



HILLINGDON
LONDON



Residents, Education and Environmental Services Policy Overview Committee

Councillors on the Committee

Wayne Bridges, (Chairman)
Michael Markham (Vice-Chairman)
Allan Kauffman
Heena Makwana
Devi Radia
Stuart Mathers
Paula Rodrigues
Jan Sweeting
Steve Tuckwell

Tony Little

Date: MONDAY, 4 NOVEMBER
2019

Time: 7.00 PM

Venue: COMMITTEE ROOM 5 -
CIVIC CENTRE, HIGH
STREET, UXBRIDGE

**Meeting
Details:** Members of the Public and
Media are welcome to attend.

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Contact: Neil Fraser

Tel: 01895 250692

Email: nfraser@hillingdon.gov.uk

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Lloyd White
Head of Democratic Services
London Borough of Hillingdon,
Phase II, Civic Centre, High Street, Uxbridge, UB8 1UW

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The Following Terms of Reference are common to all Policy Overview Committees (referred to as “The overview role”):

1. To conduct reviews of policy, services or aspects of service which have either been referred by Cabinet, relate to the Cabinet Forward Plan, or have been chosen by the Committee according to the agreed criteria for selecting such reviews;
2. To monitor the performance of the Council services within their remit (including the management of finances and risk);
3. To comment on the proposed annual service and budget plans for the Council services within their remit before final approval by Cabinet and Council;
4. To consider the Forward Plan and comment as appropriate to the decision-maker on Key Decisions which relate to services within their remit (before they are taken by the Cabinet);
5. To review or scrutinise decisions made or actions taken by the Cabinet, a Cabinet Member, a Council Committee or an officer.
6. To make reports and recommendations to the Council, the Leader, the Cabinet, a Policy Overview Committee or any other Council Committee arising from the exercise of the preceding terms of reference.
7. In accordance with the Local Government and Public Involvement in Health Act 2007, to consider ‘Councillor Calls For Action’ (CCfA) submissions.

To perform the policy overview role outlined above in relation to the following matters:

1. Education Services and statutory education authority functions
2. School performance and attainment
3. School Transport
4. Relationships with Local Academies / Free Schools
5. Pre-School & Early Years Services
6. Youth Services & Careers Services
7. Juvenile justice & probation services
8. Adult Learning
9. Education and learning partnerships
10. Music & The Arts
11. Highways, traffic, parking & street environment
12. Local transport, including rail, cycling & London Underground
13. Footpaths and Bridleways
14. Road safety and education
15. Planning & Building Control
16. Libraries
17. The Borough’s heritage and history
18. Sport & Leisure services
19. Waste management & recycling
20. Green spaces, allotments, woodlands, conservation and sustainable development
21. Consumer Protection, Trading Standards & Licensing
22. Registrars & Bereavement Services
23. Local watercourses, drainage and flooding
24. Environmental Health, Air & Noise Quality
25. Local impacts of Heathrow expansion
26. Local impacts of High Speed Rail

Agenda

Chairman's Announcements

- 1 Apologies for Absence
- 2 Declaration of Interest in matters coming before this meeting
- 3 To confirm that all items marked Part 1 will be considered in Public and that any items marked Part 2 will be considered in Private
- 4 To agree the Minutes of the previous meeting 1 - 10
- 5 Review into Littering and Fly Tipping Within Hillingdon - Third Witness Session 11 - 28
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Minutes

RESIDENTS, EDUCATION AND ENVIRONMENTAL SERVICES POLICY OVERVIEW COMMITTEE

15 October 2019



Meeting held at Committee Room 5 - Civic Centre,
High Street, Uxbridge

	<p>Committee Members Present: Councillors Wayne Bridges (Chairman), Michael Markham (Vice-Chairman), Heena Makwana, Devi Radia, Stuart Mathers, Paula Rodrigues, Jan Sweeting, Steve Tuckwell and Brian Stead (In place of Allan Kauffman)</p> <p>LBH Officers Present: Neil Fraser (Democratic Services Officer), Ian Anderson (Business Manager, Complaints and Enquiries), Sarah Phillips (School Place Planning Project Manager) and Dan Kennedy (Director, Housing, Environment, Education, Performance, Health & Wellbeing)</p>
32.	<p>APOLOGIES FOR ABSENCE (<i>Agenda Item 1</i>)</p> <p>Apologies were received from Councillor Allan Kauffman and Mr Tony Little. Councillor Brian Stead was present as Councillor Kauffman's substitute.</p>
33.	<p>DECLARATION OF INTEREST IN MATTERS COMING BEFORE THIS MEETING (<i>Agenda Item 2</i>)</p> <p>None.</p>
34.	<p>TO CONFIRM THAT ALL ITEMS MARKED PART 1 WILL BE CONSIDERED IN PUBLIC AND THAT ANY ITEMS MARKED PART 2 WILL BE CONSIDERED IN PRIVATE (<i>Agenda Item 3</i>)</p> <p>It was confirmed that all items were marked as Part I and would therefore be considered in public.</p>
35.	<p>TO AGREE THE MINUTES OF THE PREVIOUS MEETING (<i>Agenda Item 4</i>)</p> <p>It was agreed that Cllr Sweeting would forward a list of the actions remaining from previous meetings to the clerk, for review with officers.</p> <p>RESOLVED: That the minutes of the meeting held on 4 September 2019 be approved as a correct record.</p>
36.	<p>REVIEW INTO LITTERING AND FLY TIPPING WITHIN HILLINGDON - SECOND WITNESS SESSION (<i>Agenda Item 5</i>)</p> <p>The witness session was attended by:</p> <ul style="list-style-type: none"> • David Brough – Chairman of the Hayes Town Partnership • A S Puar – Chairman of the Hayes Town Business Forum

