

REGENERATION, CULTURE AND ENVIRONMENT OVERVIEW AND SCRUTINY COMMITTEE

13 OCTOBER 2022

ATTENDANCE BY THE PORTFOLIO HOLDER FOR FRONT LINE SERVICES

Portfolio Holder: Councillor Filmer, Portfolio Holder for Front Line Services

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

1.2 Achievements for 2021/2022 are detailed by service area below.

2. Highways

2.1 Highway Infrastructure Contract Performance

2.1.1 The Highway Infrastructure Contract (HIC) awarded to Volker Highways, commenced on 1 August 2017, and replaced the previous Term Maintenance and Street Lighting Contracts to combine them into one, with provision for Highway Construction Projects, Structures and Professional Services.

2.1.2 Annual Extensions for the HIC commenced from Year 3 and are determined through a schedule of Key Performance Indicators (KPI's) which form part of the contractual agreement. Volker Highways were successful in Year 3 (July

2020) and Year 4 (July 2021) extending the HIC to July 2024. For contract Year 5 (August 2021 to July 2022), Volker have scored a total of 765 points from the maximum 780, attaining 98% performance and therefore achieving an additional contractual year to July 2025, which has been awarded.

2.2 Contract Performance

- 2.2.1 Delivered to programme and budget the planned resurfacing programme for carriageway and footways. The carriageway programme for 2021-22 was composed of 19 schemes totalling 5,620 linear metres and the footway programme was composed of 16 schemes totalling 5,725 linear metres.
- 2.2.2 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.
- 2.2.3 Delivered to programme and budget the DfT Annual "Pothole" Fund. The carriageway DfT "Pothole" programme for 2021-22 composed of 11 of the 19 carriageway schemes, totalling 4,073 linear metres.
- 2.2.4 A total of 27,202 gullies were inspected during 2021-22 with 22,623 of those being programmed as part of the bi-annual cleansing regime. Of those gullies programmed, a total of 14,495 were cleaned. Gully cleansing was also carried out across all A and B classified roads, as well as across the resilient network and at known flood sites.
- 2.2.5 Delivered the annual cyclic road marking programme which involved renewing all the highway road markings in the wards of Luton, Wayfield, Peninsular and Watling. As reported in 2020-21, the cyclic road marking programme reduced to a 5-year cycle which covers all the wards over this period.
- 2.2.6 Completed 5,722 minor works orders for repairs across the network, an increase of 65% from 2020-21. Of these orders, a total of 1,399 were for carriageway works, representing a 0.3% increase from the previous year. The Highway Inspectors proactively repaired 1,361 safety defects across the network using Viafix: a slight decrease of just under 6% from the previous year.
- 2.2.7 Completed 4 quarterly tunnel closures over a night period of 3 days, which is the standard annual planned closures each year. As reported previously, Volker are the Principal Contractor in charge of the tunnel closures and works carried out during them. We are pleased to report that all planned maintenance was carried out during all 4 closures.
- 2.2.8 A programme of 117 structural inspections were carried out during the year, 32 which were Principal Inspections which are undertaken every 4 years and 85 which were General Inspections which are carried out every 2 years.

2.2.9 The LED Conversion Project involving upgrading lanterns across the highway network, has resulted in 23,866 (91% of the total stock) lanterns being upgraded so far. A proactive maintenance regime which involves night-time scouting, means that on average there are 99.8% of lights in illumination at any one time in Medway. A total of 4,760 street lighting columns have also been replaced during 2021/22.

2.3 Contractor Investment & Accreditation

2.3.1 Strengthening our collaborative relationship with our Highway Infrastructure Contractor, Volker Highways to maintain the ISO 44001:2017 accreditation that was successfully awarded in May 2021. As part of the accreditation requirements, we will continue to identify, develop, and manage a collaborative business relationship to support our annual submission of the DfT Self-Assessment scheme where we achieve level 3 funding.

2.3.2 Volker Highways Medway Contract were proud recipients of the 'Highly Commended' Award in the Annual Highways Magazine Partnership Awards on 20 October 2021. The event was jointly attended.

2.3.3 Volker Highways achieved their highest score to date for the Considerate Constructors Scheme. Following a second assessment visit, a score of 44 points were awarded where the Industry Average score is 37.

2.4 Community Engagement and Social Value

2.4.1 Volker Highways participated in Build UK 'Open Doors' Campaign, inviting a group of students from Strood Academy for a presentation on construction careers and introduction to the local Medway Contract, which was then followed by a site visit to a live site.

2.4.2 Volker Highways continue their long-standing partnership with the KM Charity team as key sponsors for the Walk to School initiative. In this academic year, 16 Medway School took part in the scheme and in Medway 60,660 green journeys were made with 12,040 cars off the road.

2.4.3 Supporting career and learning opportunities in industry, Volker Highways have offered a 6-week work experience placement to a local graduate.

2.4.4 Two work-experience students joined the Volker Highways Medway Team on 7 February 2022 for a one-week period to gain an overview of the industry, helping them to get 'work-ready'. Both students' study at the Thomas Aveling Secondary School in Rochester.

2.4.5 Working alongside Medway Council Environmental Services, schools were challenged to walk the distance of 416 miles to Glasgow to virtually arrive at the start of COP26. Those schools that took part were entered into a prize draw to win a Cyclepod, which was brought and donated by Volker Highways. The winning school was the Cedars Children's Academy in Rochester.

- 2.4.6 Volker Highways participated in the National Kickstart Scheme and have taken on a new starter from February 2022 to join the Business Support Team. The Kickstart Scheme provides funding to create new jobs for 16–24-year-olds on Universal Credit who are at risk of long-term unemployment.
- 2.4.7 Volker Highways raised a Charity Bake Sale in February 2022 to raise money for the British Heart Foundation. As reported last year, in a joint venture with Volker and Medway Council, 2 defibrillators were installed at the co-located highway depot and office, which are registered with the British Heart Foundation and South East Coast Ambulance Service for local emergency use.

2.5 Environment

- 2.5.1 Collaborated with Environment Department on National Clean Air Day on 17 June 2021, sponsoring the main prize of a £200 Cycle Voucher.
- 2.5.2 Approximately 2,825t of waste was produced between August to December 2021, of which 95% was recycled.
- 2.5.3 Continuing to make carbon savings from the 3 fully electric vehicles in Year 5 of the Highway Infrastructure Contract of 9.5t CO₂e.
- 2.5.4 Motion detected LED flood lighting installed at the Depot has resulted in reduced energy consumption producing financial savings.

2.6 Workforce and Health and Safety

- 2.6.1 Volker Highways were awarded a Silver Award for the pledges they submitted to making the workplace healthier. They have now submitted 30 new pledges to the Kent & Medway Healthy Workplace Programme with the desire to achieve Gold recognition for their commitment to improving the health and wellbeing of their workforce.
- 2.6.2 Nil RIDDOR reportable incidents and zero incidents or accidents resulting in an Accident Frequency Rate (AFR) of 0.00.
- 2.6.3 Implementation of a bespoke app for Volker Highways to record Hand Arm Vibration (HAVs) data enabling them to protect their operative's health against excessive use of vibratory equipment.

