



YAYC: Clean & Safe

07 June 2005
Report to the City Council

You Are Your City: Clean and Safe



Before and after photographs of a typical rear garage entry way



Before and after photographs of a vacant plot of land secured against flytipping

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Preface

By Councillor Timothy Huxtable

Chairman, Local Services and Community Safety Overview and
Scrutiny Committee



All residents in Birmingham have a right to live in a clean, green and safe city, a city of vibrant urban villages. In undertaking this scrutiny review of the You Are Your City: Clean & Safe (YAYC) campaign, these were the ultimate objectives against which the Scrutiny Review Group measured the success of the campaign.

Flytipped rubbish, whether on council or private land, is an eyesore on the environment, which, for too long, had blighted our city and negatively affected public perception of Birmingham. Prior to this campaign, the impression was that no one cared what Birmingham looked like, and it also meant that sites where flytipping occurred were not being regenerated; were often the subject of arson; and contributed to an increase in the fear of being a victim of crime.

Within the Council, there is no single Directorate responsible for ensuring that all council land remains clear of litter and flytipped rubbish. This often delays or prevents action because the land owning Directorates do not always have an identifiable budget for clearance and site maintenance. On private land, flytipped sites are often detrimental to public health and/or an eyesore but little, if any, enforcement action is taken. In each case, whether or not flytipping posed a public health risk, local residents were expected to put up with it.

We found that YAYC delivered a project that was extremely good value for money for Birmingham citizens. YAYC made a significant difference to the environment because it enabled the City Council and other statutory bodies (such as the Police and Fire Service) to deliver more effective removal of dumped rubbish, which gave added associated benefits relating to neighbourhood renewal floor targets, public health, prevention of arson and increased safety/security measures. The campaign was effective because it was focused and a 'tell' not 'sell' approach was adopted. Success can also be attributed to political "sponsorship" of the campaign.



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However, the Scrutiny Review team believes that (probably because of the short time in which the YAYC campaign was put together and its relatively narrow focus) a better co-ordinated and systematic approach could have been achieved with partners both within and outside the City Council. The lessons learnt should be fed into future campaigns which have similar objectives to YAYC (such as Your City, Your Birmingham). Our conclusions for better co-ordination are set out in the recommendations in this report.

A handwritten signature in black ink, reading 'Timothy Huxtable'.

Councillor Timothy Huxtable

Chairman, Local Services and Community Safety
Overview and Scrutiny Committee



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1 Summary

- 1.1 “You Are Your City: Clean and Safe” was a highly successful campaign undertaken by the Council’s Regulatory and Waste Management Services in partnership with West Midlands Police and West Midlands Fire Service. Clear objectives were formed by the partners and a small delivery group was created to deliver the programme which was implemented within a set timescale. Its aims were to remove as much flytipped waste as possible, whilst encouraging local communities to respect and care for their local environment. It also aimed to assist in the achievement of the Public Service Agreement (PSA) target for reducing burglary and fires. In 10 months, a total of 10,600 tonnes of waste was removed from the 39 wards of the city on a rolling programme, and as both the PSA targets were met, £4.6 million was awarded to the Council.
- 1.2 The street cleaning contract does not require illegally flytipped waste to be cleared from private land or land that is owned by other Council Directorates. In some cases there is no dedicated budget for this activity. The Local Services and Community Safety Overview and Scrutiny Committee noted that the programme of removing flytipped rubbish has continued through “Your City Your Birmingham”. This operation continues to be funded from temporary funding streams. It is felt that the loss of such a programme would be detrimental to the city and that ongoing finance should be considered.
- 1.3 Now that the long term build up of refuse has been cleared from many sites, they should not be allowed to deteriorate to their previous condition. The responsibility for this falls to the land owner and wherever possible measures to prevent further flytipping should be implemented.
- 1.4 The Review Group acknowledged the good work undertaken through the previous Scrutiny Review on CCTV and recommends that this law enforcement measure should be used wherever possible.
- 1.5 The Environmental Wardens, Environmental Health Officers and Regulatory Enforcement Officers all have a role to play in enforcing environmental legislation. Prosecuting those who illegally flytip waste is not always straightforward. Similarly the legislation for ensuring that land owners maintain their land in a clean and tidy condition could be strengthened. The current legislation for dealing with litter is therefore outdated and pressure should be brought on the Local Government Association to call for a review.
- 1.6 The employment of Environmental Wardens is viewed as a success, but the Review Group noted that their employment was brought about through temporary funding and this should be reviewed.



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- 1.7 The Review Group found that, in general, partnership working between the City Council Departments is adequate within the context of You Are Your City: Clean and Safe, but believes that a lot more can be done to make this more effective. An example of this would be that all Directorates' land should be cleared by Fleet and Waste Management on a properly funded routine basis. Effective partnership working will also contribute to the City Council priorities. There also appears to be scope for accessing voluntary sector labour and funding to enhance schemes of this nature.
- 1.8 The Committee was impressed with the regeneration of sites by communities in partnership with the voluntary sector and is keen to see that the improvements made as a result of this programme are maintained.
- 1.9 The Committee wishes to praise the imaginative thinking and working that brought about the concept of "You Are Your City". The Committee was also impressed with leadership shown in delivering the programme and with the hard work and effort by all staff involved.



2 Terms of Reference

2.1 Reasons for Conducting the Review

2.1.1 This review was conducted because:

- “You Are Your City: Clean and Safe” is a high profile campaign and is of high public interest.
- The programme sought to address, at a local level, issues that are of national concern in respect of community safety and the physical environment.
- Making neighbourhoods clean and safe has been a Council priority for a number of years and this is now reflected in priority action 2 within the Council Plan 2005+. The second phase campaign, Your City Your Birmingham, now contributes to attaining this target.

2.2 Review Group

2.2.1 The Chairman, Councillor Timothy Huxtable, would like to thank his colleagues, on the Local Services and Community Safety Overview and Scrutiny Committee, Councillor Zoe Hopkins and Councillor Robert Wright for their assistance in this scrutiny review.

2.2.2 Further thanks are expressed to Mark Croxford, Head of District Services who was the Lead Review Officer, and to Cheryl Roache, Personal Assistant, for taking and preparing the minutes, as well as providing administrative support.

2.3 Terms of Reference

2.3.1 Our keys aims were to:

- Receive information on the You Are Your City: Clean and Safe Campaign, the resources made available and how they were deployed in the programme of work to make neighbourhoods clean and safe.
- Evaluate the effectiveness of the overall campaign and the programme of work.
- Examine whether more can be done to tackle the causes of the problem and determine sustainable solutions.



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- Identify ways to develop and improve the next and any future stages of the programme.

2.4 Evidence Gathering

- 2.4.1 The approach to gathering evidence was to initially receive a series of progress reports from those officers responsible for implementing the original campaign and managing the programme of work to be undertaken, and then to take evidence from front line staff, a District Director and from partners in the community who witnessed the implementation of this programme and the clearance of rubbish from sites.
- 2.4.2 The purpose of the evidence gathering was to enable the Committee and the Review Team to form a view on the effectiveness of the programme and whether, in their opinion, it presented value for money.
- 2.4.3 All members of the Local Services and Community Safety Overview and Scrutiny Committee were given the opportunity to witness the clearance of sites on a visit to the Lozells area of the City. This visit proved to be extremely useful to Members in gaining first hand experience of the problems experienced by the community with flytipped refuse and by the crews involved in collecting it. The Committee members also took this opportunity to talk to members of the community on wider environmental issues and the part the City Council plays in helping to deal with these matters.



3 The problem

3.1 Flytipped Rubbish

- 3.1.1 Flytipped rubbish presents a variety of public health problems. It attracts vermin, feral animals, and rotting putrescible waste smells and may cause disease. Aesthetically it is an eyesore that adversely affects residents and visitors' perception of the City. It affects community spirit and can lead to an increase in the fear of street crime and in street crime itself. This can lead to a cycle of increasing deprivation within our neighbourhoods.
- 3.1.2 A West Midlands Fire Officer advised the Committee that 50% of the activity for the Kings Norton Station is related to arson involving vehicles, rubbish bin chutes and vacant property. This fact reinforced the need to ensure that flytipped refuse, abandoned vehicles etc. should be removed as quickly as possible to prevent arson attacks, but it also suggests that awareness should be raised about the services available to properly dispose of refuse.
- 3.1.3 Information on the extent of flytipping that occurs within the City was requested. Whilst records exist of requests for the removal of flytipping that is reported to the City Council, this information does not provide the full extent of the problem, as flytipping also occurs on land owned by other public bodies and on land in private ownership. Following a Government request for such information in late 2004, Local Authorities are now required to collect this information, which is collated by the Environment Agency and is known as 'Flycapture'.
- 3.1.4 The Committee was informed that 10,600 tonnes of flytipped waste was removed during the initial 10-month programme of work carried out under the You Are Your City Campaign, which involved every ward in the City. (Table 1). The total amount of rubbish removed by ward is in Appendix 1.

Number of sites identified	Number of sites cleared	Total tonnage	Completion Rate
2957	2938	10,600.40	99.36%

Table 1. Volume of rubbish removed under You Are Your City



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3.2 What Caused the Problem?