- Colleen Sullivan – Oak Farm Residents Association
- Jane Turnbull - Oak Farm Residents Association
- Claire King – Resident of Barnhill Ward
- Kiran Soor – Resident of Barnhill Ward

The Committee heard evidence from Mr Brough and Mr Puar first, who detailed the work the Hayes Town Partnership and Hayes Town Business Forums had undertaken to address littering and fly tipping within Hayes.

The Hayes Town Partnership had been set up by Hillingdon Council to promote the economic regeneration of Hayes. Members of the partnership included the Council, the Police, the Hillingdon Chamber of Commerce, Hayes Town Business Forum, Global Academy, Uxbridge College, Brunel University, major developers and large employers.

Hayes Town Business Forum had been set up to be a voice for businesses in Hayes. A branch of Hillingdon Chamber of Commerce, the Forum had over 50 members, mainly small independent traders.

Littering and rubbish-dumping in Hayes Town included:

- Dropping of litter
- Casual depositing of bags of rubbish
- Dumping of furniture, fridges and other appliances
- Organised dumping
- Depositing of food for pigeons

Regarding bags of rubbish being left next to litter bins, determining who was responsible was difficult. It was likely that the bags were deposited by both residents and landlords, as well as local shopkeepers. It was noted that the Council was a victim of its own efficiency, as by removing rubbish so quickly (when reported), people were becoming reliant on this as 'the system' for disposal of their rubbish.

Residents of flats in Hayes Town often left bags of rubbish on the street regardless of whether it was a being/rubbish collection day. Ward Councillors were active in reporting such issues to the Council. CCTV and bag searching were carried out to try to identify the owner of the rubbish, but this was not always successful.

Rubbish dumped in rear alleyways in Hayes Town was difficult to have cleared, as the locations were privately owned, but often in multiple ownerships. The Partnership and the Forum had organised community litter picks to deal with accumulated rubbish in the rear alleyway between Botwell Lane and East Avenue. Attendees had included shopkeepers and residents of the flats over the shops, but not in large numbers. On each occasion, support from officers in Residents Services was useful when arranging for the rubbish to be removed for disposal (at no charge.)

It was noted that, in general, engagement with shopkeepers was hit and miss. Only a small proportion of shopkeepers used email, social media or the Council website, and so personal engagement and one-to-one meetings were required. However, as the average age of business owners was reducing, the use of email was becoming more common.

The Partnership and Forum had undertaken a number of initiatives to address these matters, including:

- Production of a poster highlighting that the dumping of waste was unacceptable, and the fine applicable if caught. The poster had been designed to be visually striking and clearly understood through the use of images rather than words. The poster had been seen to have made a large impact, especially for those people whose first language was not English.
- Lobbying of the Council to produce its own posters in a similar style, and to help in getting them displayed in shop windows. It was suggested that weatherproof posters could be fixed to litter bins.
- Production of a joint letter from the Council and the Business Forum to all shops and flats over shops, set out in clear language alongside a copy of the poster. As copies were currently in the process of being sent out, it was too early to comment on their impact.
- Showing support for the Council's duty of care inspections to ensure proper contracts were in place for rubbish disposal and the prosecution of those not complying.
- Giving publicity of successful prosecutions in the weekly Hayes Town News email bulletins produced by the Partnership, which went out to more than 500 local groups.

Engagement with Botwell House, Dr Triplets and Minet Junior School had been ongoing since 2012, and activities and achievements included:

- Great commitment and enthusiasm from the children
- Presentations made in the Council Chamber
- 'Cleaner & Greener Hayes' poster competition held
- Community litter picks organised
- Reporting of problem areas and remedies including more bins
- Performance of a Keep Hayes Clean song on Hayes FM
- Anti-litter demo in Hayes Town with great placards
- Production of a leaflet for delivery house to house

It was the opinion of Mr Brough and Mr Puar that draconian fines should be avoided in the first instance of an offence, as it was felt that engagement and education was better for fostering positive engagement and change within the community.

