

# REGENERATION, CULTURE AND ENVIRONMENT OVERVIEW & SCRUTINY COMMITTEE

16 AUGUST 2018

## ATTENDANCE OF THE PORTFOLIO HOLDER FOR FRONT LINE SERVICES

Report from: Portfolio Holder for Front Line Service, Councillor  
Filmer

### Summary

This report sets out progress made within the areas covered by the Portfolio Holder for Front Line Services which fall within the remit of this Committee.

## 1 BACKGROUND

1.1 The areas within the terms of reference of this Overview and Scrutiny Committee covered by the Portfolio Holder for Front Line Services are:

- Highways
- Street Lighting
- Parking
- Public Transport
- Traffic Management
- Transport Strategy
- Travel Safety
- Waste Collection/Recycling/Waste Disposal and Street Cleaning

1.2 Achievements for 2017/18 are detailed by services area below.

## 2 HIGHWAYS AND STREET LIGHTING

### 2.1 Highway Infrastructure Contract Performance

2.1.1 The Highways Infrastructure Contract (HIC) commenced 1 August 2017 and replaced the existing, separate, Term Maintenance Contracts for Highway Maintenance and Street Lighting with one prime contractor (Volker Highways) that also includes provision for Highway Construction Projects, Structures and Professional Services.

## 2.1.2 Contract Performance

- 2.1.2.1 Delivered to programme and budget the planned resurfacing programme for carriageway and footways. The carriageway programme for 2017-18 comprised 12 schemes totalling 4,910 linear metres and the footway programme comprised 10 schemes totalling 3,420 linear metres. Schemes are selected on condition survey data and prioritised according to the available budget being principally funded through the annual Local Transport Plan allocation for Highway Maintenance from the Department of Transport.
- 2.1.2.2 Completed 3,936 task orders for repairs across the Highway Network, 731 defects of which related to make-safe repairs (for 127 individual roads) following the Winter Period (Beast from the East). The Highway Inspectors proactively supported the repair programme carrying out an additional 113 repairs to 58 individual roads.
- 2.1.2.3 Completed a cyclical programme of bulk lamp and clean maintenance for Street Lighting and through a proactive maintenance programme (including night-time scouting) delivered an average of 99.4% of lights in illumination at any one-time.
- 2.1.2.4 Delivered a cyclical programme of gully maintenance with the total number of gullies cleaned in 2017-18 being 25,391 out of 33,867 (75% performance). Shortfalls in performance are principally in relation to issues of parked vehicles preventing maintenance. This problem is experienced by all Local Highway Authorities.
- 2.1.2.5 Volker's now manage as Prime Contractor the quarterly closure programme for Medway Tunnel co-ordinating all contractor activity required to ensure tunnel safety and maintenance. In addition to this quarterly programme of works, investment has provided a new fire alarm system in the Tunnel Service Building along with a programme to replace the manholes throughout the tunnel bores.
- 2.1.2.6 The 2017-18 Highway Structures Inspection Programme (General Inspections and Principle Inspections) was successfully completed to programme. Key Structures projects that were progressed last financial year include Green Street Green – Replacement Bridge and Broom Hill Road Retaining Wall. Green Street Footbridge is a long standing project that has been delayed due to Network Rail Consent Issues. An Asset Protection Agreement (APA) has now been signed by Medway Council and Network Rail for this scheme to go ahead and the design has been completed and is in the process of being signed off. The installation is aimed to be carried out this financial year, providing we have all approvals signed by Network Rail. Broom Hill Road Retaining Wall was a dangerous retaining wall caused by overgrown vegetation requiring it to be demolished. Ground investigations have now been completed and construction of the new wall is anticipated to be carried out in August/September 2018.

### 2.1.3 Contractor Investment & Accreditation

- 2.1.3.1 Volker's have appointed 2 apprentices to the Contract (Street Lighting & Contract Administration) and are currently out to advert for a third apprentice post for the Contract. Workforce analysis shows that 97% of the Contract staff are local residents.
- 2.1.3.2 Volker's have invested £1.65 million into a new Contract fleet (26 vehicles) for the Highway Infrastructure Contract that is Euro 6 and Fleet Operator Recognition Scheme compliant. In addition, we are currently trialling 3 electric vehicles, with a view to using them permanently, where appropriate, within the contract.
- 2.1.3.3 Successfully secured a Bronze Award through the Considerate Contractors Scheme (CCS) for the Highway Infrastructure Contract. The Considerate Constructors Scheme (CCS) aims to improve the image of construction by assessing and monitoring sites against a code of practice. The Considerate Constructors Scheme (CCS) is a national initiative established by the construction industry to improve its image by improving standards of neighbourliness.