2.7 Highway Investment

Key areas of Highway Investment to bring to Overview & Scrutiny Members' attention are:

- 2.7.1 Department for Transport Funding
The DfT committed over £2.7 billion for local highway maintenance funding for the period 2022-2025. This includes the remainder of the pothole funding package announced in the 2020 Budget to help resurface the highway,

including fixing potholes, leaving each highway authority to decide how best to spend this funding to fulfil their statutory duty under Section 41 of the Highways Act 1980.

2.7.2 In 2021/22 the DfT budget allocated to Medway Council was £1,412m and was spent/allocated against the following activities:

- Carriageway resurfacing (14 sites completed)
- Carriageway patching (28 sites completed)
- Stoke Bridge (funding rolled forward for future years spend)

2.7.3 During 2021/22 we delivered project targets relating to the Challenge Fund scheme for essential works on the Medway Tunnel and associated infrastructure. To date pre-tender designs and specifications for the Ventilation fans, VMS, SCADA, VAID, Network, CCTV, Pumps and Sumps are nearing the final sign off, after being subject to a technical review. The works to the contraflow gaps and tunnel manholes have now been completed. The replacement of the Gas Sampling System is programmed to start in September 2022. The detailed design for Pier Road Retaining Wall has been completed and are in an approval stage with the adjacent landowners to reach an agreement for these works.

2.7.4 Medway Council Funding

The LED and Column Replacement Programme awarded to Volker Highways commenced in July 2020 with a programme period of 27 months. The total cost for the LED and Column Replacement Programme are £11.155m with funding via Prudential borrowing on an invest to save basis. Forecast savings were identified as £20m over the next 20 years in relation to energy consumption costs and 28,188 tonnes of carbon savings over the same period. The works programme is 91% complete with 23,866 lanterns being upgraded to LED and 4,760 columns replaced. Works are anticipated to be completed by the end of September 2022.

2.8 **Highway Resilience Management**

There were no significant events to test our resilience management during the 2021/22 period to report.

3. **Parking**

3.1 The Council's in-house Parking Enforcement Team issued 69,437 Penalty Charge Notices (PCNs) to illegally parked vehicles across the Medway, helping to reduce traffic congestion and improve road safety and accessibility for all road users.

3.2 The Parking Processing Team issued 16,331 parking permits to residents and businesses within Medway. The Parking team continued to roll out an online application process for permits, which made applying for permits more streamlined and user friendly.

- 3.3 Improved security and ticketless ANPR (Automatic Number Plate Recognition) payment systems were introduced at Rochester Riverside multi-story and the Brook multi-story, improving the customer experience, and allowing contactless and card payment options.
- 3.4 During 2021/22, 34 electric vehicle charging points were installed within three public car parks: Rochester Multistorey, Station Road, Rainham and Commercial Road, Strood. A successful funding bid was secured via the Office for Zero Emission Vehicles (OZEV) covering 75% of the capital installation costs. A total of 1,174 charging sessions were recorded between October 2021 and May 2022.
- 3.5 Work continued on proposals to install further charging points in other public car parks in Medway as part of the Kent and Medway Electric Vehicle Charging Point (EVCP) network. The aim is to create a series of consistent electric vehicle (EV) charging 'hubs', to cater for both visitor use and resident charging. Kent County Council will act as the facilitating authority for the purpose of procuring a contract, with Medway entering into contract terms with the winning EVCP Supplier, Connected Kerb. This project will be progressed further in 2022.
- 3.6 During 2022/23, opportunities for on-street charging will be considered, potentially as a pilot project.
- 3.7 The Parking Design Team installed new parking restrictions at 65 locations across Medway in response to concerns and comments from Ward Members and residents, in addition to carrying out design work for new disabled parking bays and engagement with residents and Members in areas with parking issues.

4. Public Transport

- 4.1 The Council continues to subsidise bus services across Medway and manage the English National Concessionary Travel Scheme in accordance with its statutory duties. During 21/22, bus passenger numbers returned to around 82% of pre-pandemic levels.
- 4.2 The Department for Transport (DfT) published its National Bus Strategy in March 2021. The main objective of the strategy is to provide passengers with more frequent, more reliable, easier to use, better coordinated and cheaper bus services. This new approach acknowledges the role the bus can play in achieving a net zero emission society and serves as a commitment to supporting bus and bus rapid transit schemes. A Bus Service Improvement Plan (BSIP) for Medway was published in October 2021, and work commenced on the formation of a formal partnership with local bus operators to deliver better bus services. This includes exploring opportunities for improved frequencies on key corridors, improved integration with other modes of travel, and a simpler fare structure.

- 4.3 Cycle count data indicates that overall cycling levels in Medway increased by 11.5% in 2021-22 compared with 2020-21.

No. Of Cycling Movements	
Qtr1 – 20/21: 166,291	Qtr1 – 21/22: 95,402
Qtr2 – 20/21: 155,576	Qtr2 – 21/22: 183,320
Qtr3 – 20/21: 102,775	Qtr3 – 21/22: 165,301
Qtr4 – 20/21: 83,376	Qtr4 – 21/22: 131,469
TOTAL 20/21: 509,018	TOTAL 21/22: 575,492

- 4.4 In 2021/22, a total of 694 children in upper Key Stage 2 received Bikeability Level 1 and 2 training, designed to improve practical cycling skills.
- 4.5 Ten schools in Medway participated in Sustrans ‘Big Walk and Wheel’ campaign in March, where schools competed for the highest percentage of pupils, staff and parents cycling, scooting, or walking to school. Nationally 2,244,401 ‘human-powered’ journeys were made by the participating schools over the 10-day duration, with 795,501 pupils taking part and 2,440 schools having registered. A secondary school in Medway achieved 6th place nationally within their respective challenge category.
- 4.6 A total of 73 Medway Schools took part in the Walk to School programme, with schools across Kent, Medway and Bexley schools making 327,700 green journeys on their chosen day of the week, taking 137,700 cars off the road. Medway was the highest performing area with 65,170 pupils making green journeys, taking 24,950 cars off the road. Walking Buses have re-started after the pandemic. The Walk on Wednesday ‘WOW’ initiative continued to operate within Medway schools during the 2021-22 academic year.
- 4.7 A total of 20 Medway schools took part in the Walk 2 Count initiative, the highest number in 3 years, with 13 schools participating in Medway's Hedgehog Hike and the Social Netwalk initiatives which resulted in 16,000 green journeys. Medway Council continues to promote walking and cycling initiatives, including social media updates, and working with schools and partners including the KM Charity Team. The Zig-Zag Banner campaign, used to discourage inappropriate parking during school peak times, remains in high demand across many schools in Medway.

5. Traffic Management

- 5.1 The Council has a statutory duty to make sure traffic moves quickly and efficiently on Medway’s roads. Throughout 2021/22, incidents on Medway’s highway network have been managed to ensure that the impact on traffic flows and journey times was minimised. This includes monitoring real-time

information, updating road users of the travel situation and responding to incidents in coordination with stakeholders.