It was noted that there was no provision for the collection of recycled materials or garden waste in Hayes Town but it was not known whether this was a factor that led to more dumping.

The Hayes Town Partnership was a member of the Hillingdon Canals Partnership, the Friends of Lake Farm Country Park and the Friends of Minet Country Park and had participated in community litter picks organised by those groups. The canal towpath in Hayes Town was a particular hot spot for litter, largely caused by drinkers. Litter picks had been organised, and had been successful in engaging volunteers from the community, including Hayes Muslim Centre and the Hillingdon Gurkha Nepalese Community. The Canal and River Trust (CRT) had a Volunteer Team Leader for London West who remained active in recruiting and deploying volunteers.

CRT also had an adoption scheme under which a group of volunteers committed to carrying out regular litter-picking for a defined stretch of towpath. CRT provided gloves and litter-pickers, as well as advice on working safely. A small scheme had been established in Hayes Town by residents at High Point Village.

The Friends of Lake Farm Country Park organised periodic litter picks by a small group

of dedicated volunteers supported by the Conservation and Countryside Officer in Green Spaces. The most recent event included volunteers for the first time from the Quba Muslim Centre in Golden Crescent, Hayes.

The Hayes Town Partnership had been working with the Hillingdon Canals Partnership and the Canal and River Trust to develop Community Payback schemes with the London Community Rehabilitation Company, who were engaged by the Probation Service. Priority areas were the canal towpaths through Hayes and Yiewsley Town Centres. In Hayes, the Partnership had secured free use of the YMCA youth centre on Sundays and had agreement from the Council to provide a trade refuse bin free of charge. Progress on the Yiewsley scheme depended on the provision of a portable building and approval by Tesco for location in its car park.

A joint team of academics at Brunel and Sussex Universities had always contacted the Partnership to highlight a research project they had undertaken in a number of London Boroughs including Hillingdon. This entailed working with and interviewing street cleaners, who confirmed that often they were treated negatively by the public. Researchers were currently doing more work in Southwark on how to change public attitudes, and had confirmed that they would be willing to share their findings with the Committee and work with the Council to explore how they could help achieve public attitude change in Hillingdon.

Hillingdon's new Local Plan Part II was discussed, within which it specified that certain areas of Hillingdon would be re-designated as urban areas, which would result in a greater proportion of new high-density housing projects. However, it was Mr Brough's opinion that in general, new housing developments had better waste management plans than many older developments, so this was not a concern.

The Committee next heard testimony from Claire King and Kiran Soor, residents of the Barnhill Ward. The residents agreed with Mr Brough and Mr Puar that dumping of rubbish bags and larger items continued to be an issue. Bins were often full to overflowing, which contributed to the stacking of waste around the bin. It was unknown if there was an issue related to the size of the bins, or the regularity of their emptying.

Dumping of rubbish and builders waste was reported regularly, which the Council then cleared in a timely fashion. However, in many ways this incentivised people to dump more. The Fix My Street app was used to report issues when they occurred, which worked well.

It was felt that a key issue was the high turnover of tenants in rented accommodation. With the requirement that the flat be cleared before new tenants moved in, landlords and tenants were choosing to dump their rubbish onto the street instead of disposing of it properly. People eating fast food on the street were also a significant cause of litter. Many people were simply unaware that a free waste disposal service was available.

Regarding ways to address these issues, it was felt that efforts should be made to limit the creation of litter before it was dumped, i.e. reducing usage of single-use plastic, non-biodegradable containers, and the like. It was noted that bins were not present on buses, which led to littering on the bus, though it was accepted that their absence may be related to security concerns.

The build-up of street refuse had also been seen to attract wildlife such as rats and urban foxes. New lidded bins had not been sufficient to prevent the animals from gaining access, as they simply chewed through the containers.

The education and engagement of young people was identified as key to addressing the issues, as it was felt that the young people could act as advocates to older generations.

Fines of up to £400 were felt to be too low for persistent of serious offenders.

Finally, the Committee heard evidence from members of the Oak Farm Residents Association, Colleen Sullivan and Jane Turnbull.

The Association comprised about 25 members, and focussed on an area between Freezeland Way and Clifton Gardens. The Association worked closely with partners such as Ward Councillors and the Police, and held many meetings and community events.

The issues noted by the Association related to littering in public parks and spaces, as well as fly tipping. Fly tipping in particular was predominantly by builders who took advantage of the gated back alleys and access roads to dump their waste. Due to the gates, the Council were unable to address the dumping due to lack of access.

The Association was attempting to raise awareness through leaflets and flyers, as well as social media such as Facebook. Litter picking activities were also being held.