- 3.2.1 The Review Group explored whether or not the flytipped rubbish had built up from a long term failing of the Council to collect waste or whether the incidence of flytipping was increasing and the waste seen is 'current' waste.
- 3.2.2 The Group were informed that although the Council employed a very efficient Waste Management operation, the street cleaning contract did not cover the removal of waste from privately owned land or land owned by other public bodies. The cost effectiveness of the waste management operation was explained by citing the reduction in employee numbers, and the technological enhancements brought about over a number of years and through the Compulsory Competitive Tendering process. However, it was also suggested that tendering these services led to the loss of some of the flexibility in service provision that was previously achieved. This was due to the budgets being specifically designated under the terms of the contract.
- 3.2.3 There is no strategic financial reserve for the City Council to make arrangements for removing flytipped waste from private land or land owned by other public bodies and unless the rubbish poses a public health threat, the legislation available is inadequate to ensure that the owner makes arrangements for the rubbish to be removed. The Review Group also heard that the policy and arrangements for keeping land clear of litter and refuse within Council Directorates is unclear, especially if this land does not fall within the remit of the street cleaning contract.
- 3.2.4 The 'You are Your City' and the subsequent 'Your City Your Birmingham' programmes were designed to deal with a long term build up of refuse and flytipped waste. Although the Review Group has some concerns with the methodology for prioritising sites to be cleared of waste, it was recognised that the targeted approach adopted may have provided a more sustainable and cost effective option to merely responding to all requests for site clearance.
- 3.2.5 Evidence of the long term build of rubbish was heard when the Review Group were told about a community litter pick which led to the removal of five supermarket trolleys and a can of beer with a sell by date of 1987.
- 3.2.6 The Review Group asked why more effective enforcement measures are not applied to deal with the problem, and it was explained that there are fundamental problems in using the current legislation. To obtain a successful prosecution for example, the Council must prove "beyond reasonable doubt" that the person being prosecuted actually committed the offence. So although the origin of the refuse can be determined by names and addresses on letters etc, it is more difficult to ascertain which member of the household committed the offence of flytipping. It would also be desirable for additional powers to be given to local authorities to ensure that other public bodies such as rail operators, British Waterways etc. engaged in greater partnership working with the local authority to clear and maintain sites in their ownership.



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- 3.2.7 During the evidence gathering it was confirmed that anyone caught flytipping is committing a criminal offence and can be prosecuted either by the local authority or the Police and sued for damage by the landowner. However, performance in this activity needs to be improved and this can be achieved through joint working with the police. Education also plays a role in reducing illegal waste disposal and encouraging community engagement. The Environmental Wardens have improved the Council's ability to interact with communities at a local level.
- 3.2.8 If flytipped waste is found on private land the Council can only require it to be removed by the land owner if it is likely to affect the public's health or is infested with rodents. Inert waste such as building rubble, three-piece suites, white goods etc. are unsightly and have the potential to attract vermin as they offer warmth and shelter and/or a source of food.
- 3.2.9 The Council's legal powers to require removal of waste by landowners could be strengthened, which would bring about speedy removal of flytipped waste and potentially prevent additional dumping of rubbish.
- 3.2.10 It is the opinion of the Local Services and Community Safety Overview and Scrutiny Committee that the current legislation for dealing with litter is outdated and that pressure should be brought on the Local Government Association to call for a review.

3.3 Types of Land that are Most Commonly Subject to Flytipping

- 3.3.1 All open land can be subject to flytipping including derelict land on council estates, roads, car parks, public open spaces, alleyways to the rear of domestic properties, children's play areas, Network Rail land, and canal and river banks.
- 3.3.2 Where the land is in the ownership of the Local Authority, it is for the land owning Directorate to arrange for the removal of the waste. It was noted that either no or insufficient budgetary provision is made for such work, either centrally or by individual Directorates.
- 3.3.3 Privately owned land does not fall to the Council to maintain. Where the waste on that land poses a risk to health (see 3.2.7.) then Environmental Health Officers or Environmental Wardens will serve legal notices on the owners to clear their land. Where this does not occur the Council can clear the waste, recover its costs and consider prosecution for non-compliance with the notice.
- 3.3.4 Council owned and private land is often targeted by flytippers because no precautionary measures are taken to prevent flytipping. However it is not always possible to take effective measure to prevent flytipping and certain pieces of land need to remain accessible, for example car parks and play areas. The landowner is liable to clear the waste at their cost, and it is a false economy not to consider some preventative actions such as trip rails, gates, CCTV etc.



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3.4 Incidence of Fire and Burglary

- 3.4.1 As there are demonstrable links between degradation, crime, external arson and abandoned refuse, a decision was made to tackle the problem of fire and burglary as part of the You Are Your City: Clean & Safe Campaign.
- 3.4.2 A number of hot spot areas existed around the city. It was decided therefore, to attempt to tackle this problem through a range of initiatives with the intention that this would contribute to the targets set in the Public Service Agreement (PSA) signed by the City Council and the Government.



4 City Council Policies

- 4.1 The Council Plan 2005+ reinforces the commitment to a clean, green and safe city, and the “You Are Your City / Your City Your Birmingham” programmes support action to tackle environmental crime through effective use of regulatory wardens, targeting flytipping, flyposting, littering, placarding and dog fouling (Chapter 5.1. Action 2). A commitment is also given to making our streets cleaner (Chapter 5.2.)
- 4.2 The programmes also contribute to the aims of the Community Safety Strategy for Birmingham 2005 – 2008 (adopted by the Council in April 2005) by cleaning neighbourhoods so that people feel safe (theme 10) and can enjoy a clean and green environment (theme 11).
- 4.3 The “Your Are Your City” programme has been superseded by “Your City Your Birmingham” which is a second phase of land clearance. The Your City Your Birmingham programme is intended to clear rubbish from all land in a specified District for between two and four weeks. It is financed through the Neighbourhood Renewal Fund, through the Environmental Theme Group of the Birmingham Strategic Partnership, which is not permanent funding.



5 You Are Your City: Clean and Safe

5.1 Origins of the Campaign

- 5.1.1 The Senior Assistant Director of Regulatory Services confirmed that he had been asked to propose an environmental initiative that would make a significant impact on the City. The proposal was to be affordable and delivered quickly.
- 5.1.2 Following consultation with Waste Management, it was proposed that four crews with four compaction vehicles and access to a hired JCB could cover four electoral wards per month specifically to remove flytipped waste on any land identified by wards on a rolling programme covering all wards in the City over 10 months. This ensured that the operational costs were fixed and the only variable cost would relate to the waste disposal costs. It was considered that, as some wards would be more adversely affected by flytipped waste than others, any spare capacity could be diverted as necessary.
- 5.1.3 It was also proposed that the campaign would incorporate a safety element and specifically target incidence of fire and burglary.
- 5.1.4 The campaign was approved by the City Council's Executive in October 2003 and received cross party support. It was endorsed by Councillor Sir Albert Bore and former Councillor Mick Rice, as the relevant Cabinet Member, was charged with providing strategic direction. The Senior Assistant Director of Regulatory Services was given the operational lead and reported progress on a weekly basis to the Cabinet Member and on a monthly basis to Cabinet.
- 5.1.5 The cost of the overall campaign was £670,000.

5.2 The Elements of the Campaign

- 5.2.1 This report deals with the two elements of the campaign as follows:
- The programme of work to remove flytipped rubbish from all sites identified by the Wards in the City
 - The campaign to reduce incidents of Fire and Burglary in the City



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5.3 Removal of Flytipped Rubbish

- 5.3.1 The removal of flytipped rubbish commenced in November 2003 and was due to finish in August 2004. Two project officers and one administrative support officer were seconded to co-ordinate the project and additional staff were employed to remove the waste. Waste Management employed four two-person crews and four vehicles. The Review Group noted that the programme of work only addressed the results of flytipping and not the cause of the problem.
- 5.3.2 Each ward in the City was scheduled to receive resources over a four week period to remove waste. Two weeks prior to the clearance, appropriate sites were identified for clearance of flytipped refuse, through various channels. It was noted by the Committee that few referrals were made by West Midlands Police (WMP) or the West Midlands Fire Service (WMFS).
- 5.3.3 One Project Officer worked in the North of the City and the other in the South, visiting every site scheduled to be cleared of rubbish. Only sites with large amounts of dumped rubbish were included in the parameters of the original project brief.
- 5.3.4 Private contractors with JCB earth moving plant were also made available to clear sites with excessive dumping. Some sites posed difficulties in gaining access, and these were left to the end of the programme when time and capacity allowed. The Review Group was impressed by this flexible approach which meant that a greatest number of sites were covered at the start of the programme, rather than concentrating on a few sites that would potentially take longer to clear. It was also noted that the majority of sites, including those with difficult access, were eventually cleared. Appendix 4 contains a list of 19 sites not cleared. The Committee was disappointed that a list of those sites referred for clearance that were not considered suitable was not available.
- 5.3.5 Following clearance, a booklet was produced detailing the work undertaken in each Ward. This contained 'before and after' photographs of every site, together with recommendations for preventing future flytipping. The Chair of each Ward Committee and the Leader of the Council were provided with printed booklets. CD Roms of the booklets were made and copies were sent to the relevant MP and District Director (See Appendix 2 and 3). It was felt that District Directors should subsequently take responsibility for securing sites, but no specific budget was made available for this to take place.
- 5.3.6 The Review Group heard that, in wards with cross-political party representation, some Elected Members experienced difficulty with accessing information on the work undertaken and the report prepared. In addition, following the Local Elections, new Councillors were not made aware of such an important source of information for their Ward and more should have been done to promote what turned out to be such an excellent piece of work. The Local Services and Community Safety Overview and Scrutiny Committee feel that these reports should have been provided to each respective ward Councillor as a matter of course.



