

**Manchester City Council
Report for Information**

Report to: Neighbourhoods and Environment Scrutiny Committee
– 9 January 2019

Subject: Delivering the Our Manchester Strategy

Report of: Executive Member for Neighbourhoods

Summary

This report provides an overview of work undertaken and progress towards the delivery of the Council's priorities as set out in the Our Manchester Strategy for those areas within the portfolio of the Executive Member for Neighbourhoods.

Recommendations

The Committee is asked to note and comment on the report.

Wards Affected: All

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1. Introduction

- 1.1 The Our Manchester Strategy, formally adopted by the Council in January 2016, is a vision which plans to get us where we need to be in 2025. Manchester is growing, going global and connecting communities to chances for a good life but we have also got some of the lowest wages, the nation's unhealthiest people, more rough sleepers, and too many litter grot spots. We have still got lots to do.

On the way to 2025, we have set some shorter-term goals for 2020:

- Fewer kids in care
- Fix roads, bus and cycle lanes
- Join up Health & Social care
- Better school results
- Cleaner Green places
- Better and affordable homes
- More recycling and less waste
- Work and skills for better pay

- 1.2 Executive Members are collectively and individually responsible for supporting the delivery of the Our Manchester Strategy and for providing political oversight and direction to officers achieve better outcomes for Manchester residents. In May, the Executive adopted the commitments made in the Manchester Labour 2018 manifesto as priorities for the Executive. The individual priorities specific for my portfolio are:

- Making the funding for our fly-tipping hit squads permanent, following successful action against thousands of perpetrators
- Focus on apartment blocks to increase the level of recycling there from the average 10% level

I also intend to focus on:

- Increasing recycling rates across the City
- Managing the Biffa waste contract
- Concluding the re-negotiation for the GM Waste Deal
- Making Manchester Britain's first 'Tidy City' by 2020

2. Executive Member for Neighbourhoods – Portfolio

- 2.1 As Executive Member for Neighbourhoods, my portfolio includes:

- Neighbourhood management and the Our Manchester Approach including waste strategy and collection,
- Management of physical environment and Environmental Services
- Licensing Policy
- Neighbourhood Coordination
- Community participation & Neighbourhood Grants

3. Progress and Outcomes

I list below the progress for some of my individual priorities. Along with the work outlined below, I have visited teams across my portfolio including a Friday night/Saturday morning with the City Centre Licensing & Out Of Hours Team, similarly with the Taxi Licensing Enforcement Team on Operation Aztec (more details below), visited all 3 Neighbourhood Teams (North, Central & South), Neighbourhood Compliance Teams, Environmental Crimes Team, Trading Standards, Environmental Protection Team, Food and Health Safety Team and a full weekend night shift in the City Centre with the Biffa operatives to meet and speak to staff at the frontline and also experience some of the challenges they deal with on a regular basis.

3.1 Increasing Recycling rates in the apartment sector

- 3.1.2 The grey bin exchange programme implemented in 2016/17, affected 70% of Manchester households and resulted in significant reductions in the amount of residual waste collected and increased the rate of recycling for this property type to 50%. As a result of this service change, in 2017/18 the City spent £7m less on disposal than if it had done nothing. Apartment recycling rate is an average of 10%.
- 3.1.3 Around 50,000 households live in apartment style properties – this represents around 23% of the City's housing stock. The majority of the City's future growth will be in the apartment sector – the development of blocks in the City centre and fringe remains on an upwards trajectory.
- 3.1.4 The City Council has a saving target of £0.5m to be achieved from the apartment sector collection and disposal arrangements over the next two years (2018/19 and 2019/20). Savings need to be realised from current apartment collection and disposal arrangements to deliver these targets and absorb further growth.
- 3.1.5 All apartments in Manchester have received letters and a leaflet explaining the importance of recycling, with a guide on how to recycle more and recycle correctly.
- 3.1.6 We have been working with building managers to improve the recycling facilities available to residents in apartment buildings. To support this, where buildings have an excessive amount of rubbish capacity, we will reduce this capacity and we will provide recycling containers free-of-charge in order to remove any financial barriers to good quality recycling provision.
- 3.1.7 This was to be done in four phases between May 2018 and summer 2019.
- 3.1.8 I arranged separate briefing sessions for Members in those wards which were going to be affected by this change in phases one & two (Ancoats & Beswick, Ardwick, Charlestown, Cheetham, Clayton & Openshaw, Crumpsall, Deansgate, Harpurhey, Higher Blackley, Hulme, Miles Platting & Newton Heath, Moss Side, Moston and Piccadilly) and have attended a training