As a result of the witness session, a number of actions were identified for consideration as potential recommendations to Cabinet:

- Signage could be bigger, clearer, and more prominently displayed.
- The size of bins could be increased.
- The Council could organise a planned program of contacting shopkeepers to set out their responsibilities. This could include the scheduling of workshops, with officer attendance, to educate and explain to shopkeepers why it was in their interest to properly dispose of waste.
- The creation of a 'do's and don'ts' document for new shopkeepers, given to shopkeepers when arranging business rates and the like.
- Engage with the chairman of the Hillingdon Chamber of Commerce to seek advice on how to encourage the creation of town partnerships and forums in other areas of Hillingdon, as well as how best to offer ongoing support and advice to those forums.
- Creation of waste champions, similar to street champions.
- Offering incentives to business owners or residents for good practice or behaviour.
- Offering offenders the option of an awareness/training course, or clean-up exercises, instead of fines.
- Mandate 'duty of care' activities for fast food proprietors and the like, to ensure that they cleared up the rubbish from their patrons at the start of each working day.
- Greater engagement with schools and teachers to educate and encourage children and young people to become active in addressing waste issues. Assign an officer to liaise with schools.
- Make free skips more widely available, or provide a 'waste amnesty' where people are encouraged to deliver large amounts of waste to designated sites for disposal, free of charge.
- More options for landlords to freely dispose of waste when changing tenants.
- Encourage landlords to accept their responsibility to provide a means for tenants to store domestic refuse between weekly collections.

- Greater publicity for the Council's free waste disposal service.
- Further use of volunteers as a positive way of getting the community to take pride in their local area.
- Formally recognise when individuals or groups make a positive difference.
- Further involvement of volunteers from minority ethnic communities, to help increase their feeling of belonging and aid community cohesion. Publicise good news stories.
- Make greater use of CCTV when mattresses and other large household items are dumped, and publicise the prosecution of offenders.
- Review the collection of recycled materials for Hayes Town and also garden waste for places like Brotherhood Court in Coldharbour Lane.
- Review the arguments in support of the provision of a rubbish dump in the south of the Borough.
- A collection service for garden waste/recycling in Hayes.

RESOLVED:

- 1. That the information presented by the witnesses be noted; and**
- 2. That the suggested actions be considered as potential recommendations to Cabinet upon the conclusion of the review.**

37. ANNUAL COMPLAINT & SERVICE MONITORING REPORT FOR 1 APRIL 2018 TO 31 MARCH 2019 - INCLUDING EDUCATION COMPLAINTS (Agenda Item 6)

Ian Anderson, Business Manager, Complaints and Enquiries, introduced a report detailing corporate complaints for 2018-19.

The Committee was advised that the number of complaints had not changed dramatically since the previous year, and remained low when set into context of overall Council services. When comparing to neighbouring authorities, Hillingdon was receiving fewer complaints. Member Enquires remained high in number, with the topic of waste accounting for over half of all Enquiries.

The number of compliments recorded had increased, due to better staff reporting and data capture. It was anticipated that compliments would continue to rise across the next year as further data was captured.

Responding to Education and Children's Services complaints required further improvement the 10 working day target was being missed in a number of complaints. However, complaints Education complaints relating to schools missed the target mainly because it required an input from schools, in the event that a school was closed (due to holidays, etc.), obtaining that data was difficult, which in turn delayed the response. Meetings were being held with Heads of Service to identify further ways to improve.

Overall, the number of complaints upheld by the ombudsman was low. The report referenced a Public Report issued by the Ombudsman which was upheld and related to a Housing Benefit claimant was elaborated on. The Council had subsequently accepted all of the ombudsman's recommendations, and had learned several lessons relating to the handling of the complaint, the communication with the complainant, and points of contact.

Members requested that a breakdown of the subject of Member Enquiries be set out in future reports. In addition, it was requested that a separate email address be created to allow Members to submit emails on subjects that did not require an answer, thereby

reducing the demands on officer time.

Mr Anderson advised that a breakdown could be hard to provide, due to the way in which Enquiries were recorded, though this could be looked into for next year's report. Similarly, the suggestion for a new email address for Elected Members to use to report items for example to be collected, rubbish to be cleared, etc would be looked into and this would mean that the existing e-mail address would be for enquiries.

Members asked how the issue of bias was dealt with. For example, how could a complaint service, run by the Council, investigate complaints against Council-led decisions (such as Planning Committee decisions) impartially?

The officer advised that this was a common question. In response, the Committee was advised that officers would respond to complaints based on the data available. If mistakes were identified, then the Council would acknowledge these and put measures in place to ensure they were not repeated. In addition, the Corporate Complaints process had previously been updated to allow all complaints dealt with at Stage 1 (i.e. the majority) to escalate direct to the Ombudsman, if complainants were not satisfied. Whilst the Council process many planning complaints, in many such cases the complaint procedure is not the correct channel to seek a resolution as planning decisions for example need to be considered through the planning inspectorate, appeal hearings and tribunals.