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5.4 The Process for Identifying Sites for Clearance

- 5.4.1 As described above, sites to be cleared of flytipped waste were identified through a combination of holding Public Meetings to raise awareness of the initiative and by receiving subsequent reports of flytipping from members of the public, Councillors, Regulatory Services Enforcement Officers, Environmental Wardens and other Council staff, and in a small part from WMFS and WMP. Those wards with Wardens undertaking 'beat walks' used local knowledge to identify sites for clearance. We heard from several sources that the lack of Environmental Wardens hindered the process, as they had identified additional sites for clearance after ward clear-up had been completed. One of the project managers disagreed with this perceived disadvantage, in that where Environmental Wardens were not present, two or three Enforcement Officers from Regulatory Services and the project managers themselves were deployed to look for sites. The Review Group was satisfied that Environmental Wardens added considerably to the overall success of the campaign.
- 5.4.2 Turn out at the Public Meetings by members of the public was varied. The meetings were well attended by Councillors, Senior Officers from the Council, WMFS and WMP. They set a good example of partnership working within communities and clearly showed benefits of working together. Some Ward Support Officers were very helpful and this contributed enormously to the success of these meetings. At every meeting, ward maps were displayed and members of the public, together with officers, identified sites to be investigated and cleared of flytipped refuse.
- 5.4.3 The Committee felt that the Public Meetings which had active local support from Neighbourhood Forums, Housing Liaison Boards and members of the public contributed greatly to the success of the clear-ups by ensuring that the local concerns were dealt with. In general all those in attendance were very positive and worked hard to ensure the clear-ups were a success.
- 6.4.4 The public meetings were essential to engage the wider community, and it was felt that initiatives such as this provide greater opportunity of inter agency working, which can lead to a change in attitudes and ultimately help to create a clean environment which will be maintained in good condition.

5.5 Implementation of the Clearance Programme

- 5.5.1 "You Are Your City: Clean and Safe" targeted the symptoms of fly-tipping, but did little to tackle the causes. The Review Group notes that additional activities have taken place in the City to make Birmingham cleaner and safer. Examples of these include Operation Cleansweep, Litter fixed penalty notice exercises and the School Litter Charter. However, these activities were not specifically part of the You Are Your City: Clean and Safe programme. It is recognised that this omission was intentional as the project team was not resourced to undertake this wider brief.



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- 5.5.2 Methods for securing sites were recommended with every ward completion report, and District Directors were requested by the Chief Executive to investigate how future illegal flytipping could be prevented. In the main, this has yet to be implemented as specific funds for site security had not been identified as part of the process. It has been brought to the attention of the Review Group that there is a potential for bidding for extra funds for long term sustainability for cleared sites, using land fill tax credit legislation. We enclose in Appendix 7 a letter sent to all Councillors on 29 January 2004 concerning this.
- 5.5.3 In response to the Boundary Commission report, ward boundaries were changed to accommodate the June 2004 election. The Committee was pleased to note that The You Are Your City Scheme continued to operate within the old ward boundaries and no areas were disadvantaged by this change.
- 5.5.4 The project brief was to remove flytipped waste from all sites rather than attempt to include sites where heavy littering had occurred. The brief was clearly understood by the project managers and the implementation team. However the difference between 'flytipped waste' and 'heavy littering' was not made clear to everyone and this became apparent when taking evidence. Clearly, there was a desire for more sites to be included in the programme and the lack of clarity in the project brief did not help.
- 5.5.5 In total, 2938 sites were cleared and 19 sites that were programmed for clearance were not dealt with. Appendix 4 identifies these sites and reasons why they were not cleared. There were no records kept of sites that were referred but not programmed for clearance. Often these sites were heavily littered or overgrown with weeds, shrubbery etc. and did not fall under the remit of the project. However, public perception is that these areas should have also been cleared to improve the local environment. The Review Group were disappointed that this data was not kept, which could have been used at a later date.

5.6 Reducing the Incidence of Fires and Burglary

- 5.6.1 When the proposals for removing flytipped waste were being formed, it was assumed that the rubbish removal programme would assist in the reduction in external arson by removing material that could be burnt. It was also believed that by removing illegally dumped rubbish and enhancing the environment, this would also contribute to a feeling of well being which could ultimately have an impact on preventing additional environmental and other crime.
- 5.6.2 In forming the overall campaign proposals, account was taken of the fact that the West Midlands Police (WMP) and West Midlands Fire Service (WMFS) were striving to achieve two Public Service Agreement stretch targets in relation to the reduction of fires and burglary in the City. As there are demonstrable links between degradation, crime, external arson and abandoned refuse, it was proposed and agreed to incorporate activity to achieve this target into the You Are Your City: Clean & Safe Campaign.



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- 5.6.3 The proposal was to tackle the Fire and Burglary PSA targets through a wide range of initiatives. Several areas of Birmingham were identified as hot spot areas for burglary and an intensive awareness campaign was launched. This involved an extensive door knocking exercise by Police and 'not for profit organisations', which was followed by initiatives to prevent future burglaries, such as the installation of door bars and window restraints, known as target hardening. In addition, a high profile advertising campaign was launched, warning householders of the increased danger of fires over the Christmas period.

5.7 Safety Packs

- 5.7.1 A small part of this initiative was the production of Safety Packs providing information on 'crime and grime' issues. The Safety Packs were advertised, with a contact number to receive one, in the following ways: The Voice, on rigid scrolls around the City, on the City Council website and via a large poster campaign throughout the whole city.
- 5.7.2 The Safety Packs included information leaflets and a security pen to mark expensive goods. The intention of the packs was to get people talking and interested in tackling crime through self help initiatives and to get people to think about safety issues.
- 5.7.3 Safety Packs were made available to householders through Councillors, public meetings such as Ward Committees and through Neighbourhood Offices and other Council offices open to the public. The WMP, WMFS, Neighbourhood Forums and Community Organisations also distributed a number of the packs.
- 5.7.4 200,000 safety packs were produced, which is clearly insufficient to cover the 400,000 domestic properties in Birmingham. There was no attempt to limit distribution of the safety packs to one per household and generally records were not kept to ensure every household received a copy, although a list of everyone who contacted public promotions (via a dedicated phone number) to request a pack was kept. The intention was to target the most vulnerable households by focusing on premises in areas of high crime or with high incidence of fire. The Review Group felt that this targeting was ineffective.
- 5.7.5 It is the view of the Local Services and Community Safety Overview and Scrutiny Committee that the Safety Pack in itself was a good idea and that the content was good. The target audience and the method of distribution was, however, ill thought out and did not achieve maximum impact. This is borne out by the fact that the original intent was to send packs out though the post or to distribute them via the Voice, but this was found to be uneconomical or impracticable. The Review Group heard that West Midlands Fire Service Officers and Police Officers eventually distributed the packs in hot spots areas following a fire or crime incident. This allowed these officers to demonstrate the usefulness of the packs and it is the Committee's opinion that this was the best method of raising awareness. The overall view of the Local Services and Community Safety Overview and Scrutiny Committee is that this was the most uncoordinated and unprofessional part of the whole campaign.



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5.8 Partnership Working

- 5.8.1 The Review Group noted the good work of Waste Management, Regulatory Services, West Midlands Police and West Midlands Fire Service. It also noted that Street Warden projects and Ward Support Officers assisted with the overall campaign.
- 5.8.2 Both British Waterways and Network Rail were aware of the campaign. The Review Group heard how the project officers tried to engage these organisations throughout the duration of the ten month programme of work to remove flytipped rubbish. After each of the public meetings, information was sent, but action on behalf of these bodies to remove flytipped rubbish from sites in their ownership appeared to be minimal. Reminders of the required action were also sent, but again the response was minimal. Birmingham City Council staff are prevented from clearing waste from railway land due to safety and restricted access. British Waterways and Network Rail do have a commitment to clear-up their land, but they did not want to follow the schedule adopted by the programme. The Review Group felt that as major land owners Network Rail and British Waterways could make a significant difference to the cleanliness of Birmingham. In addition any land that is used by flytippers may be accessed by children who would then be at an increased risk of injury. The Review Group hopes that in future clean-up campaigns both will join in the partnership and play an active role.
- 5.8.3 Groundwork Birmingham and their partners welcomed the focus of the project as they feel rubbish and rats are the number one issue with the community. Groundwork and other environmental partners could have been better involved in arranging the clearance of smaller sites. Groundwork recognise that the City Council is the only service provider to remove waste in bulk from flytipped sites. However, the clearing of smaller sites could have been done by the private or voluntary sector. This may also create job opportunities.
- 5.8.4 It is considered that the voluntary sector is particularly good at championing environmental issues within the community. It was also suggested that organisations should be smarter about preventative measures. For example Georges Park in Lozells had a significant problem with abandoned vehicles and arson. A trip rail was erected around the park and although there was a reduction in vehicle fires, none of the savings made by the Fire Service were re-invested in similar works. Groundwork expressed a view that there is a need for education on these matters both within the community and of the land owning bodies.
- 5.8.5 The Local Services and Community Safety Overview and Scrutiny Committee believe that greater efforts should be made to achieve a more coordinated approach to the removal of flytipped waste though partnership working.