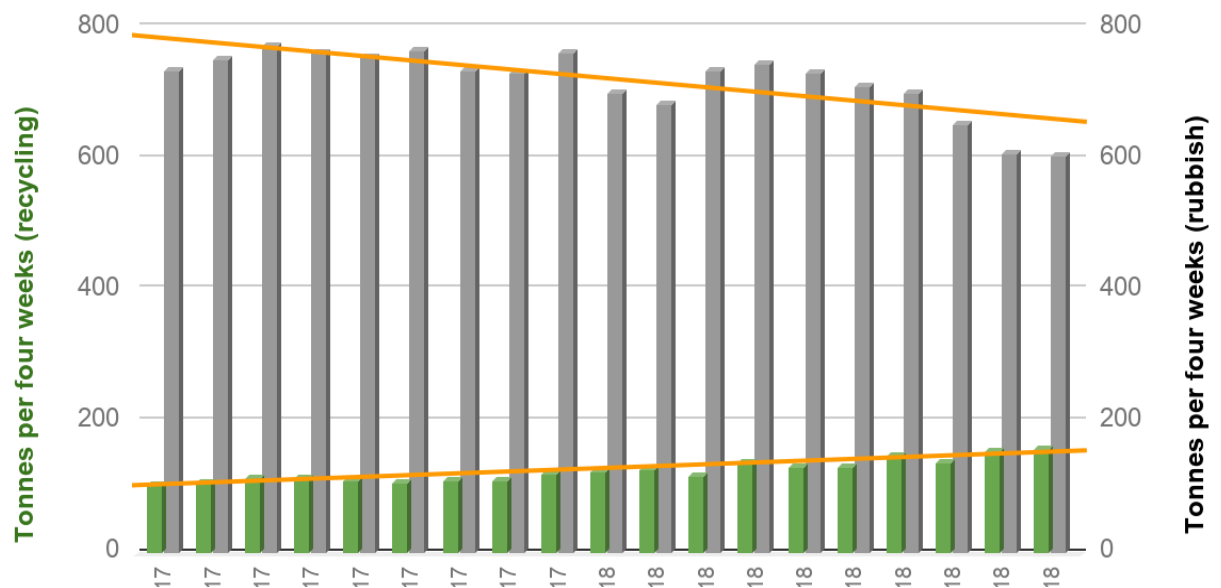
session for Building Managers and Registered Providers which involved a site visit to Longley Lane Recycling Plant and a class room session to understand how to increase participation.

3.1.9 Phase one (May 2018) and phase two (October 2018) are now complete, which puts this project at the halfway point. During phases one and two, over 430 residual containers have been removed and more than 580 extra recycling containers delivered. Additional materials have been provided including:

- Signage for bin stores,
- Chute rooms and communal spaces,
- Split recycling bags to support residents in transporting recycling to the correct bins,
- Hard copy letters and leaflets including a recycling guide,
- Social media campaign targeted at affected buildings and
- Door-to-door canvassing.

3.1.10 The outcome of this work has been a decrease in the weight of residual waste collected from buildings in the first two phases and an increase in the weight of recycling collected (see chart below). The estimated recycling rate is now up to around 20% at these buildings.

Rubbish and recycling performance on phase 1 and 2 vehicles



January 2019 and February 2019 to ensure the same level of engagement and monitoring can be applied to phase one and two. The impact of the reduction in residual waste and increase in recycling will ensure a full year savings in 2019-20.