- 5.2 Journey times across Medway continued to improve in 2021/22, supporting Medway's strategic aim to maximise regeneration and economic growth by helping residents and businesses travel around Medway efficiently. Peak hour journey times are measured across five key transport corridors into the centre of Medway, utilising data provided annually by the Department for Transport. The target for the measure is 4 mins-per-mile. The average across the five key transport corridors for the year was 2.6 mins-per-mile, a reduction in journey time of 0.5 mins per mile compared with 2018/19, and a reduction of more than 1.5 mins per mile compared with 2016/17.
- 5.3 During 2021 nearly 300 Temporary Traffic Regulation Orders were processed allowing planned temporary road closures to lawfully take place. Short term road closures are often the only available safe method of working to allow statutory undertaker roadworks to be completed safely and efficiently. Closures are also often necessary to support large public events on or near the public highway. Each road closure application is assessed, with any necessary diversion route planned and agreed. All road closures are coordinated with planned roadworks and events to ensure disruption to the travelling public is minimised.
- 5.4 Each year, traffic signal upgrades and modifications are identified through a process of continuous review of status and the prevailing conditions. This allows improvements to traffic signal operation to be identified and implemented on a rolling basis targeting congestion hotspots and prioritising congestion generating faults. During the last year improvements were completed at eight sites across Medway, including: Courtney Road junction with Bowaters Roundabout, A231 Dock Road junction with Barrack Hill, Chatham, A289 Pier Road junction with Pier Approach Road, Gillingham, A2 High Street junction with Otterham Quay Lane, Princes Avenue junction with Dove Close, Walderslade, A230 Maidstone Road junction with Pattens Lane, Chatham, Berengrave Lane Railway Bridge Signals, and A2 London Road junction with Bloors Lane.
- 5.5 A scheme to alleviate peak time congestion at the primary Medway City Estate access point at its junction with the A289 at Vanguard Way reached the construction stage, with work commencing during September 2021. The scheme aimed to deliver reduced journey times via the construction of a dedicated slip road bypassing the roundabout at Vanguard Way for traffic leaving Medway City Estate. The construction phase concluded in Spring 2022.
- 5.6 Throughout the year, Medway's programme of public events was supported by the Traffic Management Service ensuring that suitable traffic management plans were in place to manage the high demand for access to events. This work also includes continuing to keep the road network moving throughout the periods of peak travel.

5.7 During 2021/22, the Highway Adoptions team concluded eight agreements with developers to make alterations to the existing highway or to adopt sections of highway within new developments across Medway. This team works to ensure that new highway infrastructure (such as roads, footways, structures, drainage, traffic signals and street lighting) is built and installed to a high standard and secures funding to help with the cost of future maintenance.

6. Transport Strategy

6.1 Officers continued to develop an Electric Vehicle (EV) Strategy for Medway during 2021/22. The strategy will evaluate the current EV situation across Medway, outline the possible EV uptake, infrastructure demand and resulting energy and emissions implications across a range of scenarios. The strategy will calculate the possible environmental, social and economic benefits arising from the scenarios and aim to produce a five-year implementation plan, with clear targets, analysis of delivery models, estimation of indicative costs, identification of priority locations and suggested policies, supported by monitoring options. An EV charging point survey remains live on the Council website, with 429 responses having been received from the public between June 2020 and August 2022. This information has informed the development of the strategy, which will continue to be developed during 2022/23.

6.2 An Electric Vehicle exhibition event took place in Rochester on Saturday 25 September, attended by approximately 1,000 members of the public. The event was supported by local EV dealerships, charging point suppliers and council representatives, and provided the opportunity for industry experts and other professionals to engage with the public around the new and emerging technologies involving electric vehicles.

7. Travel Safety

7.1 The Council has a statutory duty to investigate crashes on the local highway network and mitigate road safety issues through engineering and education programmes. This work continued during 2021/22. A total of 83 Killed or Seriously Injured (KSI) casualties were recorded on Medway's roads during the calendar year 2021. This is a reduction on the previous year. It is however noted that the impact of the pandemic, particularly in relation to the reduction in travel associated with national lockdowns, and subsequent altered travel patterns, will likely have affected the number of highway casualties during 2021. Of these collisions, 8 fatal casualties were recorded. This being the same number recorded in 2020.

7.2 Road safety engineering interventions have been delivered during 2021/22. The following road safety engineering projects were completed:

- Luton Road, Chatham – Phase 1 of a significant traffic calming scheme was completed outside Luton Primary School. This scheme included the upgrading of an existing controlled pedestrian crossing facility, along with the introduction of a raised table at the same location. This

works is being followed by a second phase, adding further calming measures around this priority location.

- A228 Four Elms Hill and Peninsula Way, Chattenden – Mobile speed camera operation was introduced.

7.2.1 The following projects reached the pre-construction phase during this period and subsequently completed or with completed during the remainder of 2022.

- Shorts Way junction with Borstal Street – junction improvement.
- Hempstead Road, Hempstead – Controlled pedestrian crossing on a route to school.
- Luton Road, Chatham – Phase 2 of targeted traffic calming measures.
- Deanwood Drive, Rainham – Speed limit alterations including improvement of start of the 30mph limit.
- Queendown Avenue, Rainham – Signing and lining improvements enhancing road layout.
- Esplanade, Rochester – Speed management through on street parking.

7.3 Medway's fixed and mobile speed camera sites have been maintained as operational in partnership with Kent County Council, Kent Police, and National Highways. This allows targeted enforcement in the interests of road casualty reduction and prevention.

7.4 The Council's Speed Indicating Device (SID) has been deployed throughout Medway on a continuous programme, highlighting excess speeds to road users in response to concerns from Members and residents.

7.5 The Kent and Medway Safer Roads Partnership (SRP) continued to support a coordinated approach to road safety locally, bringing together the key stakeholders from the local highway authorities and emergency services. This approach delivered road safety messages and enforcement to priority themes, including powered two-wheelers and cyclists, seatbelt awareness, speed, and drink and drug driving.

7.6 Road Safety education lessons were delivered to 3,864 pupils (34 schools) in Key Stages 1 and 2 and 470 pupils in Key Stage 3 across Medway during the 2021-22 academic year. In addition, reflective tags and transition lessons were issued to all Year 6 pupils, with associated road safety education issued to 85 primary schools. A Safety in Action event was delivered to a further 2,287 pupils (40 primary schools), which included a road safety education module. Scooter Skills sessions were also delivered to 270 pupils and the Seatbelt Sled in-car safety demonstration to 470 pupils. Education was delivered to 605 pupils in the under 5 age category, taking the total number of pupils that received direct road safety education during 2021-22 to 8,513.

7.7 In line with the National Roads Policing Calendar and the Kent and Medway Casualty Reduction Partnership focus themes, messages were promoted on Medway's variable message signs [VMS]. This included messaging targeting cyclists and powered two-wheel users, speed awareness, drug drive, sharing

the roads responsibly, back to school/vulnerable road user and seatbelt use. Officers continued to deliver messaging on the legalities around the use of “E-scooters”, liaising with educational settings to promote awareness. An E-scooters infographic was produced and promoted via the council’s social media pages. Officers promoted powered two-wheel and cycling during April, producing videos to promote safe cycling including cycle maintenance and PPE, and safe riding messaging for powered two-wheel via the council’s social media pages. In May 2021, Global Road Safety week was supported via promotion to all Medway schools and officers supported the “Safety and Compliance” event at the M2 Medway Services. This event focused on commercial driver and vehicle safety, including load security and driver hours. Seatbelt use was promoted throughout the month of June, via the Council’s social media pages, producing and sharing several messages around the importance of wearing a seatbelt.