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5.9 Mapping

- 5.9.1 The Review Group heard from both the West Midlands Fire Service and Regulatory Services that more work is being done using Global Information System (GIS) mapping. The Police are using a system called COSMOS which is compatible with the other systems being used. It is possible, therefore, for the various service providers to overlay data and analyse the links between the sets of data. This information sharing could lead to a pooling of resources and more effective delivery of existing services.
- 5.9.2 The Review Group were also informed of a City wide study of levels of waste across Birmingham. Encam is a charity partly funded by the government. They campaign to "keep Britain tidy", and develop best practice on environmental quality issue. Regulatory Services with ENCAMS are GIS mapping 32 environmental parameters including litter, graffiti and fly tipping by inspecting every road in the City. This information will be fed into COSMOS and other GIS mapping systems and will be passed to Districts. Initially, this baseline data will be used to measure performance for a new PSA target to be negotiated with Government, to continually improve the quality of the environment. This is the first time any City has undertaken such an exercise and the Local Services and Community Safety Overview and Scrutiny Committee looks forward to the outcome of this work.



6 Findings – Assessment of Success

6.1 Initial Perceptions

- 6.1.1 Council Officers from Regulatory Services felt that the programme was successful in delivering the original aims and objectives. Representatives from the West Midlands Fire Service indicated that they were of the same view, particularly as the programme generally assisted in achieving the PSA target.
- 6.1.2 The Chair of the City Housing Liaison Board thought the programme was very successful and felt it had been ably assisted by two excellent street wardens and an Estate Assistant. He did not think that it would have worked as well without them. In his view the employees within 'environmental services' were "fantastic at getting things done."
- 6.1.3 The view from a District Director was that the You are Your City: Clean and Safe Campaign was successful because it was able to remove significant tonnage of bulk refuse and clear sites. This provided a real momentum for Districts to build on and deliver added value projects through the complementary funding provided via the Clean and Safe allocations e.g. graffiti removal, removal of fly posting, litter picks and improved lighting etc. One of the learning points from both programmes was about ensuring better co-ordination between agencies and departments and alignment of programmes.
- 6.1.4 The Local Services and Community Safety Overview and Scrutiny Committee thought that, given the tight project specification, the time scales involved, and the available resources, the You Are Your City: Clean and Safe Campaign was successful in achieving its core objective of removing illegally flytipped rubbish.

6.2 Assessment of Success

- 6.2.1 Objectively, the Local Services and Community Safety Overview and Scrutiny Committee felt that it was easy to measure success in terms of the amount of rubbish removed and cost of removal. The Committee decided that in this respect the programme was highly successful.



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- 6.2.2 The Committee thought that the programme could have incorporated other success measures such as community involvement and identifying funding for the long-term solution for each site. It is recognised that solutions were identified in the packs given to Districts once the clearance had occurred. However, the wherewithal to implement these solutions was not identified. It was thought community engagement had been achieved in some areas with residents caring for a site once it had been cleared of refuse. The consequence was that little site security work has been undertaken. The Committee recognised that securing sites in an attempt to prevent future flytipping is a short term measure and that site development or regeneration will provide a longer term solution to the problem. The Committee felt that Districts should take the leading role on this issue. Community engagement can take time and resource, but it is felt that investing in this activity will bring added benefits. The Committee felt that involving the voluntary sector would also be of benefit.
- 6.2.3 In conclusion the Local Services and Community Safety Overview and Scrutiny Committee felt that the You Are Your City programme met its project brief, but were concerned about the long term sustainability of keeping sites clean.

6.3 City Wide Coverage

- 7.3.1 During the You Are Your City Programme, the ward boundaries changed to accommodate the 2004 local election, but the project kept to the old ward boundaries. The Committee was especially pleased at this logical approach and the attention to detail to ensure no area was disadvantaged by the change in boundaries.

6.4 Re-tipping Rates

- 6.4.1 The Housing Liaison Board felt that one in three sites had been re-tipped, but an audit in a District revealed that 80% of the sites have remained free from further tipping.
- 6.4.2 Additional information on this matter was sought from the current 'Your City Your Birmingham' Rubbish Clearance Programme. It is evident from additional clear-ups in the Sparkbrook District, that less than 16.7% of the sites experienced re-tipping after the initial clearance. Sparkbrook suffered the highest incidence of re-tipping, with three out of the six districts which have benefited from the additional rubbish clearance programme experiencing re-tipping rates of around 5%. All sites that were cleared under the You Are Your City flytipping clearance programme have been revisited as part of the Your City Your Birmingham project:



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Period	District	Sites identified / done	Tonnage	Revisit rate	Re - clearance	Total Tonnage / Sites from Round 1
30 th Aug 04 – 24 th Sept 04	Hodge Hill	97/97	298.85	100%	5.2%	3093/316
27 th Sept 04 - 15 th Oct 04	Sparkbrook	133/133	145.8	100%	16.7%	1605.88/ 299
18 th Oct 04 – 1 st Nov 04	Ladywood	187/187	213.038	100%	12.1%	1535.81/ 339
8 th – 26 th Nov 04	Erdington	109/107	156.44	100%	9.51%	1157.08/ 263
29 th Nov 04 – 17 th Dec 04	Edgbaston	100/100	66.86	100%	4.29%	700.246/ 373
20 th Dec 04 – 14 th Jan 05	Yardley	97/97	58.74	100%	<5%	1023.06/ 236
17 th Jan 05 – 4 th Feb 05	Perry Barr	152/152	62.62	100%	<5%	552.71/ 297
7 th Feb 05 – 18 th Feb 05	Selly Oak	227/226	73.06	100%	<5%	381.56/ 356
21 st Feb 05 – 4 th March 05	Hall Green	85/84	42.27	100%	<5%	191.60/ 216
7 th – 18 th March 2005	Northfield	109/104	57.6	100%	<5%	172.195/ 183
21 st March 05 – 1 st April 05	Sutton Coldfield	33/32	11.89	100%	<5%	168.3/ 52

Table 2. Retipping rates in Your City Your Birmingham (this could now be updated to show all 11 District clearances regarding flytipping)

*Revisit rate shows the percentage of sites from the first round of clear-ups were revisited in this round.

**Reclearance rate shows the percentage of sites that had to be cleared again

6.4.3 The Review Group heard that community engagement is key to ensuring a sustained reduction in the incidence of flytipping and rubbish in the environment.

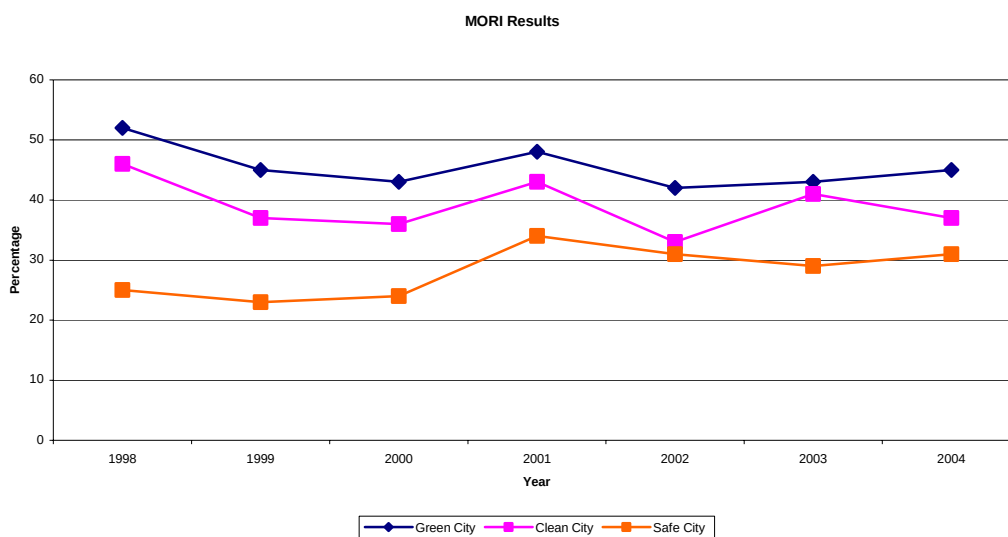


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6.5 Popularity of the Campaign and Effect on Public Opinion

6.5.1 The Review Group questioned whether the You Are Your City Campaign had impacted in any way to change public opinion towards dumping rubbish and the role carried out by the local authority and its partners. Perception was that there had been an impact, but that this was difficult to quantify. It was also suggested that as residents had witnessed the clearance of a significant amount of flytipped refuse from an area the local community would not be prepared to allow any further flytipping activity to take place on the same scale and residents would report problems associated with rubbish much earlier than had previously been the case.

6.5.2 The Review Group was informed that the results of a Mori Poll survey were reported during the You Are Your City: Clean and Safe Campaign (Mori 2003). The Review Group is disappointed that, despite 10,600 tonnes of rubbish being removed in the first tranche and a further 705,608 tonnes of rubbish being removed in the first four months of Your City Your Birmingham, the public's perception of Birmingham being a clean city declined. The Mori Poll survey results 1998 – 2004 are shown below.



6.6 Achievement of Objectives

6.6.1 The total amount of flytipped waste removed over the 10 months was identified as follows:

Number of sites identified	No. of sites cleared	Total tonnage	Completion Rate
2957	2938	10600.40	99.25 %



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- 6.6.2 During the Campaign, meetings were held between officers from the Council, West Midlands Police and West Midlands Fire Service to monitor the impact of the clean up campaign, the target hardening exercises and the distribution of the Safety Packs. The PSA targets for both burglary and external arson were achieved.