3.2 Making Manchester the first 'Tidy City' by 2020

- 3.2.1 As a City Council we have to work with our provider, Biffa, to clean the City but we need to get everybody involved to keep it tidy.
- 3.2.2 Manchester City Council and Keep Britain Tidy have formed a partnership with the aim of making Manchester the country's first 'Tidy City' by 2020. The 'Keep Manchester Tidy' campaign is the first formal partnership between a UK city and the national charity and is a potential trailblazer for a national network of 'Tidy Cities' in the future.
- 3.2.3 I attended the first meeting of the 'Task Force' which included representatives from a wide range of sectors including, University of Manchester, TfGM, Metrolink, Combined Authority, City Co., Bruntwood, NCP and colleagues from our key Registered Providers including One Manchester, Northwards and Wythenshawe Community Housing.
- 3.2.4 A plan has been developed to affect a behaviour change. The objective of this plan is to challenge attitudes and behaviour around littering issues which affect Manchester and to make it unacceptable for those who live, work and visit our City to throw litter from vehicles; drop cigarette butts in the street; discard coffee cups and food wrappers; fail to pick up after dogs and fly tip rubbish in our neighbourhoods and on our land. The plan also recognises that we need to work more closely with our young people and teach them why these things are important.
- 3.2.5 Initial activity will include delivering a range of campaigns to drive behaviour change across the City, focusing on reducing litter, dog fouling and fly tipping within the City. For example, the hard-hitting car litter campaign 'Don't Be a Tosser' was launched in the summer to tie in with the change in legislation and in autumn a successful national 'Bin the Butt' campaign was launched in Manchester.
- 3.2.6 Keep Britain Tidy surveyed our neighbourhoods, measuring street cleanliness, assessing the condition of our infrastructure and land – all of which impacts upon a person's perception of how clean and tidy a place is. These surveys will form a helpful baseline for us to measure the impact of our campaigns. Smoking related litter was found on 90% of transects and it is our ambition that our #BinTheButt campaign will impact this litter type in the future. I attended the Tidy Britain All-Party Parliamentary Group meeting in Westminster in November to present on how Manchester was dealing with the challenge of cigarette littering.
- 3.2.7 We now have a Project Manager in place for the Keep Britain Tidy work and so are in a position to accelerate the resident engagement and school work in the New Year along the Our Manchester principles. By adopting the Our Manchester approach, residents would be empowered to initiate local solutions and community projects to keep our neighbourhoods clean and tidy.

3.3 Clean Streets and Managing the Biffa Waste Contract

- 3.3.1 I hold regular meetings with the Waste and Recycling Team and attend meetings of the Waste, Recycling and Street Cleaning Strategic Board.
- 3.3.2 Since the end of the Service Improvement Plan in November 2017, Biffa have on the whole sustained the improvement in their performance but during 2018, I have closely scrutinised Biffa's performance through the contract governance arrangements and this will continue in 2019.
- 3.3.3 To help the scrutiny process, I intend to arrange regular meetings between Biffa management and members based on the three neighbourhood areas of North, Central and South.

3.4 Operation Aztec

- 3.4.1 Manchester Taxi Enforcement Officers work every week catching drivers behaving illegally, taking action in 66 cases over the last 2 years against private hire drivers for illegally plying for hire. Many people put themselves at risk by getting into an unlicensed vehicle. When they do that they are not insured in the event of an accident, and there will be no record of a journey having taken place and the driver cannot be tracked.
- 3.4.2 On a Saturday night in November, I accompanied members of the Manchester City Council Licensing Team and Greater Manchester Police when they took to the streets under the banner of 'Operation Aztec'. The operation saw plain clothes police officers pose as 'mystery shoppers', approaching private hire cars parked up across the city centre, and requesting a journey then and there. If the fare was accepted the officers would get inside, with the taxi then being intercepted by marked police vehicles. They were then taken to secure check sites where council officers interviewed the drivers before warning them they faced prosecution.
- 3.4.3 It is illegal for private hire taxis to accept fares which are not booked in advance. Only licensed Hackney Carriages are permitted to ply for hire for customers on the street. If successfully convicted drivers can face a fine of up to £7,500, between six to eight penalty points on their licence and require to pay the cost of prosecution.
- 3.4.4 In total nine vehicles were caught during the operation, the cars and drivers licenced by the following authorities: Manchester, Rochdale, Bury, Rossendale and Wolverhampton. One driver was also found to have been driving without insurance. His vehicle was seized and impounded by Greater Manchester Police.

3.5 Licensing and Out of Hour (LOOH) Team

- 3.5.1 One of the remits of the LOOH Team was to address the issue of shisha cafes and the illegal activity of smoking inside a premises. The team works alongside several internal and external partners in a multi-agency approach.

Good progress is being made and a detailed report will be presented to the February meeting of the Neighbourhood and Environment Scrutiny Committee.

3.6 Greater Manchester Combined Authority (GMCA)

- 3.6.1 I have been attending the GMCA Waste & Recycling Committee. The procurement process for the waste disposal management arrangement has been extended to allow bidders more time to prepare bids and reduce pricing in risk and also allowing sufficient time for bidders to approve bids via their internal governance arrangements. The risk of not extending would have been that 1 or more of the bidders would drop out of the process. The new target date for the contract to commence is June 2019.
- 3.6.2 Work is steadily progressing on the GM Minimum Standards for the taxi and private hire trade. At the end of January, I am meeting The GM Mayor with other GM Chairs of Licensing and Lead Members ahead of some agreed proposals being finalised in a paper to the GMCA in the next few months.