- 7.8 Officers supported the “Kent Police Open Day” event in September, promoting and delivering road safety education to year 5 children from Medway schools. Officers also supported the “Medway Mile” event on 10th September at Rochester Castle Garden, promoting various aspects of road safety to a variety of age groups.
- 7.9 Officers promoted tyre safety during October and the Brake Road Safety Week (Road Safety Heroes) campaign in November, sharing information with Medway schools and encouraging them to participate. This included two of our School Crossing Patrol staff promoting road safety awareness in line with the “Road Safety Hero” campaign focus. In November, officers supported an “MoD Health Fair” held at the Brompton Barracks. Officers supplied various interactive resources, such as the Batak reaction testing device and beer goggles to raise awareness on how even a small amount of alcohol has an impact on reaction times, whilst promoting and encouraging a zero approach to drink driving. During the month of December officers promoted drink drive awareness in line with the national Think! “Pint block” campaign and worked in partnership with the Public Health Team to produce and promote and raise awareness of the realities around drink driving during festive period. Officers also designed a “myth” and “truth” infographic to promote awareness of drug driving during November and December.
- 7.10 In 2022 officers promoted the recent Highway Code changes, changes in mobile phone legislation and winter driving and continued to promote our “Speak Out”, passenger safety campaign until the end of February. The Safety in Action project took place in March, delivering various safety lessons from a broad range of agencies across schools in year 6, supported by the Sustainable Transport Team delivering a “Safer Places to Cross” session.
- 7.11 In collaboration with KCC, all secondary schools in Medway were offered a new accessible road safety education package from the Autumn of 2021, specifically for Years 12 and 13. The four-part Young Driver Course programme is based on behaviour change methodology, empowering young people to be both informed and encouraged to make safer choices as drivers, emerging drivers, or passengers in a car.

8. Waste data results 2021/22

8.1 The audited performance rates for 2021/22 will not be released by Defra until Q4 2022/23 but the expected results are as follows:

Performance indicator	Expected result	Movement on previous year
NI 191 - KGs of residual household waste per household.	624 KG'S	Down by 2 KG's
NI 192 - Percentage of household waste sent for reuse, recycling, or composting.	40.5%	Down by 1.3%
NI 193 - Percentage of municipal waste sent to landfill.	1.5%	Down 0.2%

Table 1 – Predicted NI results 2021/22

8.2 Details of how National Indicators (NI) are calculated and a deeper historical analysis of Medway's NI performance is contained within Appendix 1 and 2 of this document.

8.3 The expected result for **NI191 – KGs of residual waste per household** – has decreased by 2 KGs per household for 2021/22 which follows a decrease in residual waste.

8.4 The expected result for **NI192 – Percentage of household waste sent for reuse - recycling and composting** has decreased by 1.3%. This decrease has been influenced by changes to the process for extracting recyclables from bulky collections and fly tipping through the residual waste contract (see also figure 1 of appendix 2)

8.5 The expected result for **NI193 – Percentage of municipal waste sent to landfill** - has decreased by 0.2% for 2021/22, our lowest ever achievement. This decrease has been influenced by the work Medway's waste disposal contractor (Veolia) has carried out to secure additional non-landfill-based residual waste capacity.

8.6 Figure 1 below shows the makeup of the NI192 recycling rate for 2021/22 by service.

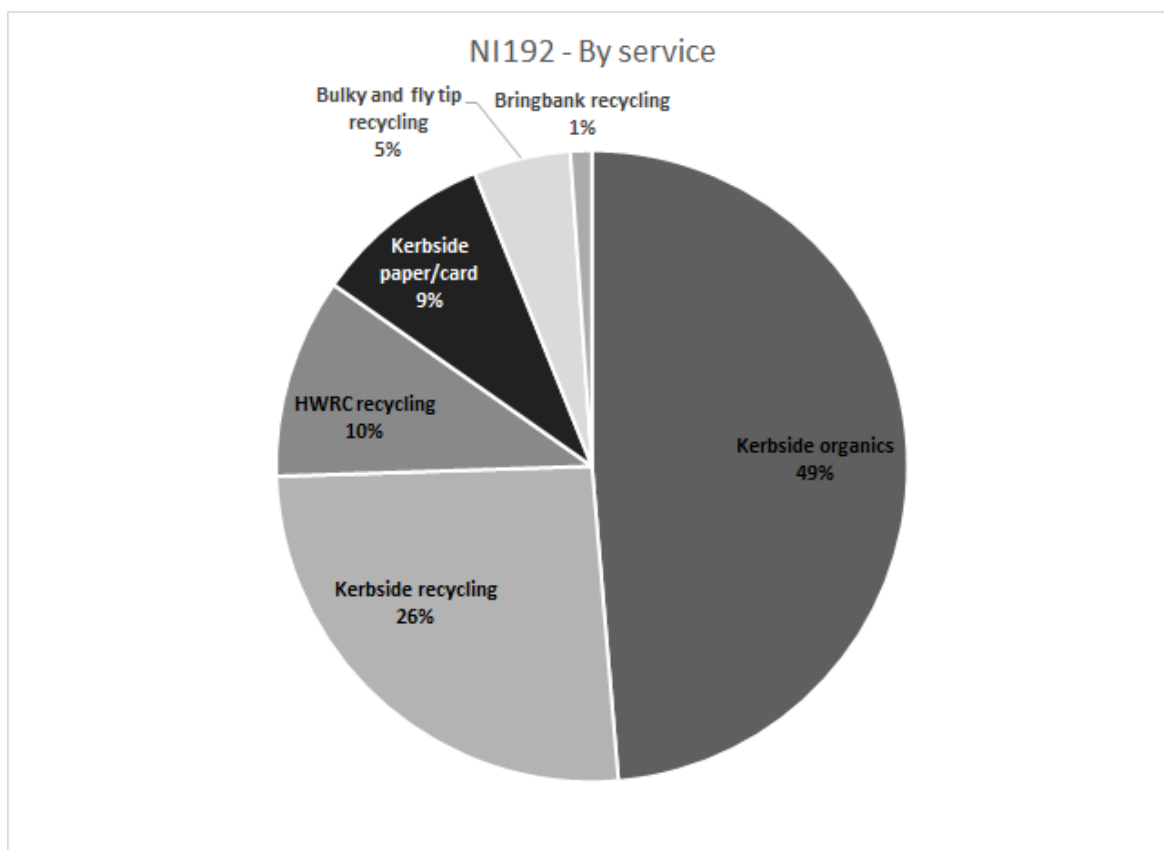


Figure 1 – NI192 input by service

8.7 During 2021/22 we saw a 5% decrease of black sack waste, mixed recycling, paper/card, and organic waste collected when compared to the previous year. This decrease indicates that kerbside collected tonnages are normalising following increases throughout the pandemic as can be seen in Table 2 and Figure 2 below.