## 2.2 **Highway Investment**

### 2.2.1 Department of Transport Funding & Local Growth Fund

- 2.2.1.1 Highways secured a Band 3 Award through The Highway Incentive Fund that resulted in £430,000 being secured for the current financial year that will be invested into planned carriageway works. Band 3 is the highest Band Level for this funding programme and for those Authorities that remain at a Band 2 or Band 1 the level of Highway Incentive fund reduces each financial year. This is the first year that Medway have met the Band 3 assessment level and by comparison last financial year the Authority was at Band 2 and secured £196,000.
- 2.2.1.2 In addition, Highways have secured funding of £406,045 from the DfT Annual "Pothole" Fund. The requirement of the funding is that it must be used as an addition to current funding and not in place of, to undertake repairs to the carriageway network in order to improve the network. Medway has drawn up a list of smaller resurfacing schemes, which will provide the best improvement to the network, to be funded by this allocation and completed in the financial year 2018/19. Last financial year Medway secured £201,000 from the DfT Annual "Pothole" Fund.
- 2.2.1.3 The Authorities Challenge Fund Application (Tranche 2A) to the DfT for the A289 (Pier Road & Medway tunnel Infrastructure improvements) that was submitted in 2017-18 was unsuccessful. Due to the high number of funding applications received, the DfT are not giving feedback to those Authorities that were unsuccessful and a decision is yet to be taken by the DfT on when the next Challenge Fund Round will be announced.

2.2.1.4 The Highway Capital Projects Team have assisted with delivering a programme of Highway, Transport & Public Realm Projects principally funded through the Local Growth Fund Allocation and Local Transport Plan. Key projects taken forward are Chatham Town Centre Place Making (£4m) that is a place-making, public realm and connectivity project, the Cycling Action Plan (£2.5m) and taking forward the technical design stages for the A289 (£11.1m) and Strood Town Centre (£9m).

## 2.2.2 Medway Council Funding

2.2.2.1 As part of Budget Setting for this financial year capital funding through Prudential Borrowing of £2,729,127 has been secured to commission a programme of Street Lighting Column Replacements. The total number of Street Lighting Columns that will be replaced through this programme over the next two financial years is estimated at 1,900 and will be delivered through the Highway Infrastructure Contract. Columns within this programme will be replaced by Aluminium columns as these have the longest design life of 50 years with a structural testing requirement after 25 years. By comparison steel columns have a design life of 30 years and a structural testing requirement after 15 years. In addition, all columns replaced through this programme will be upgraded to LED.

2.2.2.2 As part of Budget Setting for this financial year the Winter Gritting Budget has been increased by £120,000 from a base budget of £178,000 to ensure greater funding resilience to deliver this key service activity.

2.2.2.3 In respect of the LED Street Lighting Programme an Outline Business Case has been developed and there is ongoing work required to develop this to a Full Business Case aligned to the Authority's Transformation Programme and Smart Cities ambitions.

## 2.3 **Highway Resilience Management**

### 2.3.1 Winter Gritting

2.3.1.1 The Winter Gritting Period (27 October to 20 April) was significantly colder than the previous financial year and included two significant snow events (Beast from the East) resulting in widespread network disruption across the Country. In total there were 138 salting runs using 5,330 tonnes of salt, and by comparison last financial year there were 81 salting runs using 1,920 tonnes of salt.

2.3.1.2 During the two snow events (Beast from the East) additional resource deployment was brought in using contracted arrangements with local farmers and sub-contractors to support clearance of roads blocked by snow drifting principally on the Peninsula and to continue restocking of the 455 Grit Bins on the Highway Network.

2.3.1.3 For the two snow event periods, a total of 1,600 tonnes of salt was spread to keep the Network moving under very challenging conditions with Highways Staff operating a 24/7 shift pattern supporting Volker's dedicated gritting crews.

2.3.1.4 The total expenditure for last year's Winter Gritting Period was £423,409 against a base budget of £178,000. As stated earlier in this report as part of Budget Setting for this financial year the Winter Gritting Budget has been increased by £120,000 from a base budget of £178,000 to ensure greater funding resilience to deliver this key service activity.

