As a direct outcome, the design and articulation of the vision for this agenda in Thurrock will help community groups and organisations to attract funding and develop their offer which will help build stronger more collaborative communities overall.

The final vision, priorities and work programme will be subject to an Equality Impact Assessment that will help to identify means for achieving positive outcomes including accessible programmes and activities for all regardless of their protected characteristic.

### 7.4 **Other implications** (where significant) – i.e. Staff, Health, Sustainability, Crime and Disorder)

None.

### 8. **Background papers used in preparing the report** (including their location on the Council's website or identification whether any are exempt or protected by copyright):

None.

### 9. **Appendices to the report**

Appendix 1 - A collaborative approach to Arts, Culture and Heritage Summary

#### **Report Author:**

Stephen Taylor

Strategic Lead

Economic Development

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# Thurrock Vision for Culture

Why?

Our ambition is about place, but more importantly about people. Arts, culture and heritage are key to the development of vibrant places and communities. Whilst Thurrock is at the fulcrum of the Thames Estuary – an emerging centre for creative industry and a huge opportunity - cultural engagement levels are amongst the lowest nationally. The cultural vision aims to close this gap.

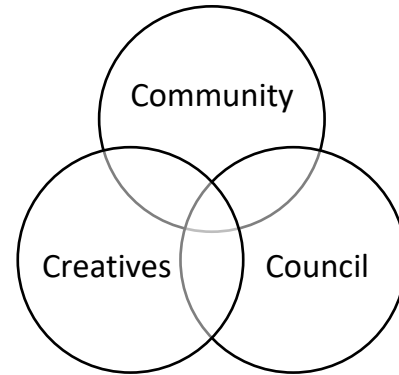
Links to wider agendas:

- Civic Pride
- Stronger communities
- Learning & ambition
- Health & Wellbeing
- Growth

Who?

Our last cultural strategy did not secure the buy in necessary to ensure collective delivery.

An arts, culture and heritage group comprised of creative and community leaders has worked with the Council to develop shared ambitions around community driven arts and culture. The next stage in the work is to broaden out the discussion to enable co-production of a new vision for cultural activity.



What?

We will co-produce our cultural vision together in a place-based way, focussing on people and prosperity to build on the community driven cultural ambitions and develop four distinct areas of focus together.

We will then work together as a collective to secure external funding for projects and initiatives that deliver the strategy.

1. Place-based creative engagement which is world class and puts us on the map



**Audiences**  
**PEOPLE**

**Participants**

**PLACE FOCUSED**

2. Thurrock creative industries contributing to UK PLC and 'Global Britain'



**Volunteers**

**Creative Business**

3. Place-based creative engagement that is locally relevant to Thurrock's diverse communities

**PROSPERITY**

**Local**



4. Thurrock creatives supported to develop as a key part of economic recovery and growth

When?

2020/21		2021/22			
Q3	Q4	Q1	Q2	Q3	Q4
Engage new stakeholders	Roundtable discussions	Roundtable discussions	Sign off vision and group oversees delivery programme		
Update ACE and NLHF	Collective planning or bids	Develop CPP (COVID permitting)		Partners lead respective fundraising activities	

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**Cleaner Greener and Safer Overview & Scrutiny Committee  
Work Programme  
2020/21**

Dates of Meetings: 2 July 2020, 1 October 2020, 3 December 2020 and 4 February 2021

<b>Topic</b>	<b>Lead Officer</b>	<b>Requested by Officer/Member</b>
<b>2 July 2020</b>		
Annual Report of the Director of Public Health, 2019/20: Serious Youth Violence and Vulnerability	Ian Wake	Officers
Gang Related Violence Update Report	Michelle Cunningham	Officers
The Work of Trading Standards	Gavin Dennett	Officers
<b>1 October 2020</b>		
Cross Party Waste Working Group and Municipal Waste Strategy for Thurrock 2021-2031	Daren Spring	Officers
CCTV Public Identification Policy Update Report	Dulal Ahmed	Officers
Public Protection work involving Animals	Gavin Dennett	Officers
A collaborative approach to Arts, Culture and Heritage in Thurrock	Stephen Taylor	Officers
<b>3 December 2020</b>		
Council Funded Police Update report	Michelle Cunningham / Police	Officers
Fees and Charges Pricing Strategy 2021/22	Julie Rogers	Officers
Food Waste	Julie Rogers	Members
Impact on Air Quality in lockdown in the borough	Lee Nicholson	Members

Establishment of the Climate Emergency Task Force	Stephen Taylor	Members
Activity Place Strategies	Jahur Ali	Officers
<b>4 February 2021</b>		
Contract Renewal Litter Enforcement	Phil Carver	Officers
Air Quality Modelling Assessment and Associated Work Update Report	Leigh Nicholson	Officers
Update report on Community Safety Partnership and Prevent	Michelle Cunningham	Officers

Clerk: Jenny Shade  
Last Updated: September 2020