Members sought clarity on how individual achievement was recognised. Mr Anderson advised that when a compliment is received, the Head of Service or Director would write to the member of staff and thank them for their work. The Council also has an Employee Recognition Scheme where staff can be nominated and receive recognition for what they did. In addition, extracts from compliments are used at the Staff Roadshow. Mr Anderson explained that before a compliment is recorded, he will first check that someone has gone that extra mile rather than being complimented for doing their job.

The Committee asked whether all staff were trained to recognise and deal with complaints received by telephone. Members were advised that not all staff were trained to resolve a complaint, though all should be able to recognise a complaint and escalate accordingly. There were a number of complaint handling events throughout the year that staff could attend and this provides them with information on how to deal with complaints and our processes for dealing with complaints. The vast majority of complaints were dealt with informally, and were more often requests for certain actions or information than official 'complaints'.

Members sought clarity on why the number of complaints dealt with by the Ombudsman for adult social care had increased. The Committee was advised that the number of complaints was skewed somewhat, because of the length of time taken by the Ombudsman to deal with such complaints (approximately 9 months), and because of this many complaints received in the previous year but show in the figures for the following year. A year on year comparison could be provided to Members following the meeting.

It was requested that Mr Anderson provide a list of Member Enquiries per ward, in alphabetical order, so that Members could potentially identify common or ongoing problems. Mr Anderson advised that this would be subject to Manager approval.

The Committee requested further detail on complaint reference 6810892, which the report stated had not been investigated by the ombudsman. The officer advised that

this was a quirk of wording, and the matter had been investigated. To provide further clarity, it was agreed that the officer would provide further detail on the matter outside of the meeting.

RESOLVED:

- 1. That the report be noted;**
- 2. That a breakdown of the subject of Member Enquiries be set out in future reports, if possible;**
- 3. That the potential for a separate email address for Members to submit emails on subjects that did not require an answer be looked into;**
- 4. That the potential for individual achievement to be recognised on the Council's website be reviewed;**
- 5. That a year-on-year comparison of complaints received by Adult Social Care be provided to Members following the meeting;**
- 6. That a list of Member Enquiries per ward be provided to Members, if possible; and**
- 7. That further detail on complaint reference 6810892 be provided to the Committee.**

38. QUARTERLY SCHOOL PLACES PLANNING UPDATE *(Agenda Item 7)*

Dan Kennedy, Director, Housing, Environment, Education, Performance, Health & Wellbeing, and Sarah Philips, School Place Planning Project Manager, introduced the latest quarterly update on school places.

Key points of the report were highlighted, with particular reference made to the demand for secondary school places. Pupil numbers in primary schools were high but steady, which in turn would affect demand for secondary places for the next 7 years. Options to address this, (alongside how to deal with the few primary schools who had remaining places), had been submitted to lead Members for consideration, and this information would be brought to the Committee once available.

Any decision on the proposals would be made through the Cabinet process. The issues were complex, and required careful consideration of how resources were allocated. Options to address the issues included school expansions, as well as the creation of the DfE approved new free school. Challenges included making sufficient places available to meet demand with options for parents to exercise their preferences without destabilising schools that were not filled by preferences and so reliant on receiving pupils for whom they were a lower or no preference.

The Committee sought clarity on how officers factored in intake from other boroughs. Members were advised that the forecast modelling factored in migration between neighbouring boroughs, based on previous trends and general averages. However, high numbers of first preferences for the more popular schools required that each school's admissions criteria be applied in all cases, and this could result in deviation from the 'average projection' due to factors varying from year to year such as numbers of siblings.

Some Members expressed concerns regarding the available secondary school places in light of the primary population and DfE guidelines for the retention of spare capacity, future demand for these places over forthcoming years, and how parents would continue to be offered meaningful choice over their children's schools. It was requested that future reports contain more specific information, including the proposed measures to address these concerns, information on pupil movement and trends, which schools

would have bulge classes, and the location of the new schools. It was agreed that Councillor Sweeting would forward detail of the requested information to the clerk, for forwarding to report authors.

Officers highlighted that all school children had been offered a school place for entry in year 7 in September 2019, despite a significant increase in demand. The Council was continuing to meet demand through significant investment and expansion measures, and 5% spare capacity was being factored into all forecasts, in line with DfE guidelines. Discussions were ongoing with schools on how to meet future demand, and schools were eager to be part of any solution.

In response to a question on families being required to travel by public transport, officers advised that the Council provided support to families who were required to travel by way of clear information, including travel plans and public transport schedules.

It was requested that officers provide detail on those schools that required additional accommodation, and the relevant capital spending required for this accommodation.