### 2.3.2 Flooding

2.3.2.1 On the 29 May this year there was a period of extensive rainfall up to 35mm and higher across the South East that resulted in surface water flooding and flooding to properties across 31 sites within the Medway area.

2.3.2.2 Highways supported the Council's Emergency response to this flooding event to mitigate the adverse impacts of this flooding including undertaking a programme of repairs for road damage post flood the most significant of which was Capstone Road that required resurfacing.

2.3.2.3 Medway Council is the Lead Local Flood Authority (LLFA) as defined by the Flood and Management Act 2010 (FWMA with Flood Management sitting within the Physical & Cultural Regeneration Division (Planning). Under Section 19 of the FWMA, Medway Council has a duty to investigate significant flood incidents in its area. Highways will be working with Planning and other agencies on preparing the Section 19 report and identifying what improvements need to be considered to reduce future flooding events.

## **3 PARKING**

### **3.1.1 Parking Performance**

3.1.1 Benchmarking data shows that Medway Council remains one of the lowest parking charging authorities within Kent.

3.1.2 The Council's In-House Parking Enforcement Team issued 81,839 Parking Charge Notices (PCN's) across Medway.

3.1.3 Introduced a Parking Hotline number and email in November 2017 to provide a pro-active service response for customer reporting around parking contraventions. To date we have received 1,139 calls to the Parking Hotline number and 278 emails resulting in 567 PCNs being issued in response to customer concerns around parking Issues.

3.1.4 The full-year effect of the European Parking Collection (EPC) Contract has resulted in income of £7,605 being collected for PCNs that have been issued to foreign vehicles that cannot be traced by the UK DVLA service. By comparison during the last financial year through the EPC Contract income totalling £3,620 was secured.

3.1.5 Recruitment and retention of Civil Enforcement Officers remains a key challenge and to underpin service delivery the service has had to employ Agency Staff at a cost pressure on the Parking Account.

- 3.1.6 The residents permit has been extended to allow those residents who need support to live independently, care for children etc to purchase a Residents Support Permit linked to a specific vehicle. This permit has been well received by those residents living in CPZs. Launched on 14 May 2018, 58 have been purchased so far at the same annual cost as a residents permit.
- 3.1.7 Due to persistent anti-social behaviour (ASB) at the multi storey car parks (MSCP's) principally Rochester MSCP and The Brook MSCP, a contract for call-off security has been adopted to try and eliminate the issues and has been an ongoing problem through 2017/2018 resulting in a cost pressure on the Parking Account. Through the newly created ASB Team that forms part of the Community Safety Partnership we are working with the Police and other agencies to find more sustainable management solutions to address these ASB issues.
- 3.1.8 Charging for the use of the Strand Car-Park went live last financial year (July 2017) and has secured income of £38,600.
- 3.1.9 Parking Design Team have consolidated all Disabled Parking Bays within the Legal Order to enable all bays throughout Medway to be enforced for parking contraventions and have successfully implemented 21 parking design schemes in response to Ward Member requests and petitions received. There is also work underway with Ward Members in Gillingham to audit the capacity of existing CPZs to maximise space for residents as well as opening up off street capacity overnight where possible.
- 3.1.10 British Parking Association Safer Parking Scheme has accredited that 44 of our 54 car parks meet the national standard for UK Car Parks that have low crime and measures in place to ensure the safety of people and vehicles. A Park Mark is awarded to each car park that achieves the standard. This year the number of car parks has reduced to 54 due to the closure of the former Civic Centre car park.

## **3.2 Parking Service Improvements**

- 3.2.1 Emerging channel shift to cashless parking via the RingGo Model as a customer preference option following its implementation on the 1 April 2017. A total of £554,196 P&D income was yielded via this cashless payment option and this is expected to increase further this financial year.
- 3.2.2 Development of a virtual parking permit system for resident and daily visitor vouchers in an attempt to improve the customer experience whilst generating Council efficiencies. The scope for a virtual parking permit system for resident projects is being reviewed to address user acceptance concerns and a decision is yet to be taken on an implementation date.
- 3.2.3 The Trail system which monitors the Parking Enforcement Team whilst on beat deployment is now fully operational and is providing an excellent Health & Safety tool as this allows Parking Management to pin point where every officer is located at any time along with being a more efficient staff performance monitoring tool using live data.

3.2.4 As part of the Local Growth Fund Programme the first phase of public realm improvements to the Commercial Road Car Park in Strood has been successfully delivered and, as part of the Local Growth Fund Programme consultation for Strood, the Market will now only operate on Tuesday resulting in extra car parking being available in Strood Town Centre on Saturdays to meet parking demand.

