

**Manchester City Council  
Report for Information**

**Report to:** Neighbourhoods and Environment Scrutiny Committee  
– 5 February 2020

**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

---

**Contact:**

Name: Councillor Akbar  
Position: Executive Member for Neighbourhoods  
Telephone: 0161 234 1841  
E-mail: [cllr.r.akbar@manchester.gov.uk](mailto:cllr.r.akbar@manchester.gov.uk)

## **1.0 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. The Executive adopted the commitments made in the Manchester Labour 2019 manifesto as priorities for the Executive. The individual priorities specific for my portfolio are:

- We will work to improve communal facilities in densely populated terraced areas to make it easier for residents to recycle
- We have invested an extra £0.5m per year into the budget to address the ongoing issue of fly-tipping and ensure that the increase in commercial fly-tipping is tackled
- We will continue working with 'Keep Britain Tidy' to achieve 'Tidy City' status by the end of 2020
- We will continue action against premises that are not complying with the Health Act 2006, planning legislation or any other legislation

I also intend to focus on:

- Managing the Biffa waste contract
- Continuing to engage with the Private Hire (PH) and the Taxi trade to work towards a GM Minimum Standards for the trade and also facilitate a move towards a fleet of PH vehicles and taxis which are going to be compliant with the Clean-Air Zone (CAZ) proposals.
- Engaging with all the Lead Members from the different equality strands

## **2.0 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
- Equalities and Community Cohesion

### **3.0 Progress and Outcomes**

#### **3.1 Waste Management & Recycling**

- 3.1.1 The second half of 2019 has seen the focus for service improvement move towards the passageway container service which covers 850 sites serving 15500 properties across the city. Similar to before the project on the apartment sector the average recycling rate is around 10%. As part of this work, officers have been assessing whether each site is still in the best position, whether individual bins would be a better option and whether each street has the correct capacity and collection frequency for their refuse and recycling. To ensure that businesses and traders are not misusing containers intended for residents, officers have been working closely with Compliance and Fly Tip Investigation Teams. Furthermore, communities are being engaged and supported to potentially improve and beautify their passageways as well as steps being undertaken to consider appropriate intervention for sites most vulnerable to fly tipping.
- 3.1.2 As part of the programme, bin infrastructure and frames are being upgraded. A successful trial was completed in Fallowfield of a new-style recycling container that reduces contamination and a new low-profile locking post, which reduces litter traps and makes cleaning around container sites more efficient.
- 3.1.3 Officers are now in the process of procuring the groundwork required for cobbled sites – and scheduling work across the 16 wards in Manchester with shared passageway waste and recycling sites.
- 3.1.4 There are over 2500 litter bins located across the city, 750 of which are in the city centre. In the second half of 2019, we upgraded the bin infrastructure in the city centre, to replace standard bins with smart, solar powered compacting bins in parts of the city with the highest footfall. 51 'Big Belly' bins were installed in London Road, Piccadilly Gardens, Market Street, Cross Street, St Ann's Square, Exchange Square and St Peters Square.
- 3.1.5 The service standard requires that all passageways which are included in the contract specification should be cleansed every 12 weeks. This area of the service has suffered significant underperformance and so Biffa have been put on a performance improvement plan and their work is being checked and signed off by a member of the Waste, Recycling and Street Cleansing Team on a daily basis. Once a ward is complete, images are shared by the team with local members and the neighbourhood managers. The current cycle started in November and runs through to end of February when all wards will have been completed.

- 3.1.6 To help the city reduce its carbon footprint, plans are well advanced to replace 27 Euro 5 models with electric RCV's (Refuse Collection Vehicles). Once this proposal becomes a reality, it will release significant carbon reductions and contribute to improving the air quality through a reduction in nitrogen dioxide levels.
- 3.1.7 The approach taken during the student departure at the end of June has been sighted as being more successful compared to previous years with positive feedback being received from community organisations, residents, ward Councillors and Biffa. During June and July there was a reduction in 66% in the number of complaints and feedback received concerning student waste compared to 2018; there was a total reduction of 18.5% in fly tipping requests and a reduction of street cleaning requests of 15.5% between June/July 2019 compared to the previous year across wards where students live; overall this year's collection of donated items to the British Heart Foundation (BHF) increased by 5% compared to the previous year and Biffa reported a lower amount of builders' waste and fly tipping. The length of time taken by Biffa to clear container areas and reset individual bins after the student clear out weekend was reduced from 3 weeks to 2 weeks.