Members also requested that, following the closing date of 31 October for next year's admissions, a brief update on the Council's position regarding places for September 2020 be brought to the January 2020 Committee meeting, ahead of the more detailed quarterly update to be considered in February.

RESOLVED:

- 1. That the report be noted;**
- 2. That Cllr Sweeting provide the clerk with information requested for inclusion in the next quarterly update report;**
- 3. That officers provide Members with detail on proposals to meet the future need for school places, when available; and**
- 4. That a brief update on the Council's position regarding places for September 2020 be brought to the January Committee meeting.**

39. **CABINET FORWARD PLAN** (*Agenda Item 8*)

Consideration was given to the Cabinet Forward Plan.

It was noted that the adoption of the Local Plan was now scheduled to be considered at the Cabinet meeting in December. It was requested that the reason for this rescheduling be looked into, before being fed back to the Committee.

RESOLVED:

- 1. That the report be noted;**
- 2. That further detail on the rescheduling of the adoption of the Local Plan be provided.**

40. **WORK PROGRAMME** (*Agenda Item 9*)

Consideration was given to the Forward Plan.

Members were advised that as part of the review into Littering and Fly Tipping, suitable site visits and activities were being reviewed. At the previous meeting, reference had been made to litter picking activities in South Ruislip. These activities were held on the 3rd Saturday of each month, and it was suggested that Members could take part at a

future litter pick. In addition, it was suggested that Members may wish to shadow the street enforcement team as they undertook their role.

It was agreed that the clerk, following consultation with the Chairman, forward a suitable date for these activities.

Members also requested detail on when Cabinet would be considering the provision of Youth Services item, and whether this would impact on the scheduled information report on the topic that was due to be brought to the Committee meeting in January 2020.

RESOLVED:

- 1. That the report be noted;**
- 2. That suitable dates for litter picking activities and site visits be forwarded to the Committee; and**
- 3. That the clerk liaise with officers regarding the item on youth services before feeding back to the Committee.**

The meeting, which commenced at 7.00 pm, closed at 9.32 pm.

These are the minutes of the above meeting. For more information on any of the resolutions please contact Neil Fraser on 01895 250692. Circulation of these minutes is to Councillors, Officers, the Press and Members of the Public.

REVIEW INTO LITTERING AND FLY TIPPING - THIRD WITNESS SESSION NATIONAL CONTEXT & BEST PRACTICE

Committee name	Residents, Education and Environmental Services Policy Overview Committee
Officer reporting	Neil Fraser - Democratic Services
Papers with report	None
Ward	All

HEADLINES

The Committee is conducting an in-depth review into littering and fly-tipping within Hillingdon. As part of the review, a number of witness sessions and other activities will be undertaken to gather relevant information and evidence for Members.

At the meeting held on 4 September, the Committee heard from witnesses regarding the scale of the issues, Hillingdon Council's current response, and forthcoming activity.

The second witness session, held on 15 October, was themed around resident feedback and experiences, including local business perspectives.

This third session focuses on best practice and innovation through Government and local authority actions and national campaigns, and the information contained within this report is presented to aid the Committee in their review.

The Witness Session will be attended by Rose Tehan of Keep Britain Tidy.

RECOMMENDATIONS:

That the Residents, Education and Environmental Services Policy Overview Committee notes and comments on the information presented within the report.

SUPPORTING INFORMATION

Witness Session - Keep Britain Tidy

Rose Tehan of Keep Britain Tidy will be present to discuss the work of the charity, tips for best practice, and suggestions for further actions that Hillingdon Council could undertake to address the issues of littering and fly tipping.

Keep Britain Tidy is a national charity which aims to improve the environment through the use of campaigns and messaging highlighting the blight of litter. For an annual membership fee, Keep Britain Tidy offer local authorities access to their network, which includes member benefits such as access to a 'surveying litter' app, a free place at all national or regional learning events,

discounted training, and more.

The Charity also offers bespoke surveys and action plans that aim to reduce littering, improve local places, and increase recycling, while their award-winning Centre for Social Innovation develops, pilots and scales new ways to prevent waste and litter. The Centre, in partnership with the London Environment Directors Network, published an in-depth paper regarding fly tipping in London, which is set out in more detail later in this report.

The Committee may wish to consider the following lines of enquiry during the meeting:

- What does Keep Britain Tidy perceive are the main causes of littering/fly tipping - and who do they think are most responsible for it?
- Where does it most tend to occur, in their experience?
- How does the charity see the role of local authorities in tackling litter and fly-tipping?
- How can the Hillingdon better collaborate with organisations such as Keep Britain Tidy?
- Were there any previously successful campaigns or actions that would work in Hillingdon?
- Were there any general ideas for best practice and adoption of techniques to help Hillingdon further address the issues?