6.7 Efficient Management of the Flytipping Removal Programme

- 6.7.1 The Review Group heard that the Flytipping Removal Programme was delivered by two Environmental Health Officers, eight Waste Management Personnel and one administrative support. There was no spare capacity for diverting from the project brief. In addition evidence was heard from Environmental Wardens and Enforcement Officers from Regulatory Services who had assisted in the identification of sites.
- 6.7.2 The Local Services and Community Safety Overview and Scrutiny Committee were impressed by the hard work of these officers and believe that this part of the Campaign was efficiently managed and implemented. The Committee extends its thanks to all the employees involved.

6.8 Review of Safety Packs

- 6.8.1 Evidence was heard that both Fire and Police Officers had used the packs in pro-active visits to hot spots areas. It was felt that such visits accompanied by an explanation of the use of packs generally enhanced their effectiveness.
- 6.8.2 It is felt that the Safety Packs were tacked onto the project and that their unco-ordinated distribution was a severe weakness to the overall Campaign.
- 6.8.3 The achievement of the PSA stretch target and the subsequent £4.6 million reward was excellent news for the City.

6.9 Ability of the Programme to Solve the Problem

- 6.9.1 You Are Your City: Clean and Safe clearly targeted the symptoms of fly-tipping, but did little to tackle the causes. It is recognised that this was outside the remit of the campaign, as it was not part of the project brief, nor was it resourced to undertake this work. Site security was recommended with every ward completion report, but the responsibility for undertaking this work should have been made clear at the outset of the Campaign and dedicated resources should have been made available. District Directors were subsequently given the responsibility to secure sites.



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- 6.9.2 It is recognised that resources were made available under the general heading of You Are Your City, but District Committees and Directors were advised that this money should be spent on a variety of activities, such as District Environmental Wardens, underground recycling centres and highway improvements. Some underspend from these funds are now being used for site security. The lack of clarity about site security has resulted in relatively few sites being protected from further flytipping.
- 6.9.3 The Local Services and Community Safety Overview and Scrutiny Committee believe that more imaginative solutions for developing sites by working with communities can be achieved and this should be explored.



- 6.9.4 Norman Street was a derelict site, transformed from flytipping eyesore into a usable community facility, as illustrated above. Groundwork in partnership with the Lozells recreation Group and Birmingham City Council worked with local community members to identify their needs and agree a sustainable solution. Groundwork helped access funds and provided the technical expertise to transform the eyesore. The Lozells Recreation Group and the City Council have taken over the maintenance and ownership of the new facility. Lozells Recreation Group has ensured community access including women and girls' only sessions and plays the role of site champion. This transformed space has helped reduce crime and fear of crime, improve health and increase community cohesion in Lozells, East Birmingham.
- 6.9.5 An underspend in the Housing Thematic NRF monies was used as a last minute add-on to the project to secure some sites between January 04 and April 04. This did not assist all wards across the City and we heard evidence that the wards awaiting clearance were doubly disadvantaged as not only did they not have their rubbish removed, but they did not get access to funding to secure sites. (See Appendix 5 and 6).



7 Extract from CCTV Scrutiny Report

7.1 Acknowledgement

- 7.1.1 The Local Services and Community Safety Overview and Scrutiny Committee felt that the work undertaken for the Review of CCTV was particularly relevant to the Council's work in the prosecution of those who illegally flytip waste. The Committee would like to acknowledge and thank all colleagues who produced the scrutiny report on CCTV. The following extract from the CCTV review is included in this report.
- 7.1.2 "While the data protection aspects of recording images of people are understood by staff involved the working group were told that there are an insufficient number of signs in some areas to advise that "Images are being recorded for public safety and crime prevention purposes." This could make CCTV evidence in these locations inadmissible in court proceedings. There is also a need to develop a protocol for sharing/safeguarding/revealing data to third parties.
- 7.1.3 Regulatory Services - this area of work covers principally Trading Standards, Environmental Health and Licensing. CCTV monitoring is being used for enforcement purposes, collecting evidence in relation to uses such as fly-tipping, illegal meat, counterfeit goods and underage sales of cigarettes and alcohol. Covert monitoring is carried out in specially rented houses to regulate the services provided by repairmen. Overcharging and charging for unnecessary work or work not carried out has been detected in this way.
- 7.1.4 A variety of camera options are used including hand held and OCTV cameras fixed temporarily to suitable supports such as lamp posts. OCTV installations work best with mains power, but can be battery operated. There is no need for a fixed data link as the cameras are controlled and pictures received via secure mobile phone connections. This also means it is comparatively easy to re-site cameras although doing this unseen may be difficult. TV surveillance is not the answer to every problem, for example there can be picture quality problems in low light, but the work is innovative and is to be encouraged.



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- 7.1.5 Community Safety Partnership Team - this team supports the Community Safety Partnership. It is often called upon to give general advice about CCTV and its potential role in reducing crime and the fear of crime. While some officers in the Community Safety Team are funded by the City Council the Community Safety Partnership, which they support, is external to the Council. Its main partners are the City Council, West Midlands Police and West Midlands Fire, Probation and Health Services - during its evidence session the team commented on the lack of co-ordination between the partners involved in crime prevention and the use of CCTV.
- 7.1.6 A number of attempts at co-ordination have been started but the meetings have been infrequent and have not been well attended.
- 7.1.7 The Council has recently appointed a Director of Community Safety and is recruiting a CCTV co-ordinator. The working group see these officers as having a pivotal role in making the required co-ordination a reality. In tandem with our partners, they should drive a more strategic approach to CCTV in the City and the region. We expect them to promote work on "before and after" studies to provide a clearer understanding of crime reduction, crime displacement and perceptions of improved safety brought about by CCTV."
- 7.1.8 The Local Services and Community Safety Overview and Scrutiny Committee believe that the following recommendations which were contained in the review of CCTV are pertinent to this review as follows:

Recommendation	Responsibility	Completion Date
R1 That all departments/directorates using CCTV for crime prevention/law enforcement purposes should ensure that the necessary signs are in place and that staff involved are fully acquainted with the requirements of the Data Protection Act 1988, The Freedom of Information Act 2000 and the Human Rights Act 1998. In some specific cases the Regulation of Investigatory Powers Act 2000 will also apply.	Cabinet Member for Local Services and Community Safety	May 2005 (As per CCTV Review presented to Council in February 2005)
R2 That the Council should actively support the setting up of a CCTV forum to promote a more co-ordinated and strategic approach to CCTV in the City in particular and across the region.	The Cabinet Member for Local Services and Community Safety	May 2005 (As per CCTV Review presented to Council in February 2005)



8 Conclusions and Recommendations

8.1 Budget

- 8.1.1 The Local Services and Community Safety Overview and Scrutiny Committee notes that the You Are Your City Campaign both tackled the historical problem of flytipping and dealt with it as an ongoing problem. It would appear that, unless an ongoing and specific budget is made available for the removal of flytipped waste, there is potential for the problem to escalate.
- 8.1.2 It was also noted that a large number of cleared sites are owned by the City and that the land owning Directorates have not identified budgets for site clearance and site security. This should be addressed.

	Recommendation	Responsibility	Completion Date
R3	That the temporary budget made available for the You are Your City Programme should be made permanent to enable the continued clearance of all land of flytipped waste; that this is best achieved as part of an overall service plan for street cleansing in order to provide a co-ordinated approach and general improvement in the quality of the environment which will contribute to the proposed PSA target.	The Cabinet Members for Local Services and Community Safety and Transportation and Street Services	February 2006

8.2 Site Security

- 8.2.1 The District Directors should be requested to report on all of the sites that have been cleared and whether or not the recommendations for site security have been adopted.

	Recommendation	Responsibility	Completion Date
R4A	That the District Directors report to the Strategic Director for Local Services on the number of sites that they have considered for securing and actually secured.	District Chairpersons	November 2005
R4B	That the Strategic Directors report to the Cabinet Member for Local Services and Community Safety on steps taken by District Directors to sustain cleared sites.	The Cabinet Member for Local Services and Community Safety	January 2006



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8.3 Council Owned Land

- 8.3.1 Pro-active strategies should be undertaken to dispose of or solve the problems associated with vacant land.
- 8.3.2 The City incurs the cost of removing illegal flytipped waste from land that it owns. Not being willing to sell these sites or regenerate them quickly means that the City loses money to the ongoing revenue costs.

	Recommendation	Responsibility	Completion Date
R5	That Districts should consider whether derelict council owned sites should be sold to maximise capital receipts, or regenerated with imaginative 'out of the box' solutions for the land to minimise their revenue liability and/or provide a constructive use for the site. That those sites put forward for consideration are brought to Cabinet for decision.	District Chairpersons The Leader	January 2006

8.4 Environmental Wardens

- 8.4.1 Consideration should be given to employing more Environmental Wardens using mainstream funding.

	Recommendation	Responsibility	Completion Date
R6	That the long term funding issues for Environmental Wardens should be considered due to the possibility of Neighbourhood Renewal funding being withdrawn in 2006/07.	The Cabinet Member for Local Services and Community Safety, and the Chair of the Public Protection Committee	January 2006

8.5 Council Priorities

- 8.5.1 The Local Services and Community Safety Overview and Scrutiny Committee would like to see that all corporate initiatives are properly embraced by all Directorates and Sections of the Council, so that Council Priorities are met. Robust project plans need to be prepared before projects are implemented.

	Recommendation	Responsibility	Completion Date
R7	That robust project management arrangements are put in place for all corporate initiatives, explicitly detailing the roles and responsibilities of all Council directorates.	The Deputy Leader	January 2006



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8.6 Partnerships

- 8.6.1 Evidence was heard that working relationships between Network Rail and British Waterways could be improved, particularly in relation to Public Protection issues. The Local Services and Community Safety Committee feel that there is an opportunity to strengthen these relationships.