## **4 PUBLIC TRANSPORT**

4.1 The commercial bus network has been relatively stable during 2016/17, although the operating environment has been challenging due to major utility roadworks, and bus patronage has declined locally and nationally. Nu-Venture was unable to continue operating the daytime 185 service commercially. Medway Council now provides a subsidy to keep the service running for residents of the Davis Estate. The MY school buses continue to operate successfully, with passenger numbers at an all-time high, and the Council has received positive feedback on the service provided by the operator, ASD.

4.2 A range of improvements to bus stop facilities were implemented during the year, including upgrades on the 101 bus route in Maidstone Road Chatham, the 142 route in Rochester, and the 116/130 route in Twydall and Rainham. Ad hoc requests were also responded to at other bus stops

4.3 The 'Kent & Medway Connected' Smartcard scheme continues with support from Medway Council and Kent County Council. This allows passengers to travel on the independent bus network in Medway using an "oyster style" card. Officers continue to oversee the promotion of bus services through printed literature, maps, online information, and Real Time Information.

4.4 The Bus Station Information Centre operation was moved to Medway Norse in May 2017. Officers have overseen a significant improvement to facilities at the Bus Station, with the construction of a purpose-built toilet block separate from the Information Centre, including accessible toilets and baby changing facilities.

## **5 TRAFFIC MANAGEMENT**

5.1 In 2017/18 officers have processed:

- 111 Scaffolding Applications
- 665 Skip Applications
- 13,591 roadworks permit applications were granted, an increase of around 48% on the previous year, which generated 9,062 streetworks inspections
- This resulted in 322 Defects Notice being issued, and 383 Fixed Penalty Notices being issued.
- 167 offences for over running roadworks were processed
- 99 temporary Traffic Orders were produced to support works and events on the highway
- 30 Permanent Traffic orders were produced
- 56 emergency Traffic orders and 47 Emergency Traffic Orders were produced

- 5.2 Officers successfully managed a major utilities roadworks programme in 2017/18 minimising the impact on journey times across Medway, and continued with the programme of coring to ensure that roadworks are carried out to the required standard and the highway is satisfactorily reinstated.
- 5.3 The Streetworks Permit Scheme for Medway went live in January 2017, after a set-up period of only nine months. The scheme will improve the organisation and management of roadworks in Medway, minimising the impact on journey times across the area.
- 5.4 The pilot 'Objects of the Highway' licencing scheme for Chatham High Street – which was introduced to improve the management of furniture and other items on the public highway - was monitored and reviewed in 2017/18. Positive feedback was received from businesses, the Kent Association for the Blind and Kent Fire & Rescue, all of which noted the improved appearance of the High Street, reduced clutter and improved accessibility.
- 5.5 Traffic Management support was provided for major events including the Battle of Medway, Dickensian Christmas, Dickens Festival, Sweeps Festival, Medway Mile, plus numerous requests for advice regarding minor events and events queries from the public.
- 5.6 Incidents on Medway's highway network have been successfully managed utilising all of the tools available in the Traffic Operations Room to ensure that the impact on traffic flows and journey times was minimised. This included network management during the period of severe weather in February 2018: managing information and updating road users of the travel situation as well as arranging for road closures and providing equipment and staff. Officers continued to oversee the operation of the traffic control gating system on the westbound approach to the Medway Tunnel, which was introduced to reduce congestion on the Medway City Estate.
- 5.7 Officers have liaised with KCC and Highways England on wider strategic issues across the region, including support for Operation Stack and consultation on proposed lorry parking initiatives. Dedicated support was provided to the construction of developments, including the successful management of numerous abnormal load movements through Medway. The department conducted reviews of LGV parking within Medway and reviewed the A228 on the Grain Peninsula for alternative emergency routes.

## **6 TRANSPORT STRATEGY**

- 6.1 The Integrated Transport Service Team have project managed the delivery of four of the current Local Growth Fund regeneration projects, the Medway Cycling Action Plan (£2.5m), A289 Four Elms Roundabout Network Improvements (£11.1m), Strood Town Centre Journey Time and Accessibility Improvements (£9m), and Medway City Connectivity Improvements (£2m). Management and delivery of these projects continues into 2018/19.