<i>Kerbside-collected tonnes</i>	2019/20	2020/21	2021/22	% Change on previous year
Kerbside black sack waste	56,149	63,862	60,533	<i>Down 6%</i>
Kerbside recycling: paper, cans, glass & plastic and organic waste	40,827	45,589	43,940	<i>Down 4%</i>
Total	96,976	109,451	104,473	<i>Down 5%</i>

Table 2 – Kerbside collected waste



Figure 2 – Kerbside collected waste trend over three years

8.8 Waste Disposal contracts

- 8.9 With a strong partnership approach, the disposal contractor, Veolia, continues to seek new and innovative ways to recover energy from residual waste rather than sending it to landfill. This is reflected in our excellent NI193 result for this year.
- 8.10 During 2021/22 Veolia exceeded their contracted landfill diversion target by 16% meaning an additional 10K tonnes of waste were diverted from landfill which, alongside the environmental benefits, saved the council £123k.
- 8.11 The Waste Disposal teams annual 'End Destinations' report for 2021/22 will be available to view online at the time that this report is published and builds on the success of the previous year's reports, giving residents transparency and confidence in where their waste ends up.
- 8.12 Medway's waste disposal contractors aim to process waste as close to Medway as possible. Where there is not either the treatment capacity or a market available in the UK it is more environmentally friendly to ship the material to a foreign recycling market in comparison to landfill.
- 8.13 For the period 2021/22 Medway's waste disposal contractors processed 89% of collected waste in the UK with just 11% of the waste being sent for processing abroad. This is a 4% increase from the previous year where 7% of Medway's waste was processed abroad and follows increased residual waste being sent for energy recovery markets outside of the UK.

Medway end destinations 2021/22

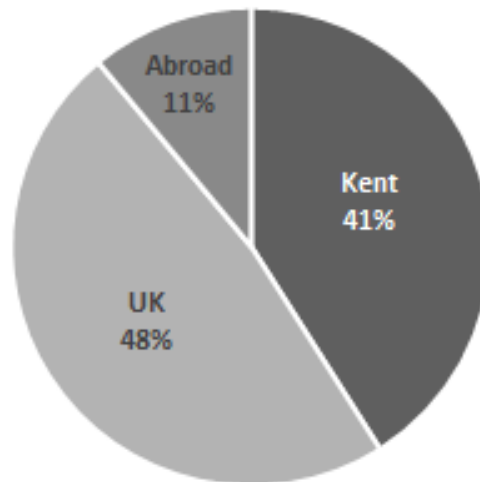


Figure 1 – Where Medway's waste was sent 2021/22

9. Communication and public engagement

- 9.1 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 saved Medway money on disposal costs. The Environmental Engagement Team continues to promote a programme that encourages residents to reduce, reuse and recycle.
- 9.2 In 2021/22, a combination of communication techniques has been used to increase recycling awareness including:
- Print communications: Christmas service change adverts in Medway Matters and the Medway Messenger, an article in the Kent Messenger and 'The Bizz' (which is delivered to homes in Rochester and Strood).
 - Leaflets distributed to all homes in Medway: 'Sort it Right' recycling information leaflets distributed with council tax letters. Christmas service change leaflet was produced following the success of 2020/21 for all Medway households. QR codes links to the translated pages in the 6 most spoken languages. (this approach has been adopted by the Enforcement team and QR codes are being trialled for other projects).
 - Posters promoting: 'Pop up' electrical collection, communal bin stores recycling, Christmas service change posters used in all libraries and community hubs, the 'Fill me up Buttercup' campaign continued rollout across green spaces. Service information in Slovak for a church Luton (used by mainly Slovakian residents).

- Corporate social media: engagement campaigns, service change and access information shared through Council Facebook (Environmental Engagement and Climate Change pages), Twitter and Instagram.
- Environmental engagement social media accounts: Twitter @MedwayRecycles has 1612 followers, @M_ClimateChange has 303 followers, Facebook has 2256 followers and Instagram has 604 followers. Across the platforms 4775 followers in March 2022.
- Total number of 1540 posts across the 4 channels
- Total number of reach / impressions 946,163
- 'Cleaner Medway' e-newsletter: 15 editions sent, growing from 2574 in Mar 2021 to 2907 in March 2022 with an average opening rate of 43% (national average is approximately 23%).

9.3 In 2021/22 the Environmental Engagement Team have delivered the following litter, recycling and environmental awareness raising campaigns:

- Delivering 1000 Business Litter Kits to Medway businesses with grant funding from The High Street Welcome Back Fund.
- Organising two Great British Spring Clean (Mar/Apr 22, May/June 2021) with support from local community groups, council teams and Councillors.
- Regular community clean ups: there is an established network of 20 litter picking champions and equipment can be loaned for events. Clearance of materials collected is organised with Medway Norse with 2500 bags collected in the year.
- The 'Sort it Right' campaign has focused on social media messaging across all our channels, Facebook, Twitter, and Instagram which has been well received.
- The Safer Street projects funded a 3-week recycling behaviour change campaign to 900 homes in North Gillingham, and events in Rochester and Chatham with recycling information visits to 150 homes.
- The council supported national recycling week (20-26 September 2021) showcasing how recycling can help Medway tackle climate change. During the 7 days the engagement team spoke to over 1,400 people and gave out more than 1,800 recycling containers and lit up 4 of the most prominent landmarks in green (Rochester Castle, Rochester Cathedral, Rochester Bridge, The Brook Theatre).
- 'Pop up' electrical collection: the team organised 14 drop off points for old electrical items (with battery or plug) to encourage residents to recycle items which commonly end up in black sacks. The trial was well received with 68 items recycled ranging from a laptop to a handheld vacuum cleaner.
- Jaynes Creek, Strood trolley clean: working in partnership with the Medway Swale Estuary Partnership a team of volunteers removed 65 metal shopping trollies and other litter from Jaynes Creek, Strood.

9.4 Christmas and New Year collections 2021: Due to the way the public holidays fell and the sustained significant increase of waste and recycling over Christmas and New Year, the Medway tradition of double-day collections was no longer achievable. This meant that operationally there was no choice but to

suspend waste collection on Monday and Tuesdays for a week (over 40,000 homes) Communication methods to inform residents of the service change included: November Medway Matters magazine, newspaper and Kent online adverts, social media and every home received a service change leaflet. Councillors were actively informed of the service changes by email and a follow up hand-posted information pack. Where possible Councillors in wards with a Monday or Tuesday collection were briefed in person. There was minimal disruption for residents due to the comprehensive communications and only a handful of missed collection were reported. Communications were timely and relevant and key social media outputs include:

- Collection crew information videos – giving out tips to the public shared on YouTube and our Social Media pages.
- Facebook – Total posts across the festive period was 42, total Christmas reach was 44,400 and total likes of 198.
- Twitter – The Medway Recycles page had a tweet impression of 11.4k, which is an increase of 53% compared to the previous 28 days. Profile visits went up in December by 322.2%.
- The total reach across the Christmas campaign was 1,221,981 (up 29,513 from 2020).

9.5 Social media is used to support and amplify national campaigns from WRAP (Waste Resources and Action Programme) and Recycle Now including food waste minimization, fly tipping and the dangers of litter arising from single use plastics. The 4 social media accounts enhance and supports all the Engagement Teams campaigns ranging from community clean ups, litter prevention, HWRC access and 'wash and squash' recycling messages.

9.6 The contact points continue to promote the recycling service distributing reusable bags and clear sacks on request. Caddy liners sales in 2021-22 we sold 4133 rolls compared to 2573 rolls the previous year. Even so, this is estimated that this helped divert 161 tons of food from black sacks into brown bins, saving up to £6799k in disposal costs.

9.7 In 2019, the Environmental Engagement Team introduced a recycling scheme into all Medway libraries in partnership with Terracycle to recycle baby food pouches. The scheme has now come to an end due to Terracycle closing the scheme. In total 16,279 pouches were collected weighing 127kg, which generated a donation of £191.67 to a local charity.