	Recommendation	Responsibility	Completion Date
R8	That a report be prepared on the working partnership with Network Rail and create a working partnership with British Waterways.	The Chair of the Public Protection Committee	January 2006

8.7 Availability of Waste Collection Services

- 8.7.1 The Local Services and Community Safety Overview and Scrutiny Committee believe that the awareness of the waste collection services available could be improved.

	Recommendation	Responsibility	Completion Date
R9	That where domestic waste collection services are available through the Council, subject to accommodation within the existing budget and/or the securing of additional funding to accommodate any resulting increase in demand, these services should be more widely publicised.	The Cabinet Member for Transportation and Street Services	January 2006



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Appendix 1 Monthly Programmes

Result for November 2003

Ward	No. of sites identified	No. of sites cleared	Total Tonnage removed	Completion Rate
Handsworth	92	89	199.14	96.7%
Selly Oak	76	76	50.36	100%
Sparkbrook	103	103	991.7	100%
Washwood Heath	54	54	1356.71	100%
TOTALS	325	322	2597.91	99%

Results for December 2003

Ward	No. of sites identified	No. of sites cleared	Total Tonnage removed	Completion Rate
Aston	101	100	87.99	99.1%
Kings Norton	100	95	93.45	95%
Small Heath	88	87	231.80	98.8%
Soho	88	86	422.94	97.7%
TOTALS	377	368	836.18	97.6%

Results for January 2004

Ward	No. of sites identified	No. of sites cleared	Total Tonnage removed	Completion Rate
Kingstanding	33	33	173.34	100%
Longbridge	93	88	103.325	94.6%
Sandwell	72	72	157.09	100%
Sparkhill	130	130	246.65	100%
TOTALS	328	323	680.40	98.4%

Results for February 2004

Ward	No. of sites identified	No. of sites cleared	Total Tonnage removed	Completion Rate
Bartley Green	143	142	145.35	99.3%
Moseley	82	82	61.68	100%
Stockland Green	148	147	670.90	99.3%
Nechells	76	76	876.94	100%
TOTALS	449	447	1754.87	99.5%



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Results for March 2004

Ward	No. of sites identified	No. of sites cleared	Total Tonnage removed	Completion Rate
Acocks Green	122	122	452.01	100%
Ladywood	74	74	147.94	100%
Erdington	82	82	312.84	100%
Weoley	52	52	42.13	100%
TOTALS	330	330	954.92	100 %

Results for April 2004

Ward	No. of sites identified	No. of sites cleared	Total Tonnage removed	Completion Rate
Yardley	81	81	426.53	100%
Harborne	55	55	26.46	100%
Shard End	91	89	1242.94	98%
Brandwood	79	79	73.12	100%
TOTALS	306	304	1769.05	99.3 %

Results for May 2004

Ward	No. of sites identified	No. of sites cleared	Total Tonnage removed	Completion Rate
Hodge Hill	86	86	261.74	100%
Edgbaston	38	38	18.29	100%
Sutton New Hall	30	30	34.50	100%
Bournville	98	98	176.07	100%
TOTALS	252	252	490.60	100 %

Results for June 2004

Ward	No. of sites identified	No. of sites cleared	Total Tonnage removed	Completion Rate
Fox Hollies	66	66	367.53	100%
Kingsbury	14	14	18.77	100%
Oscott	52	52	66.08	100%
Quinton	138	138	510.146	100%
TOTALS	270	270	962.526	100%



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Results for July 2004

Ward	No. of sites identified	No. of sites cleared	Total Tonnage removed	Completion Rate
Hall Green	88	88	112.46	100%
Perry Barr	84	84	130.40	100%
Sutton Vesey	17	17	133.68	100%
Billesley	49	49	6.02	100%
TOTALS	238	238	382.56	100%

Results for August 2004

Ward	No. of sites identified	No. of sites cleared	Total Tonnage removed	Completion Rate
Sutton Four Oaks	5	5	0.12	100%
Northfield	44	44	26.74	100%
Sheldon	33	33	144.52	100%
TOTALS	82	82	171.38	100%



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Appendix 2 Letter to District Directors

Dear

Enclosed is a CD-Rom containing all the information we have on the sites secured within the ward in your district.

As you know, the Chief Executive has asked District Directors to lead on ensuring, wherever possible, that the cleaned sites are maintained in that condition. The information on each site includes the suggestions of what might be done to bring this about.

If there is a problem with the CD-Rom please do not hesitate to get in touch with me or my colleague, who has the detailed knowledge in relation to the clearance of these sites – Andrew J Morris on 303 1934.

Yours sincerely

I S Coghill
Senior Assistant Director (Regulatory Services)

Enc.



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Appendix 3 Standard Letter Format Sent to MP's

Ref: ISC/CAM/MP

Dear

Re: Clean and Safe Campaign in «wards» during «months»

As I understand you are aware, in October last year Birmingham City Council's Cabinet approved a programme to clear flytipped rubbish under the aegis of the You Are Your City campaign. Each month, four separate wards of the City are cleared of as much flytipped rubbish as possible and at the moment the clean up rate is running well in excess of 95% and rising. We are now completing our seventh month and are well into the process of reporting back on these exercises to the wards in which we have been working.

This reporting process is very important as it is intended to facilitate sustaining the environmental improvements which can follow the clear-up. Whilst it will not be possible to protect all flytipped sites from further illegal tipping, it is clear that there are a range of options available to reduce the likelihood of repeated tipping in many of the sites cleared. Accordingly, we record, as part of the clean up process, the details needed by Waste Management to clear the site including a digital photograph of its appearance prior to cleaning. Following the clearance of the rubbish, the site is re-photographed and relevant officers add their suggestions for improving site protection to the documentation. At the conclusion of the clean up all this information is put together in one bound volume which is available for interested parties to use as a database to facilitate any planned activity relating to improving these sites. In addition, the data is made available on CD-Rom.

Councillor Mick Rice, Cabinet Member for Local Services has asked me to make this data available to you insofar as it affects wards within your constituency. Enclosed is the relevant CD-Rom.

The lead in relation to the improvement and long term sustainability of the sites within these wards and constituencies will be taken by the newly appointed District Directors. As you can see, I am copying this letter to them, they should have already received their copies of the CD-Rom.

If you have any queries in relation to this I am, of course, available to assist, or where matters relate to the detail of individual sites, they may be better addressed by Russell Thompson and Andrew Morris who are available on 303 1933 and 303 1934 respectively, and who have a first hand knowledge of many of the sites involved.

Yours sincerely

I S Coghill
Senior Assistant Director (Regulatory Services)
cc District Director



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Appendix 4 Sites Not Cleared

Ward	Number	Location	Reasons for not clearing
Aston	049	Off Hunters Road	Owner refused consent
Bartley Green	064	Land adj 113 Jiggins Lane	Should never have been raised as a job
Handsworth	007	Alley RO 73 – 129 Westminster Road	Local area scheduled for demolition – no access
Harborne	00X	Corisande Walkway	No access for vehicles, too far from road for dragging
Kings Norton	002	Beech Walk	High fence surrounding land
Kings Norton	032	West Health Park Brook	Not cleared for reasons of Health and Safety
Kings Norton	033	Behind Wychall Shops	No access – padlocked gate
Kings Norton	036	Access road to Wychall Lane	No access for vehicle
Kings Norton	064	RO 35 Gildas Avenue	Housing would not provide access
Longbridge	019	Ro 256 The Roundabout	No access for plant machinery. Overgrown
Longbridge	071	Brook under Footbridge on Devon Road	Not cleared for health and safety reasons
Longbridge	073	Brook under bridge on Lismore Close	Not cleared for health and safety reasons
Longbridge	077	Rover bank adjacent to Lismore Close	Not cleared for health and safety reasons
Shard End	019	Stream at Packington/Kendrick Avenue	Not cleared for health and safety reasons
Shard End	020	Stream in Roebuck Close	Not cleared for health and safety reasons
Small Heath	065	RO Small Heath Forum Heather Road	No access – padlocked gate
Soho	043	Land RO 163 Soho Road	Owner refused clearance
Soho	053	Land adj brook, South Road	Not cleared for health and safety reasons
Stockland Green	007	Bleak Hill Rec Ground	No access for vehicles



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Appendix 5 Sites Secured by You Are Your City Team as Direct Intervention

Reference Number	Address	Ownership	Secured by
Acocks Green 025	Garage Site 88 to 99, RO 155 Berkeley Road	Housing	Housing
Acocks Green 026	Garage Site 88 to 99, RO 155 Berkeley Road	Housing	Housing
Acocks Green 027	Garage Site 88 to 99, RO 155 Berkeley Road	Housing	Housing
Acocks Green 090	Alleyway between 3 & 5 Preston Road	Private	Private
Aston 030	Open land Opp 141 Rocky Lane	Private	Private
Bartley Green 025	Garage Site 125 – 127 Timpley Lane	Housing	Housing
Bartley Green 121	Garage part of 35/37 Ralph Meadows	Housing	Housing
Bartley Green 133	Garages on Timpley Lane	Housing	Housing
Brandwood 018	Fenced of land at the other end of grass verge on Reaside Crescent	Leisure	Leisure
Handsworth 003	Opp Ludmer Way	Leisure	Leisure
Handsworth 005	Garages opp 5 Putney Road	Private	Clean and Safe underspend
Handsworth 016	Land of Lozells Road	Housing	Clean and Safe underspend
Handsworth 029	RO 106 Holly Road	Private	Clean and Safe underspend
Handsworth 039	Land adj 70 Wellington Road	Housing	Housing
Handsworth 062	Garages Opp Putney Rd	Private	Clean and Safe underspend
Handsworth 076	Allotments RO Holly Road	Private	Clean and Safe underspend
Handsworth 077	RO 106 Holly Road	Private	Clean and Safe underspend
Handsworth 082	Alley RO 96 Holly Lane	Private	Clean and Safe underspend
Handsworth 083	Allotment RO Holly Lane	Private	Clean and Safe underspend
Hodge Hill 002	Driveway side of snooker hall on Station Road	Private	Private
Hodge Hill 003	Driveway RO houses on Station Road	Private	Private