- 6.2 During 2016/17, Medway Council became a partner in 'Transport for the South East' (TfSE) – a new body created to improve the transport network and grow the economy of the South East. Other members of the board include the Berkshire Local Transport Body, Brighton & Hove City Council, East Sussex County Council, Hampshire County Council, Isle of Wight Council, Kent County Council, Portsmouth City Council, Southampton City Council, Surrey County Council and West Sussex County Council. As a group, it will devise an integrated transport strategy that will focus the attention of ministers on the area's needs, directly influencing when and where money is invested in the South East's transport network. The aim of TfSE is to support and grow the economy by choosing the right strategic transport priorities for investment. This will also mean improvements for everyone who relies on the transport system, including more reliable journeys free of congestion and the possible introduction of integrated smart ticketing across the area. The intention is that TfSE will become a fully functioning statutory body in 2020.
- 6.3 During 2017/18, work commenced on developing TfSE's transport strategy by undertaking an Economic Connectivity Review of the region. Officers, through TfSE, developed and submitted responses to government consultations on the Strategic Road Network and Road Investment Strategy 2 (2020-2025), and proposals to establish a Major Road Network.
- 6.4 Representatives from the project team for the new Lower Thames Crossing provided a series of updates to officers and Members, and attended consultation events across Medway to offer engagement opportunities for local residents.
- 6.5 Medway Council's Strategic Transport model was validated by Highways England and has been an important tool in the development of Medway's new Local Plan, assessing various options for new development in Medway up to 2035. The model will enable the Council to assess the impact of other developments on the highway network and journey times and facilitate long-term planning of Medway's infrastructure needs.
- 6.6 Work is on-going to deliver a series of strategic improvements to pedestrian and cycle facilities and journey times as part of the aforementioned Local Growth Fund schemes in Strood Town Centre and between the Medway Tunnel and Four Elms roundabout. A new station building at Strood railway station was completed and opened in December 2017, with works to enhance the public realm on Tollgate Lane and the Commercial Road car park commencing in the Spring of 2018. A series of improvements to cycling infrastructure across Medway have been practically completed, with early indications that they have been successful in promoting and increasing the number of cyclists on the local network.

## **7 TRAVEL SAFETY**

- 7.1 A total of 94 Killed or Seriously Injured (KSI) casualties were recorded in Medway during the calendar year 2017, an increase of 1 compared to the final 2016 KSI casualty figure. Of these, two fatal casualties were recorded, one less than the previous year. 94 KSI's is outside of the local target to reduce KSI's by 33% by 2020.

- 7.2 A number of successful road safety engineering interventions were completed in 2017/18:
- A2/A278 Bowater roundabout - Casualty reduction and traffic flow improvement
  - Implementation of shared off carriageway cycle routes on:
    - Gillingham Business Park, Gillingham
    - A289 Pier Road, Gillingham
    - Lords Wood Lane, Chatham
    - Beechings Way and Bloors Lane, Gillingham
    - A229 Maidstone Road between ASDA and Horsted Retail park including pedestrian crossing upgraded to Toucan
    - New cycle parking stands at various locations.
- 7.3 The upgrade of Medway's wet film speed camera sites to digital technology has continued in partnership with Kent County Council. This follows successful pilot installations. A phased replacement of all wet camera technology has commenced to upgrade all current fixed speed camera stock.
- 7.4 Road safety partnership activity as part of the county wide Casualty Reduction Partnership (CRP) has continued ensuring close coordination with local casualty reduction stakeholders. This includes delivery of joint road safety messages and enforcement to key road users based on the National Police Chief Council's calendar. To date this year, the calendar has included; powered 2 wheelers, cyclists, mobile phones, seatbelt awareness, speed and summer drink drive messaging.
- 7.5 Road Safety education has been delivered to a total of 6,955 primary school children in Medway [228 classes, 39 schools] between September 2017 and July 2018. Under 5's Road Safety Education has been delivered in Medway nursery and pre-school settings to 308 children across 21 sessions between May and June 2018.
- 7.6 The 'Seatbelt Sled' scheme was delivered to an additional 18 schools in Medway [1,271 pupils in upper Key Stage 2] between April and July 2018. The initiative aims to increase knowledge and awareness of in-car safety through discussion and practical demonstration. At the end of each session, pupils were asked to complete a questionnaire. Based upon a sample survey of 300 pupils, 97% said they would always wear a seatbelt on car journeys in the future [compared to 40% prior to the intervention] and 93% were aware of the laws concerning seatbelts and child restraints.
- 7.7 Scooter Skills have been delivered to 12 Medway schools between March and July 2018, totalling 542 children in Key Stage 1.
- 7.8 School Crossing Patrol service – 33 School Crossing Patrols employed across 42 recognised sites now operate throughout Medway.