Best Practice and actions to address littering and fly tipping elsewhere:

Littering and Fly Tipping remain issues of significant concern for residents and Councillors within Hillingdon. However, the issues are not unique to Hillingdon, and a number of initiatives and actions have been taken across the country and elsewhere in an effort to address the problem. Detail on such actions is set out below, alongside useful supporting information. The Committee may wish to consider how such actions could be incorporated into any recommendations to Cabinet resulting from the review.

The Department for Environment, Food and Rural Affairs' Litter Strategy for England

The Department for Environment, Food and Rural Affairs recently published their Litter Strategy for England Second annual report, covering the period 2018-2019, which sets out the progress made to implement the 36 recommendations that resulted from the first Litter Strategy for England, published in April 2017. Of the 36 actions outlined in the original Strategy, 4 have been completed, 28 are now in progress, and 2 have yet to start. Work has also begun on the forthcoming Environment Bill, which will include further measures relating to litter.

Of the actions taken so far, the Committee may find the following actions of interest:

- A national anti-litter campaign, carried out in partnership with Keep Britain Tidy;
- Creation and distribution of new educational materials to support the work of teachers in schools;
- Partnerships with groups such as the Scouts, and with media outlets including the Daily Mail.
- Work with corporate partners such as McDonalds, Coca-Cola and Walkers to carry out National Clean Up Days aimed at clearing streets and roads of refuse.

These actions demonstrate the value of undertaking concerted efforts to educate and galvanise young people, and in turn the wider community, to help address litter in their area. The Committee may be minded to recommend a number of similar education and environmental campaigns within Hillingdon.

A link to the full report is included within the Background Papers section of this report.

Naming and Shaming:

Councils such as Plymouth City, Enfield and Bexley have been highlighting successful prosecutions related to littering and fly tipping. In Plymouth, culprits observed littering are issued spot fines and 'named-and shamed' in the Plymouth Herald. In Enfield, highlighting offenders was a key part of their 2016 campaign to keep Enfield tidy, while in Bexley litterers are publicly viewable on their website, which includes details of their crime, their fine, and their postcode.

The Committee may wish to consider how offenders are publicised in local media or Council communication. Further detail can be found in Appendix A.

Ballot Bins

Ballot Bins are customisable ashtrays, which display a question and two answers. Smokers 'vote' by putting their cigarette butt in the slots underneath their preferred answer, and the bin displays which question is more popular. Ballot Bins are used across the world, but in the UK Councils using the bins include Aberdeen, Wyre Forest, Cannock Chase, and Southend, among others.

Studies have shown that cigarette butts are consistently the single most collected item in beach clean-ups and litter surveys. Independent evaluation shows that smokers more likely to use the Ballot Bin, and the bins have been seen to reduce cigarette butt litter by 46%.

The bins are customisable, rust and weather proof, easily emptied, and fixable to walls, poles and railings. Bins are available from £230, and an example of a bin is included as Appendix B.

Slogans, Brand Awareness and public consciousness in successful campaigns

The importance of a catchy slogan and brand awareness to embed messaging into the public consciousness cannot be overstated.

In 1985, the Texas Department Of Transportation launched the 'Don't Mess With Texas' campaign. While the campaign was not limited to addressing litter, the results have shown that the campaign has helped to communicate a long term litter prevention message, with 98% of Texans familiar with the slogan, and a 34% reduction in roadside litter since 2009.

Similarly, in 2013 the Cleaner Essex Group, in collaboration with Keep Britain Tidy, the Highways Agency, and others, launched the 'Love Essex' campaign, which included combining education with enforcement warnings. Messages highlighting the risk of a fine for littering were displayed on posters, buses, fast-food packaging, and promoted on social media, and regular

litter picking events were also held. In its third year, from August to October 2016, Keep Britain Tidy reported a two-fifths reduction in fast-food litter and a 41% reduction in litter overall.

Details of 'Seven of the best' campaigns can be found at Appendix D.

Community Cohesion (CleanupUK)

CleanupUK is a charity that aims to combat the litter problem in areas of deprivation, in an effort to bring communities closer together and create a greater sense of pride in local areas through a shared sense of responsibility and action to address littering and fly tipping. CleanupUK is also linked to LitterAction, a website which supports individuals and community groups tackling litter problems across the UK. CleanupUK carry out a number of project coordinator roles in London boroughs, though are not currently operating in Hillingdon. It has been requested that the clerk be notified, should this change, with a view to further engagement and collaboration.

During conversations with the Chief Executive, Mr George Monck, the importance of fostering a sense of community and autonomy was highlighted. It was recommended that the Council help support and promote resident groups, but that the groups should retain their sense of independence and set their own goals and actions. Council support could include promotion through local newsletters and papers, social media, and the long term loaning of litter picking equipment. Other suggestions included a clear, easy to use website to ensure residents do not face barriers when attempting to report issues, and ensuring reporting lines are sufficiently robust to ensure that data is quickly passed to the relevant officers responsible for acting upon it, with status or resolution updates passed to the reporting residents to maintain engagement.