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Reference Number	Address	Ownership	Secured by
Hodge Hill 004	Rear garden of 62 Station Road	Private	Private
Hodge Hill 005	Rear garden of 58 Station Road	Private	Private
Kings Norton 007	Back of Sisefield Road	Housing	Clean and Safe underspend
Kings Norton 023	Grange Farm Drive by 71 – 73	Housing	Clean and Safe underspend
Kings Norton 038	Owens Croft, top of embankment	Housing	Clean and Safe underspend
Kings Norton 039	Owens Croft, top of embankment	Housing	Clean and Safe underspend
Kings Norton 045	Vista green garages	Housing	Clean and Safe underspend
Kings Norton 078	Dee Grove, garage 14	Private	Private
Longbridge 009	Land RO 1720 Bristol Road South	Private	Private
Longbridge 022	Drive at the side 149 The Roundabout	Housing	Housing
Moseley 015	Land at side of Rithie Close	Private	Private
Nechells 016	Void lot, Crawford Street	Unregistered	Clean and Safe underspend
Nechells 059	Tennis Court, RO Leyland Social Club	Private	Clean and Safe underspend
Nechells 066	Opp 141 Rocky Lane	Private	Clean and Safe underspend
Sandwell 003	Old Dairy, Island Road	Private	Clean and Safe underspend
Sandwell 031	Vacant plot, Trafalgar Road	Housing	Clean and Safe underspend
Selly Oak 003	Land at junction of Elliot Road and Gleave Road	Housing	Clean and Safe underspend
Selly Oak 033	Entrance RO shops on Bristol Road	Private	Private
Selly Oak 069	Land between Winnie and Gleave Road	Housing	Clean and Safe underspend
Small Heath 006	Gated off land adj 96 Burlington Road	Private	Private
Small Heath 055	Alleyway at the side of 129 Burlington Road	Multiple private owners	Ward NRF
Soho 013	Junction of Lodge and Bacchus Road	Private	Clean and Safe underspend
Sparkbrook 004	Land at the rear of Albury Walk	Housing	Clean and Safe underspend



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Reference Number	Address	Ownership	Secured by
Sparkbrook 007	Land at the end of Lime Grove	EDD	EDD
Sparkbrook 009	Land at the junction of Kyrwicks Lane	Private	Clean and Safe underspend
Sparkbrook 020	Drying area RO of Albury Walk	Housing	Clean and Safe underspend
Sparkbrook 021	Land RO Gladstone Road	Housing	Clean and Safe underspend
Sparkbrook 022	Land RO Gladstone Road	Housing	Clean and Safe underspend
Sparkbrook 041	Alleyway at the side of 25 Hertford Street	Housing	Clean and Safe underspend
Sparkbrook 094	Backyard of property on the Edward Road on the corner of Bath Walk	Private	Private
Sparkhill 002	Drive at the side of 41 St Johns	Multiple Private Owner	Private Owners
Washwood Heath 023	Malthouse Lane	Housing	Housing
Washwood Heath 047	Norton Crescent	Housing	Housing
Washwood Heath 051	Aston Church Road	Housing	Housing
Weoley 013	Side garden of 69 Elmsdale Crescent	Private	Private



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Appendix 6 Sites Secured by Other Agencies as Indirect Intervention

Reference Number	Address	Ownership	Secured by
Acocks Green 033	The Causeway, off Church Lane	Private	Private
Acocks Green 050	Rear garden 124 Millhouse Road	Private	Private
Acocks Green 064	The Causeway, off Church Road	Private	Private
Acocks Green 065	The Causeway, off Church Road	Private	Private
Aston 042	Area RO 14 – 20 Victoria Road	Unregistered	Private
Brandwood 037	Void flats at the end of Gomeldon Avenue	Housing	Housing
Handsworth 001	Wellington Road	Private	Private
Handsworth 010	Brecon Road Bowling Green	Private	Private
Handsworth 034	95 Villa Road	Private	Private
Handsworth 081	Carpark, Bowling Green Lane	Private	Private
Hodge Hill 009	Corner of Riddings and Lyme Green Road	Housing	Housing
Hodge Hill 010	Corner of Riddings and Lyme Green Road	Housing	Housing
Hodge Hill 011	Corner of Riddings and Lyme Green Road	Housing	Housing
Hodge Hill 012	Corner of Riddings and Lyme Green Road	Housing	Housing
Hodge Hill 017	45 Webcroft Road	Housing	Housing
Hodge Hill 018	45 Webcroft Road	Housing	Housing
Hodge Hill 019	Void properties at the bottom of Webcroft Road	Housing	Housing
Hodge Hill 021	Void properties at the bottom of Webcroft Road	Housing	Housing
Kings Norton 012	By Greaves Square, behind Bargains Direct	Housing	Housing
Kings Norton 046	Vista Green garages	Housing	Housing
Kings Norton 047	Vista Green garages	Housing	Home Office Scheme
Kings Norton 087	Next to block 67 Hillmeads Road	Private	Private
Longbridge 028	Piece of land half way down Beches Road	Housing	Housing



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Reference Number	Address	Ownership	Secured by
Longbridge 035	Rubbish bin next to 25 Homemead Close	Housing	Housing
Longbridge 074	Land opp 11 Bryher Walk	Leisure	Leisure
Moseley 032	Land at the side of 1 Russell Road	Private	Private
Selly Oak 010	Entry next to student accommodation on Dawlist Road	Private	Private
Selly Oak 22	Entry to the alleyway by the side of 6 & 8 Luton Road	Housing	Housing
Selly Oak 034	Pub carpark off the Brist Pear on Heeley Road	Private	Private
Small Heath 010	Alley at the side and rear of 169 Bordesley Green East	Private	Private
Small Heath 039	Piece of land on the junction with Coventry Road and Henshaw Road	Private	Private
Small Heath 064	Entrance off Mansel Road near the junction with Coventry Road	Private	Private
Small Heath 073	Alleyway between 142 & 144 Burlington Road	Private	Private
Small Heath 074	Alleyway between 142 & 144 Burlington Road	Private	Private
Small Heath 078	Land RO 423 Green Lane	Private	Private
Sparkbrook 068	Marlborough Pub Carpark, off Anderton Road	Private	Private
Sparkbrook 069	Alley adj and RO 80 Warwick Road	Private	Private
Sparkhill 034	Entry between 14 – 16 Taunton Road	Private	Ward NRF
Sparkhill 039	Alleyway between 165 Ivor Road	Private	Private
Sparkhill 055	Alleyway RO 33B Queenswood Road	Private	Private
Sparkhill 074	Stoney Lane	Private	Private
Stockland Green 033	RO 2 – 30 Rosary Road	Private	Private
Weoley 003	Land at the rear of William Hill on Weoley Castle Square	Private	Private



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Appendix 7 Landfill Tax Credit Letter to All Councillors

29 January 2004

Our Ref: P:YAYC/landfilltax1/ld

Dear Colleague,

You Are Your City – Clean and Safe - Potential Funding for Land Clearance

As promised in my letter to you of 22 December 2003 please find attached guidance on a potential funding source for the re-use of appropriate land cleared of fly tipped waste during the You are Your City – Clean and Safe campaign.

The information provides guidance on the Landfill Tax Credits Scheme which has a number of objectives including the funding of projects that involve the reclamation of land to reduce or prevent pollution.

The funds can be obtained from a number of landfill operators directly or through certain organisations within the Birmingham area and this is explained within the guidance note. I hope that you will find this information of use.

I realise that it in my previous letter it may not have been made clear to you as to your precise NRF Ward allocation for 2004/5 and therefore I attached a note detailing that allocation.

Yours sincerely

A handwritten signature in black ink that reads "Mick Rice".

Councillor Mick Rice
Cabinet Member, Local Services &
Community Safety



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YAYC - Birmingham Waste Land Clearance

To obtain landfill tax credits (LTCs) organisations have to progress through two fundamental stages. First they have to register their project with ENTRUST, the regulator of the Landfill Tax Credit Scheme. ENTRUST have a number of objects and projects have to meet one of these to be eligible to register. Next organisations have to apply for funding from either a landfill operator or, more commonly, from a Distributive Environmental Body (DEB) that distributes LTCs on behalf of a single 'parent' landfill operator e.g. Biffaward is the DEB for Biffa's LTCs.

In addition to these two stages, applicants for funding will normally be asked to provide 10% third party funding to the funding body. Third party funding has to be raised by the applicant and should be paid by an organisation (or individual) that will not benefit from the project and that is not constitutionally connected to the applicant.