## **3.2 Keep Manchester Tidy Partnership**

- 3.2.1 The Keep Manchester Tidy Partnership was formed last year with the aim of tackling all forms of litter across Manchester. This is the first partnership of its kind between Keep Britain Tidy and a local authority. Through the partnership we will use and develop interventions and will work towards becoming the first 'Tidy City' by the end of 2020.
- 3.2.2 Evidence is emerging to suggest that there is a positive change towards improving the understanding of litter and improving litter related behaviours as a direct result of the Keep Manchester Tidy partnership. Most evident was the response to last year's Great British Spring Clean where more than 7000 volunteers turned up to over 200 events in Manchester. This year, plans are advanced to make the event even bigger by engaging even more people and tackling more littered areas across the city. We will also boost our relationships with the business community helping them to sustain clean ups beyond the GB Spring Clean.
- 3.2.3 Evaluation work from Keep Britain Tidy has evidenced the positive impact of the *Bin the Butt* Campaign. Almost 9 in 10 smokers each felt that the campaign was aimed at people like them (88%) and that the campaign has made them more aware of the negative impacts of dropping cigarette butts in the street (87%); 8 in 10 felt it made them more concerned about the effects of dropping or leaving cigarette butts on the ground, now they knew that they may end up in the sea, releasing toxins that may kill or harm marine life (80%); around two-thirds each felt the campaign made them think the council was doing something to tackle the problem of cigarette litter (66%) and that made them think that something is being done to improve the cleanliness of the area (63%) and 83% of those who didn't already bin their butt said the campaign was likely to encourage them to use the bin.

- 3.2.4 Regular monitoring of campaign sites has shown positive results for both the dog fouling campaign and Crime not to Care campaign. In the area outside New Islington Free School, dog fouling was reduced to zero incidents in the months following the campaign. In the central Manchester alleys trial sites, there were no incidents of fly tipping following the campaign trail.
- 3.2.5 Surveyors from Keep Britain Tidy (KBT) undertook a Local Environmental Quality (LEQ) study in August 2019. The Manchester survey included 919 assessments of different land types in every ward of the city including the city centre. The KBT Surveyor completed his assessments randomly without Biffa's knowledge. The results showed that Manchester has improved performance compared to 2018 and was performing better than the national survey in Litter, Detritus and Fly posting. The only score that was slightly lower was graffiti.
- 3.2.6 The 5 priority areas for the next 6 months are fly tipping, cigarette and gum litter, eco schools, GB Spring Clean 2020 and special projects in each ward.

### **3.3 Compliance and Enforcement**

- 3.3.1 The Compliance and Enforcement services take an Our Manchester approach to achieving compliance, working on the principle that the vast majority of citizens and businesses in Manchester want to do the right thing. Sometimes people are not sure what they need to do and our approach to achieving compliance includes working with people and giving them the chance to get it right.
- 3.3.2 In 2018/19 the service received 36,288 requests for service (RFS) and completed 13,780 proactive activities. Compared to 2017/18 there was an overall increase in RFS of 7% but a significant increase of 142% in proactive activities. As in previous years, the greatest demand comes from waste related RFS which remains around 25% of all RFS received.
- 3.3.3 There was a significant increase in all 5 categories of proactive work; street based activity, non-commercial waste related, commercial waste, licensing and housing to ensure that where issues arise, they are dealt with in a city where the range of issues requiring regulatory intervention continues to grow.

### **3.4 Licensing**

- 3.4.1 Work has started to see how the principles of the proposed Martyn's Law could be incorporated within the licensing regime.
- 3.4.2 The licensing function seeks to support the council in delivering a safe and healthy city by promoting and enforcing best practice in licensing standards. Through the licensing process we aim to regulate both the hackney carriage and private hire trade to achieve these key objectives. Whilst it remains desirable to launch proposed minimum standards across all 10 Greater Manchester districts simultaneously, the prolonged delay is exacerbating the impact of outdated licence conditions in Manchester. It has been agreed at the

GM Licensing Network that Manchester should move ahead independently on relevant proposals as it sees fit. The proposed new conditions to be attached to Private Hire Operator and Private Hire Driver licences, and a proposed Licensed Drivers Dress Code will go through a process of public consultation.

### **3.5 Equalities and Community Cohesion**

- 3.5.1 Manchester has become a founding member of BELONG (COIN – Cohesion and Integration Network) and the location for the network Head Office. This will further increase the profile of the city as a centre of excellence. In simple terms, BELONG will bring together the organisations and individuals who are working to improve community relations through cohesion and integration.
- 3.5.2 In recent months the city has marked Black History Month, Disability History Month, Islamophobia Awareness Month and Holocaust Memorial Day (HMD). The theme for HMD this year was 'STAND TOGETHER' and in the spirit of standing together and bringing communities together (the ethos of BELONG) this year we held our annual HMD educational event for young people for the first time at the British Muslim Heritage Centre (BMHC) where there was a 50% increase in the number of schools participating.