10. Household Waste and Recycling Centres (HWRCs)

10.1 Throughout 2021/22 the HWRC's have continued to operate successfully under a booking system and have welcomed 208K visitors across the three recycling centres.

10.2 Table 3 below details actual visits under booking system during 2021/22 alongside the number of slots offered compared to the previous reporting period.

	2019/20	2020/21	2021/22
Capstone	73,381	48,802	67,715
Hoath Way	98,417	25,615	62,227
Cuxton	67,856	43,845	78,970
Total	239,654	118,262	208,912
Slots offered		188,979	334,404
Booked capacity		63%	62%

Table 3 – Customer visitor numbers

10.3 Recycling performance at HWRCs has increased by 1% during 2021/22 compared to the previous year.

HWRC recycling rate	2020/21	2021/22	% Change
Recycling rate (excluding DIY waste as per NI192 calculation methodology)	63%	64%	Up 1%
Recycling rate (including DIY waste)	71%	73%	Up 2%

Table 4 – HWRC performance 2020 – 2022

10.4 Residents depositing no-longer-loved furniture, household goods and bric-a-brac items are signposted to reuse containers where they get resold to those financially hard-pressed. Alongside the unmeasurable social value reuse brings, this diverted 2 tonnes away from landfill last year.

10.5 The cross-border agreement with KCC was renegotiated to cover the period April 1st, 2021, until March 31st, 2022. KCC resident usage data has been collected through the new booking system and has been closely monitored.

10.6 As can be seen in table 5 below, KCC visitor numbers have increased by 4% this financial year with the highest users being recorded at the Cuxton HWRC.

	KCC usage (On site survey) 2018/19	KCC usage (On site data collection) 2019/20	KCC usage (Booking system data) 2020/21	KCC usage (Booking system data) 2021/22
Capstone	12%	12%	15%	14%
Cuxton	41%	43%	39%	41%
Hoath Way	11%	5%	7%	5%
Total	23%	23%	17%	21%

Table 5 – KCC customer numbers 2018 – 2021

11. Contract monitoring team

- 11.1 The Contract Monitoring team undertake a range of activities to demonstrate that the waste collection and cleansing contract has been provided to the agreed contract standard. This includes monitoring the collection and cleansing services and schedules, investigating, and responding to complaints, comments, and service requests.
- 11.2 Medway Norse complete 17.2 million kerbside waste collections annually and operates street cleansing services 364 days per year, cleansing 3000 plus streets between weekly or 4 weekly regimes. During the 21/22 period Medway Norse provided a consistent weekly waste collection and street cleansing service despite resourcing challenges from Brexit, HGV driver shortage and Covid.
- 11.3 In 2021 Medway Norse made operational improvements by introducing a new radio system into all waste collection vehicles, street cleansing vehicles and manual operatives' barrows. The new radio system has improved communications between crews and Norse management, health and safety reporting, lone workers, and tracking vehicles during works activities.
- 11.4 In August 2021 the national HGV driver shortage Medway Norse was impacting service delivery. Together waste services and Medway Norse designed and implemented a daily service update to streamline communications. The update highlights when critical services are not delivered to schedule allowing the waste teams to manage service expectations, prepare service messages and alerts customer contact and of any service changes. Post the drive shortage, Medway Norse have continued to use this daily update to provide service information.
- 11.5 In September 2021 as the high of the national HGV driver shortage, a member of the waste contracts team relocated to work at the Pier Approach Road depot to support Norse through the HGV driver shortage.
- 11.6 Waste services and Medway Norse focused on Christmas collections in October 2021. The Christmas collection service in 2021-2022 was delivered slightly different from previous years. Medway Norse provided a single day collection service moving away from double day collection. During the preparations for Christmas collections discussing between waste services and Medway Norse focused on resourcing 44 vehicles/crews to cover 30 collection rounds, including flats collected on Monday and Tuesday, daily updates on staffing and resources, and two daily calls with key staff to update on progress with collections. Waste collections were delivered successfully through early planning and the provision of additional vehicles that were available due to suspended organic waste and bulky collections ensuring all collection rounds were complete.
- 11.7 Medway Norse and Waste Contract Team, scheduled additional monitoring to prepare for the VIP London Consular Corps visit in September 2021. The waste contract monitoring officers were allocated monitoring routes to be

completed ahead of the VIP visit and report litter, fly tipping, graffiti direct to Medway Norse to action and remove.

- 11.8 The High Street Welcome Back Fund paid for an additional deep cleanse of the five high streets across Medway. In August 2021 tender documents were prepared in conjunction with Category Management and the Town Centre Management Team. In October 2021, the contract was awarded with all high streets scheduled completed by February 2022.
- 11.9 The annual NI195 street cleansing inspections were completed, and the results show that 97% of the highway areas were at a good standard of cleansing at the time of the inspections with little litter present. The standard used is as described in the Code of Practice for Litter and Refuse 2006 graded as a grade A/B.
- 11.10 The Contract monitoring team use two different ICT systems to manage service requests and complaints (JADU and Confirm). In 2021/22 the team introduced a new process to improve handling of comments and service requests logged in JADU. The Partnership Officer logs all comments and Service requests raised in JADU in Confirm and these automatically assigned in Confirm to the relevant officer for investigation.
- 11.11 During the reporting period Waste Services officers responded to 286 stage 1 corporate complaints. Most Stage 1 complaints related to waste collection issues and missed waste collections as this is one service that is used by all Medway residents. The Council and Medway Norse have worked closely to improve complaint handling and stop service requests escalating to complaints including a refreshed process for council officers' investigations and shared tracking of complaints with the Norse administration team.

	Q1	Q2	Q3	Q 4	TOTAL
Bulky	9	13	3	5	30
Waste Collection Issues	47	31	7	11	96
Missed Collections	68	38	8	19	133
Street Cleansings	13	7	2	5	27
Staff/Crew Behaviour	0	0	0	0	0
TOTAL	137	89	20	40	286

- 11.12 In February 2022 it was fortunate that Storm Eunice had minimal impact on the collection and cleansing service in Medway with only 3 roads not receiving recycling collections due to tree fall.

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Appendices

Appendix 1 – National Indicator calculation methodology

Appendix 2 – Medway's collected and sent waste and historical recycling performance as reported to waste data flow.

Background documents

None

APPENDIX 1 – NATIONAL INDICATOR CALCULATION METHODOLOGY

The following guidance has been included to provide an explanation on how National Indicators for waste are calculated. This indicator set is a nationally recognised method for calculating Local Authority waste performance.

All waste data is reported by Medway Council to Waste Data Flow (WDF), the statutory reporting instrument for reporting waste data, on a quarterly basis. The following are the deadlines for Local Authority WDF submissions:

Reporting period	Data available by
April to June	30th September
July to September	31st December
October to December	31st March
January to March	30th June

This data is then used to produce national performance reports which are released by Defra, usually in December each year.

NI191 – KGs of residual household waste per household

This is the amount of waste that is not sent for reuse, recycling, or composting. It is calculated by deduction, i.e., it is total household waste minus household waste sent for reuse, recycling, or composting, as defined under NI192. Therefore, it is recommended that the definitions given under NI192 are considered first.