ENTRUST Objects

Depending on what the current state of the land is and what the end use is going to be the project could qualify for funding under the following categories (object c project funding was withdrawn last year):

- a. projects that involve reclaiming land, the use of which has been prevented by some previous activity*
- b. projects that reduce or prevent pollution on land*
- d. projects that provide or maintain public amenities or parks within 10 miles of a landfill site*

Funding is also available for the following objects:

- da. Delivery of biodiversity conservation for UK species habitats*
- e. projects to restore or repair buildings for religious worship, or of architectural or historical interest*

If the project falls under object d (or da or e) then the site at which the project is occurring needs to be within 10 miles of a landfill site and usually the DEB stipulates that it is a landfill site operated by their 'parent'. Conversations with Birmingham City Council personnel indicate that the end use will involve public access, suggesting object d is the most relevant category. It should be noted that not all DEBs will fund object a or b projects.

A project can be registered directly with ENTRUST, in which case the applicant organisation needs to become a registered Environmental Body (EB), although sometimes the DEB will register projects without the applicant organisation becoming an EB (However, more often than not the DEB requires the applicant to be an EB so in most cases EB status is a pre-requisite). Information on becoming an EB is available via the Entrust web site at www.entrust.org.uk.

There are a number of Environmental Bodies operating within Birmingham and the West Midlands who would be able to register the project on behalf of Birmingham City Council, and could be willing to apply to a DEB for funding on behalf of the Council. (A list of known EBs is attached as an Appendix).



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Birmingham's Waste

The landfill sites at which Birmingham City Council's waste is disposed are operated by SITA, WRG, and Biffa. All three of these organisations distribute landfill tax credits to projects that meet the ENTRUST objects outlined above. The Council would stand more chance applying to one of these organisations for LTCs because of their relationship with the Council and because they have activities in the area. It should be noted that most, but not all, of Birmingham falls within a 10 mile radius of an active landfill site.

These landfill sites are located as follows:

SITA

Packington Landfill Site
Packington House, Little
Packington
Meriden
Warwickshire
CV7 7HN

WRG

Edwin Richards Landfill Site
Portway Road
Rowley Regis
Warley
West Midlands
B65 9DW

Biffa

Wilnecote Landfill Site
Rush Lane
Dosthill
Tamworth
Staffordshire
B77 1 LT

SITA

The SITA Environmental Trust is the DEB for SITA. They don't appear to currently fund projects that fall under objects a or b but will fund object d (and e) projects. As this is the case the project will have to be within 10 miles of the SITA landfill site at Meriden, just to the east of the M42 below Junction 4 of the M6. Most of Birmingham (from Kings Heath through City Centre to Erdington) falls within a 10 mile radius of this site.

The contact details for the SITA Environmental Trust are as follows:

The Barn
Brinkmarsh Lane
Falfield
South Gloucestershire
GL12 8PT
Tel: 01454 262910
Fax: 01454 269090

An application form and full application guidelines are available at www.sitaenvtrust.org.uk.

WRG

WREN is the DEB for WRG's LTCs. WREN distributes LTCs throughout Warwickshire and the West Midlands. WREN will only fund projects under object d (and e) so they would have to meet the 10 mile rule. The Edwin Richards Landfill Site is close to Birmingham and the 10 mile rule enables areas including and to the west of Kings Heath, Moseley, Gravelly Hill and Kingstanding to be covered.

WREN will register the project with ENTRUST on your behalf.

The regional contact details for WREN are as follows:
Area Manager: Peter Moralee



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Project Manager: Angela Alun Jones

All WREN managers can be contacted through the head office. The details are as follows:

Waste Recycling Environmental Ltd
WREN House
Manor Farm
Bridgham
Norwich
Norfolk NR16 2RX
Tel: 01953 71 71 65
Fax: 01953 71 82 02

Application forms and application guidelines can be downloaded from www.wren.org.uk

Biffa

Biffaward is the DEB for Biffa's LTCs. Biffaward funded the Community Training Centre, located at St Martin in the Bull Ring. Biffaward stipulates that projects need to be within 10 miles of a Biffa operation, which does not necessarily have to be a landfill site. Two Biffa operations are within 10 miles of St Martin in the Bullring. These are:

- "Minworth Severn Trent" approximately 6.30 miles (10.08km) away.
- "Rhodia - I W M" approximately 5.37 miles (8.60km) away.

Biffa also has a landfill site at Wilnecote.

Biffa requires that all applicants are enrolled Environmental Bodies therefore applicant organisations would need to apply for EB status or persuade an existing EB to put the project forward for funding. They also state that their main aim is to fund community projects (object d) under the value of £50,000, which is encouraging.

The contact details for Biffaward are as follows:

Biffaward
C/o RSNC
The Kiln, Waterside
Mather Road, Newark
Nottinghamshire
NG24 1WT
Tel: 0870 036 1000
Fax: 0870 036 0101

A full application pack and application guidelines is available at <http://www.biffaward.org.uk/>.

Environmental Bodies Involvement

Once suitable projects have been identified by Birmingham City Council the project group can go forward by itself or seek help from an EB that would be happy to work alongside the project delivery groups to guide them through the application process



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and then to assist with the stringent reporting of expenditure and project updates that the funding bodies insist upon (these vary by Trust). In particular this reporting needs to satisfy:

- Customs & Excise that the money has been spent in the correct manner
- The DEB that the funding has been spent in the correct manner
- The DEB's desire for publicity
- ENTRUST that the funding has been spent in the correct manner
- ENTRUST's regulations on the receipt of funding

This part of the procedure also requires claims to be made to the DEB each month for a proportion of the grant (some DEBs pay the grant to the EB or project group, other pay on invoice directly to the organisation presenting the invoice).

EBs are not funded to perform application work and would therefore require payment for any such activity that takes place. A funding application would normally take 2-4 days and could be charged at up to £350/day. For assistance with the reporting and project delivery phase EBs could charge 10% of the project cost. This is usually built into the application so would be at no direct cost to the Council.

Summary

It is feasible that projects to clear land and return it to public use would be attractive to funding bodies distributing LTCs. In addition, the requirement for the project to be within 10 miles of a landfill site or waste management facility should be met for the whole of Birmingham, with landfill sites to the east and west and other waste management facilities near to the centre.

Three potential DEBs have been identified all of whose 'parent' landfill operator take the Council's waste. These are SITA Environmental Trust, WREN and Biffaward.

EBs have has experience and knowledge of the LTCs funding process and is able to provide assistance with funding applications and reporting requirements. EBs could also act as the Environmental Body that registers the project and channels the funding.

Contacting ENTRUST

To get the literature and information on how to apply for contact:

ENTRUST
6th floor Acre House
2 Town Square
Sale, Cheshire
M33 7WZ
Tel 0161 972 0074 Fax 0161 972 0055
Web site address <http://www.entrust.org.uk>



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A list of Known Environmental Bodies Operating within the Birmingham Area

Name	Address	Telephone
Aston Environmental Partnership	8 Holt Court Aston Science Park Birmingham B7 4AX	0121 604 4664
Birmingham Botanical & Horticultural Society Ltd	Birmingham Botanical Gardens, Westbourne Road, Edgbaston, Birmingham B15 3TR	0121 454 1860
Birmingham Conservation Trust (Environmental Body)	P O Box 28, Alpha Tower, Suffolk Street Queensway, Birmingham B1 1TU	0121 303 2664
Birmingham Diocesan Trust	Cathedral House, St. Chad's Queensway, Birmingham B4 6EX	0121 236 2251
Birmingham Hippodrome Theatre Development Trust Ltd	Hurst Street, Birmingham B5 4TB	0121 689 3085
Brumcan	Unit 8, Sapcote Business Centre, Small Heath Highway, Small Heath, Birmingham B10 0HR	0121 328 2020
Business Council for Sustainable Development United Kingdom	Unit F3, The Arch, 48/52 Floodgate Street, Digbeth, Birmingham B5 5SL	01724 281558
Castle Bromwich Hall Gardens Trust	Chester Road, Castle Bromwich, Birmingham B36 9BT	0121 749 4100
Coleshill Civic Society	The Croft, Gilson, Coleshill, West Midlands, B46 1LP	01675 462127
Groundwork Birmingham	65 Villa Road, Handsworth, Birmingham B19 1BH	0121 507 6509
Groundwork UK	85-88 Cornwall Street Birmingham B3 3BY	0121 236 8565
Ladywood Furniture Project Ltd	48 Eyre Street, Ladywood, Birmingham B18 7AA	0121 455 7133
Midlands Environment Business Club Ltd	Unit F3, The Arch, 48/52 Floodgate Street, Digbeth, Birmingham B5 5SL	0121 693 8338



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PCC of St. Laurence Church, Northfield	The Rectory, Rectory Road, Northfield, Birmingham B31 2NA	0121 477 3111
St. John's Church, Ladywood PCC	St. John's Vicarage, Darnley Road, Ladywood, Birmingham B16 8TF	0121 454 0973
St. Martin's in the Bull Ring, Birmingham Parish Church	St. Martin's in the Bull Ring, Bullring, Birmingham B5 5BB	0121 643 5428
The Urban Renewal Foundation Ltd	Unit F3, The Arch, 48/52 Floodgate Street, Digbeth, Birmingham B5 5SL	0121 693 8338
The West Midlands Urban Wildlife Trust Ltd	28 Harborne Road, Edgbaston, Birmingham B15 3AA	0121 454 1199
Urban Mines	The Cobbett Centre, Village Street, Norwood Green, Halifax HX3 8QG	01274 699417
Warwick Road Partnership Ltd	CSR Partnership, 49 George Street, Birmingham B3 1QA	0121 212 0208
Waste & Environmental Risk	Environmental Science, The University of Birmingham, Edgbaston, Birmingham B15 2TT	0121 414 7455