- 7.9 The Council's Safer Journeys Team worked closely with schools in Medway in delivering Bikeability training. There are three associated levels, each designed to improve practical cycling skills. Levels 1, 2 and 3 take trainees from the basics of balance and control, all the way to planning and making an independent journey on busier roads. In 2017/18, 1,043 children in Medway received Bikeability Level 1 and 2 courses. An additional 190 Bikeability Balance places were delivered to Medway pupils in Key Stage 1, which forms one of the DfT Bikeability Plus modules delivered in Medway.
- 7.10 The Big Pedal, 23 April – 4 May 2018 - A national campaign led by Sustrans and promoted locally via the Council's Safer Journeys Team. On each day, schools competed for the highest percentage of pupils, staff and parents cycling or scooting to school. Two of the participating schools in Medway achieved 14<sup>th</sup> and 16<sup>th</sup> places nationally for the percentage of students cycling and scooting to school over the campaign duration. The participating Medway schools were one of 1,608 schools [513,443 participating pupils] from across the UK that made 989,414 total journeys by bike and scooter.
- 7.11 A total of 17 Medway schools and Mid Kent College received 'A Licence to Kill?' [L2K] road safety theatre in education between November 2017 and January 2018, amounting to 2,180 Medway students. The campaign aimed at reducing the number of killed and seriously-injured crashes involving young drivers received a prestigious award. Partner representatives, including Medway Council, were presented with a Kent High Sheriff Award in a ceremony held on 15 March 2018 in Maidstone. Promotional coverage featured within the Medway Messenger newspaper and Kent Life publication in May 2018. Licence to Kill? is organised and presented by Kent County Council and Medway Council's Road Safety Team, Kent Police, Kent Fire & Rescue and South East Coast Ambulance Service via the Casualty Reduction Partnership.
- 7.12 Walking Bus – at the end of March 2018, the number of children participating on the Walking Bus initiative in Medway was 610, across 35 routes. An additional 114 school classes in Medway signed up to the Super 'WOW' (Walk on Wednesday) initiatives, with approximately 3,420 children from Medway taking part. By September 2017 a total of 15 Medway schools signed up to the initiative with approximately 4,616 children from Medway involved, a 35% increase compared to the previous academic year.
- 7.13 Active travel initiatives have significantly reduced the number of school journeys by car in Medway with 54,446 car journey savings made in Medway between September 2017 and June 2018 according to figures generated via the KM Charity Team school portal data. This accounted for 20% of the overall number of car journeys removed during the academic year across the whole of Kent, Bexley and Bromley. Likewise the number of walked to school journeys made in Medway between September 2017 and June 2018 totalled 130,496 and attributed to 21.3% of the overall number across Kent, Bromley and Bexley councils.
- 7.14 National Walk to School Week 2018 – The Council's Safer Journeys Team promoted the campaign to Medway schools during May in partnership with Living Streets and the KM Charity Team. Local focus activities included the 'Walk2Count Challenge', encouraging schools to compete for the highest

percentage of walks over the duration. In total, 26 schools competed; Burnt Oak Primary in Gillingham won the primary school category [86.8% walked], Greenacre Academy in Walderslade won the secondary school category [75.1% walked] and for the first time, Cliffe Woods Primary were recognised as ‘most improved school’ [80.7% walked] having achieved a percentage increase of 50.8% compared to a previous result.

- 7.15 THINK BIKE - Road safety campaign to raise awareness of 2 wheeled vehicles (P2W and Pedal) repeated between May – July 2018, including over 20 highly visible roadside boards depicting the message: "Think Bike", "Think Biker" and "Biker Think". The boards are placed at key sites across Medway where crashes between cars and motorcycles/bicycles have occurred. Additional VMS screen captions in place throughout June in line with the campaign, including "Look Once, Look Twice, Save a Life, Think Bike" to highlight this message to drivers.
- 7.16 Medway Cycling Festival – The Council’s Road Safety Team supported a Big Ride Together cycling event at The Strand in June 2018 to coincide with the national cycling focus week, including Bikeability education delivery and promotion of Medway’s new cycle routes.
- 7.17 The ‘Transport for Medway’ Facebook page now includes regular updates from the Traffic Operations Room and information relevant to our Integrated Transport service, with 160 unique user likes in June 2018. The Twitter platform has achieved a wider audience since, with a total of 1,264 followers.