The size metric is the number of households in the local authority area, as given by the dwelling stock figures from the Valuation Office.

These figures are taken from the Council Tax base returns made by local authorities.

Numerator	Denominator
Total household waste as defined under NI192 denominator	Total households in the authority area
Minus	
Total household waste sent for reuse, recycling or composting as defined under NI192 denominator	

NI192 – Percentage of Household waste sent for reuse, recycling, and composting

This indicator includes household waste as defined under EPA 1990 and the Controlled Waste Regulations 1992.

'Sent for' means delivered to and accepted for re-use, recycling or composting by a company, individual or organisation which will reprocess waste that is an acceptable form for inclusion in the re-use, recycling, or composting process.

Any waste described as 'Sent for' will exclude any rejected material. For example, rejects from a material recycling facility (MRF).

DIY waste (Rubble & plasterboard) are both classed as non-household waste and are excluded from all parts of the calculation.

Numerator	Denominator
<p>Total tonnage of waste <i>sent for</i> reuse, recycling, and composting from:</p> <ul style="list-style-type: none"> • HWRC's (excluding DIY waste) • Kerbside collections • Bring banks • Third party recycling (recycling credits) 	<p>Total tonnage of waste <i>collected</i> for reuse, recycling, and composting from:</p> <ul style="list-style-type: none"> • HWRC's (excluding DIY waste) • Kerbside collections • Bring banks • Third party recycling (recycling credits) <p>Total tonnage of residual household waste collected from:</p> <ul style="list-style-type: none"> • Kerbside black sack waste • Street litter • Bulky collections • HWRC's residual waste • Clinical waste • Asbestos

NI 193 – Percentage of municipal waste sent for landfill

The definition of municipal waste is as for the Landfill Allowance Trading Scheme.

'Sent to landfill' includes both collected residual waste sent directly to landfill, waste collected for recycling but subsequently rejected to landfill and residual waste sent to landfill after an intermediate treatment (e.g., MBT).

Numerator	Denominator
<p>Total tonnage of waste:</p> <ul style="list-style-type: none"> • Sent directly to landfill • Rejected from reuse or recycling to landfill 	<p>Total tonnage of waste collected:</p> <ul style="list-style-type: none"> • For reuse or recycling including: <ul style="list-style-type: none"> o Kerbside recycling o Kerbside organics o HWRC recycling o Recycling separated from bulky waste and fly tipping o HWRC Reuse o Bring site recycling

	<ul style="list-style-type: none">• For residual disposal including:<ul style="list-style-type: none">o Kerbside black sack wasteo Street littero Bulky collectionso Fly tipping residual wasteo HWRC's residual wasteo Clinical wasteo Asbestos
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Appendix 2 – Medway's collected and sent waste and recycling performance as reported to waste data flow

1. Background

National indicators (NI's) are the nationally recognised method for measuring waste performance, bringing together waste data from across all of Medway's waste collection and waste treatment services.

NI's follow a financial year reporting cycle April to March. (Full guidance on NI calculation methodology included in Appendix 1).

Under the Circular Economy Package (now enshrined in UK law), the UK is committed to:

- national recycling rates of:
 - o 50% by 2020
 - o 60% by 2030
 - o 65% by 2035
- no more than 10% of municipal waste to landfill by 2035.

It is important to note that these targets are based on the UK *as a whole*. Although there are *currently* no financial or legal consequences for their achievement or not, Medway is expected to do their part to help achieve these targets.

2. Medway Performance April 2021 to March 2022

The audited performance rates for 2021/22 will not be released by Defra until Quarter 4 2022/23 but the expected results are as follows:

Performance indicator	Expected result	Movement on previous year
NI 191 - KGs of residual household waste per household.	624 KG'S	Down by 2 KG's
NI 192 - Percentage of household waste sent for reuse, recycling, or composting.	40.5%	Down by 1.3%
NI 193 - Percentage of municipal waste sent to landfill.	1.5%	Down 0.2%

Predicted NI results 2021/22

3. Medway NI192 rate as a proportion across services

The pie chart below details the input to Medway's NI192 recycling rate by service for the financial year 2021/22:

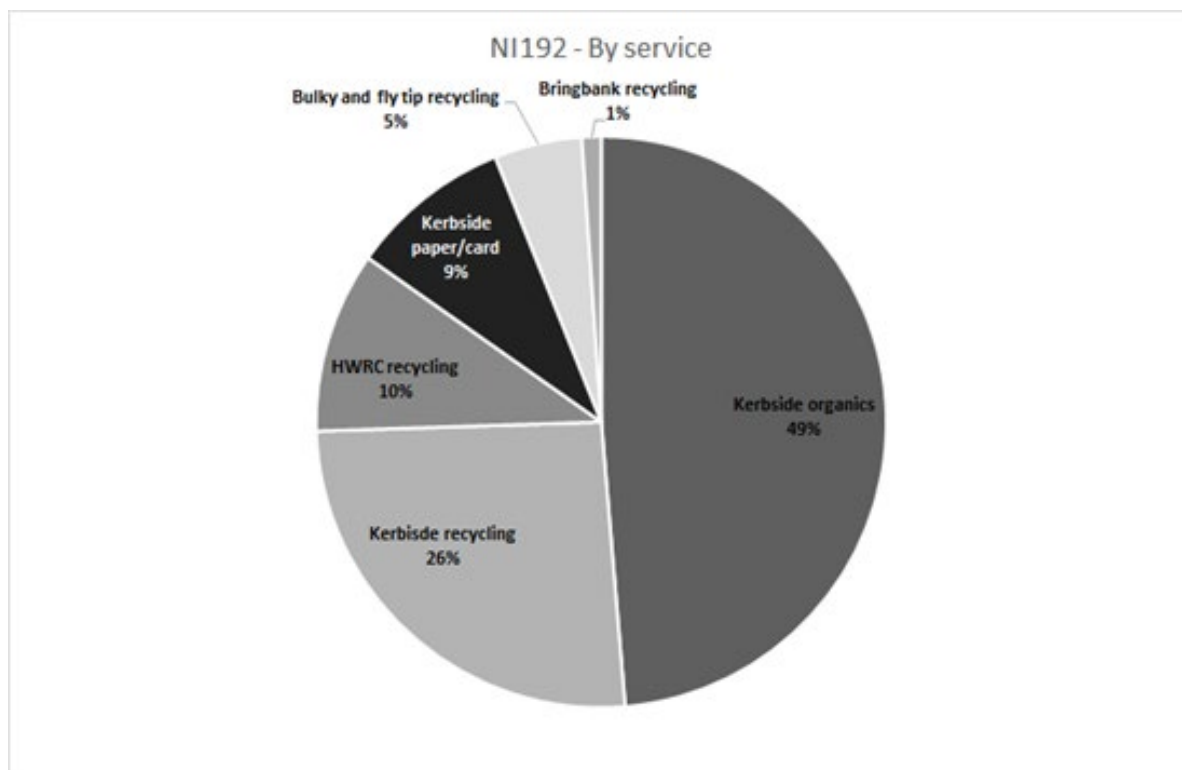


Figure 1 - NI192 input by service 2021/22

The table below details the input to Medway's NI192 recycling rate by service over a two-year comparison:

Service	% of NI192	
	2020/21	2021/22
Kerbside organics	19.3%	19.7%
Kerbside recycling	10.5%	10.5%
HWRC recycling	4.1%	4.2%
Kerbside paper/card	3.9%	3.7%
Bulky and fly tip recycling	3.4%	2.0%
Bring bank recycling	0.4%	0.4%
Total NI192 recycling rate 2021/22	41.7%	40.6%

4. Historic national indicators

The table below details performance across all three national indicators over 10 years against local targets:

Financial year	NI 191			NI192			NI193		
	Residual household waste per household (KG's)			Reuse, Recycling & composting (%)			Municipal waste landfilled (%)		
	Actual	Target	Diff	Actual	Target	Diff	Actual	Target	Diff
2012/13	624	792	168	41.00 %	41.00 %	0.00%	16.30 %	19.00 %	2.70%
2013/14	640	792	152	41.20 %	42.00 %	- 0.80%	16.20 %	19.00 %	2.80%
2014/15 *	588	650	62	46.10 %	43.00 %	3.10%	13.80 %	19.00 %	5.20%
2015/16	628	650	22	42.70 %	44.00 %	- 1.30%	11.10 %	19.00 %	7.90%
2016/17	630	650	20	42.80 %	45.00 %	- 2.20%	10.40 %	19.00 %	8.60%
2017/18	617	650	33	42.80 %	46.00 %	- 3.20%	9.50%	11.90 %	2.40%
2018/19 **	622	650	28	42.80 %	38.00 %	4.80%	10.80 %	11.90 %	1.10%
2019/20	567	650	83	46.00 %	38.00 %	8.00%	4.00%	11.90 %	7.90%
2020/21	626	650	24	41.80 %	38.00 %	3.80%	1.70%	11.90 %	10.20 %
2021/22 ***	624	650	26	40.50 %	38.00 %	2.50%	1.50%	11.90 %	10.40 %

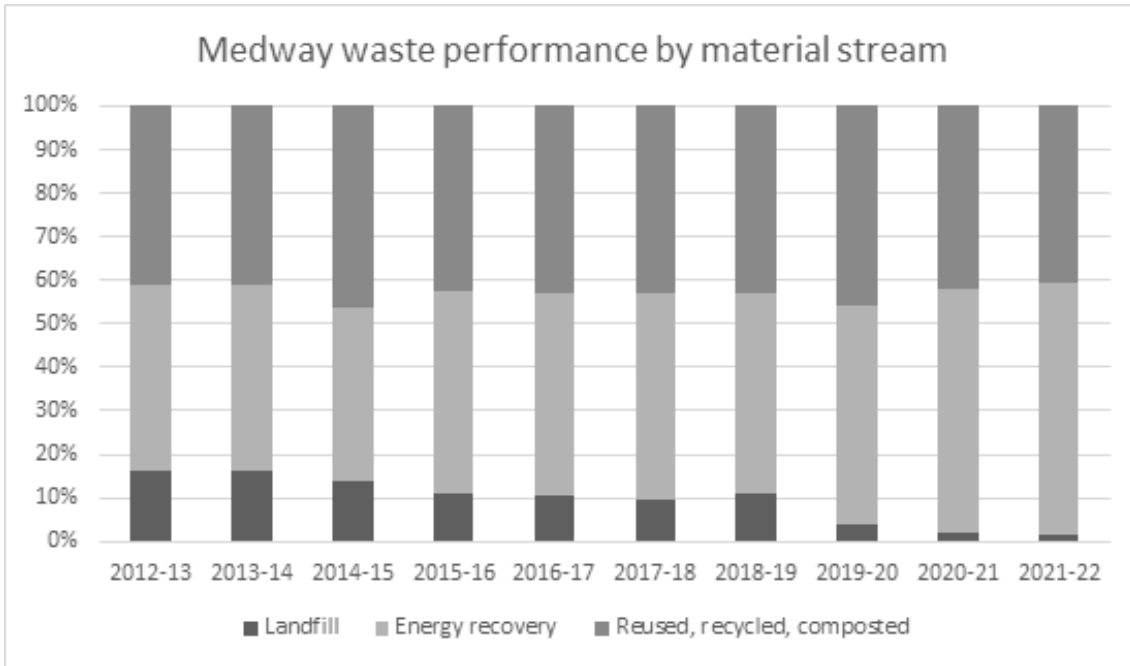
* DCLG year 1

**Adjusted NI192 target following a change in reporting

*** Data 2021/22 due for release Quarter 4 2022/23 and is therefore predicted

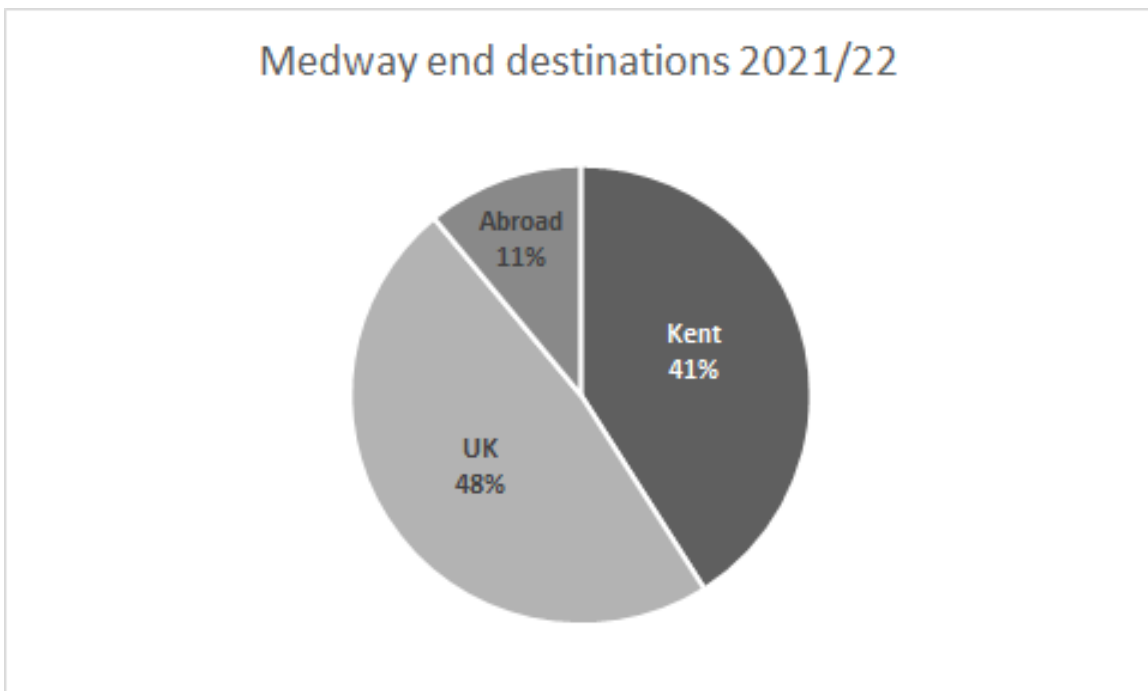
5. Performance by waste treatment

The graph below details Medway's performance across all waste services by waste treatment over a ten-year period.



6. Medway End Destinations

The pie chart below details where Medway's waste is processed with 89% dealt with in the UK. This is a 4% decrease on the previous year (93% dealt with in the UK) as a result of changes to residual waste energy recovery treatment.



Medway end destinations 2021/22