## **8 WASTE COLLECTION/RECYCLING/WASTE DISPOSAL AND STREET CLEANING**

### **8.1 Waste Collection and Disposal**

- 8.1.1 The audited recycling rate for 2017/18 will not be released by Defra until December but is expected to be published as 42.7%, a marginal decrease of 0.1% on the previous year.
- 8.1.2 Overall the level of waste collected decreased during 2017/18 when compared to the previous year.

<b><i>Kerbside-collected tonnes</i></b>	<b>2016/17</b>	<b>2017/18</b>	<b>% Change</b>
Kerbside black sack waste	57,151	56,551	<i>Down 1%</i>
Kerbside recycling: paper, cans, glass & plastic and organic waste	41,516	40,542	<i>Down 2%</i>
HWRC recycled (including rubble)	20,111	19,896	<i>Down 1%</i>
HWRC residual	8,585	8,520	<i>Down 0.8%</i>

8.1.3 The public satisfaction level for refuse and recycling facilities is now measured by Citizen Panel returns. Results for 2017/18 show over 92% of residents to be satisfied with refuse collection, exceeding the 85% target; and 83% for recycling facilities under the target of 84%.

8.1.4 With a strong partnership approach, the disposal contractor, Veolia, continues to seek new and innovative ways to recover energy from waste rather than sending it to landfill. During 2017/18, Veolia exceeded their contracted landfill diversion target saving the authority an additional £23k.

## **8.2 Communication and public engagement**

8.2.1 By providing a convenient and comprehensive weekly kerbside collection of all materials, Medway has dismantled many of the barriers residents had previously highlighted that prevented them recycling, and also saves Medway money on disposal costs. The Waste Development Team continues to promote a programme that encourages residents to reduce, reuse and recycle.

8.2.2 In 2017/18, a combination of communication techniques was used to raise recycling awareness including:

8.2.3 The Christmas campaign used digital and printed communications (including back page advert in Medway Matters and an advert paid for by Veolia in Medway Messenger):

- Supported the national #ourday “we keep your community running” social media campaign
- 1 buy one get one free caddy liner promotion;
- 707 Twitter followers (777 tweets; 516,000 impressions; 112 retweets and 10,595 engagements);
- 11 Roadshows, PACT meetings and recycling talks attended;
- Fourteen recycling Q&A talks have been undertaken in 2017-18 and all have been very well received. In 2018-19 Waste Services will join forces with the Community Wardens to ensure talks optimise our reach through schools and community groups.

8.2.4 The Christmas collection communications were well received with adverts in Medway Matters and Medway Messenger, on the Council’s Facebook and Twitter accounts, and on the Big Screen in Chatham. Digital communications through @MedwayRecycles were preloaded with over 90 tweets scheduled between 1/12/17 – 8/01/18. The most popular tweet was a video of staff working on the point of service delivery, a lesson to be taken forward in other campaigns. The other major learning point is to have two messages, one for Christmas and one for New Year. This will be particularly important for Christmas 2018. Social media was very successful when services were disrupted due to snow in early March. Officers were able to access and update the Council’s account from home when necessary, keeping residents informed. The number of followers is now at its highest level and we continue to pick up followers on a daily basis. Officers agreed a standard response for missed bins with Customer Contact and Communications. This effective approach of 'pre-agreeing' social media

messages was used for snow communications and April 18 compostable liners price changes.

8.2.5 We have used the Twitter account to support national campaigns from WRAP and Recycle Now. This has included national food waste campaign and most recently and topically the use of single use plastics.

8.2.6 We also continue to make use of the contact points as source of information sharing and distribution of clear sacks, reusable bags as well as sales of compostable liners for the kitchen caddies for food waste and collection points for battery recycling. The contact points strongly supported the BOGOF (buy one get one free) week for promotion of compostable liners.

### **8.3 Food waste collections**

8.3.1 UK homes throw away over 10 million tonnes of food waste annually. In Medway this will equate to approximately 33,000 tonnes of food waste which can be composted. Around £40 is saved for every tonne of food waste collected by the kerbside organics service as opposed to the refuse service. Food waste collection continues to be an area heavily promoted by Waste Services.

8.3.2 Caddy liners continue to be sold at affordable prices at the libraries. In 2017-18 the Council sold 14,200 rolls including nearly 700 in week long, hugely successful Buy One Get One Free event. It is estimated that this helped divert 580 tonnes of food from black sacks into brown bins, saving up to £23k in disposal costs.

### **8.4 Bulky waste collections vs Flytipping**

8.4.1 Under the Controlled Waste Regulations 2012, a council can charge residents for the collection (but not disposal) of domestic household waste items – typically furniture and appliances - that: do not fit in a cylindrical container 750mm in diameter and 1m in length and/or weigh more than 25kg

8.4.2 From 1 April 2016 the Council introduced a £20 charge for the collection of up to three bulky waste items. Residents are able to receive as many bulky waste collections as they wish, each charged at the same rate. Prior to 1 April 2016 Medway was the only authority in Kent to offer free bulky collections to all households.

8.4.3 Medway takes a strong proactive stance on fly-tipping and refuse out early and have always operated a 'clean streets' policy, removing incidents and looking for evidence of perpetrators. Officers have been working with the local community to seek any additional information on who regular perpetrators are.

8.4.4 There are many different types of fly tipping. Some are single items such as mattresses or items of furniture, which can easily be identified as 'bulky waste'. Others are more complex and made up of a variety of items, more in line with house clearances by disreputable waste clearance firms/individuals or commercial waste. Medway Council takes a strong

enforcement stance towards persons who fly tip. The Categories used below are as reported in the national database, 'Flycapture'.

8.4.5 Data for 2017/18 is not yet available and statistics are released by Defra in November each year for the proceeding year. However, looking at fly tipping incidents for 2016/17, there was a slight increase of 2.2% compared to 2015/16 (78 incidents - from 3,559 in 2015/16 to 3,637 in 2016/17). This increase is significantly lower than the 15.3% rise seen across the South East and England also seeing an increase of 7.1%.

	2015/16	2016/17	% CHANGE
<i>Medway</i>	3,559	3,637	2.2%
<i>South East</i>	69,315	79,911	15.3%
<i>England</i>	936,090	1,002,154	7.1%

8.4.6 The highest percentage *increase* has been seen in items excluded from the bulky waste service, 'Chemical drums, Oil, Fuel', 'Asbestos' and 'Commercial Black Bags' incidents.

8.4.7 The highest *decrease* in numerical value is 'Other Household Waste Incidents', 'Other Electrical Incidents' and 'White Goods Incidents'.

8.4.8 This would suggest that the revised bulky waste collection service introduced in April 2016 has not had an impact on this type of fly tipping.

## 8.5 Household Waste and Recycling Centres (HWRCs)

8.5.1 Customer satisfaction amongst those that visit the sites remains extremely high. An independent customer survey taken during July recorded 98% overall satisfaction for 2017/18.

8.5.2 Recycling performance has remained high over the year with 60% of waste diverted for recycling.

8.5.3 Residents depositing no-longer-loved furniture and electrical items are also signposted to reuse containers where they either get resold to those financially hard-pressed or at a local auction house. This reduced landfill by 20 tonnes last year.

8.5.4 During October 2017 Medway Norse took over the management of the HWRC's. The sites have seen numerous improvements such as new bins, signage and a CCTV/ANPR monitoring system managed by Medway Commercial Group. Feedback so far from staff and customers has been positive and we look forward to this new partnership.

8.5.5 During April 2018 a fire closed the KCC HWRC, Pepperhill. This has put significant pressure on the Cuxton HWRC and we are working closely with Norse and KCC to mitigate the effects of this closure. The site has seen an increase in KCC users by over 16% since this incident. At busy periods this has caused queuing on the road that in turn could lead to hazardous traffic issues. To mitigate this it has been agreed that a temporary closure is put in place at Cuxton if queues are causing problems with site visitors advised of

alternative HWRC locations to use. The site is then reopened once the queue has dispersed and the site cleared of all traffic. Additionally numerous messages have been placed on the Recycling Twitter page and the corporate twitter page advising users of the busiest times. The Cuxton web page also advises the busiest time periods at this site.

## **8.6 Contract monitoring team**

- 8.6.1 Waste Services' monitoring officers have carried out 2999 street cleansing inspections, 3521 refuse, recycling and organic collection inspections and 673 litter and canine bin inspections in 2017/18 to ensure that the contractor has met our standards and provided a good level of service.
- 8.6.2 The in-house graffiti team continue to remove graffiti across the borough in a timely manner and have removed graffiti from 1400 locations.
- 8.6.3 This team have also been required to attend several police emergency situations where they cleansed the area after an incident has occurred.

### **Lead officer contact:**

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### **Appendices**

None

### **Background documents**

None