Regarding the suggestion that websites and online reporting tools should be easy to use, Members will recall from evidence received as part of the previous review into Payment Modernisation that Hillingdon is undergoing a wide-ranging Digital Transformation project that includes significant quality of life and ease of use updates to the Council's website.

Finally, it was suggested that the Council could consider 'thank you' evenings to celebrate the work of resident groups. Hillingdon has previously held similar events for street champions, though the Committee may wish to consider how further events might be held.

Colleges and Litter

A request for information has been made to representatives of Uxbridge College and Harrow College regarding their own initiatives to address littering by students, including litter from fast food establishments. Once received, this information will be shared with the Committee.

The National Fly Tipping Prevention Group

The National Fly Tipping Prevention Group works with a variety of groups with the common aim of helping to prevent and tackle fly-tipping through influencing, advising and raising awareness of the issue. The Group's website offers a number of key statistics on the scale of the issue nationally, and offers a wide variety of case studies detailing how the Group has engaged with various partners to enact change.

The Group has also published a framework for how England can tackle fly tipping through partnership working. Links to the website, which includes various statistics, case studies and the framework can be found within the Background Papers to this report.

Understanding And Tackling Fly Tipping Within London

In July 2018, the London Environment Directors Network, in partnership with Keep Britain Tidy's Centre for Social Innovation, published their report titled 'Understanding and tackling fly tipping within London'. A link to the full paper is included in the Background Papers to this report, and a detailed summary is included as Appendix C. The key recommendations that resulted from the report were:

1. Treat the fly-tipping black bag/cardboard waste separately from fly-tipping bulky waste and other items;
2. Use relevant images;
3. Use plainer and more specific language;
4. Extend communications about how waste services work and consider use of values-based communications;
5. Reduce the hassle factor and make bulky waste simpler and easier to dispose of;
6. Ensure that current policies and services do not unintentionally drive fly-tipping;
7. Encourage residents to maximise their bin capacity and to avoid generating waste in the first place to help reduce excess waste and related fly-tipping;
8. Increase perceived threat of enforcement with residents and businesses.

Other Local Authorities reviews

As a result of their own reviews, several local authorities have instigated new processes aimed at catching offenders and reducing the levels of fly tipping seen in their areas. These authorities include Calderdale, Cardiff, Haringey

Key actions resulting from the reviews include:

- streamlining of reporting of issues for residents, and the processing of said reporting for officers;
- Promoting clear and strong messaging in key hotspot areas detailing the consequences of littering and fly tipping to perpetrators;
- Exploring low cost methods to engage residents, such as 'gamification' of binning refuse through the use of ballot bins, or targeted social media advertising.

Potential Committee Activity to Support the Review:

At the meeting held on 15 October 2019, it was agreed that the clerk supply details of potential activities that Members may wish to engage in as part of the review:

South Ruislip Litter Picking Group

As set out at the previous meeting, the group meets at South Ruislip Library at 10am on the

third Saturday of each month to carry out a coordinated litter pick. High Visibility jackets and litter picking equipment will be provided. The next available date is 16 November.

Out of Hours Enforcement Team

Following discussion with Nathan Welch, ASB and Environment Manager, it is felt that shadowing members of the Out of Hours Enforcement team would be of most benefit to the work of the Committee. Members would be able to see first hand how officers respond to calls, interact with residents and members of the public, and issue fines and instigate clean up work.

The team's working hours are Thursdays 8pm to 2am, and Fridays and Saturdays 9pm to 3am. If the Committee is minded to attend, the team will need approximately 2 weeks notice.

It is requested that Members liaise with the clerk to arrange any such activities.

Implications on related Council policies

A role of the Policy Overview Committees is to make recommendations on service changes and improvements to the Cabinet who are responsible for the Council's policy and direction.

How this report benefits Hillingdon residents

None at this stage, pending any findings approved by Cabinet.

Financial Implications

It is important that the Committee considers cost effective proposals that benefit resident taxpayers in relation to this review, which would ultimately be determined by Cabinet as part of the Council's broader budget planning process.

Legal Implications

None at this stage, pending any findings approved by Cabinet.

Appendices

Appendix A: [Plymouth Herald - Name and Shame of Litterers](#)

Appendix B: [Ballot Bins](#)

Appendix C: [London Councils - Why Do People Fly Tip?](#)

Appendix D: [Top Campaigns from around the world](#)

Background Papers

[Litter and refuse: Council responsibilities to keep land clear](#)

[Litter Strategy for England: Second Annual Report \(2018-2019\)](#)

[Littering: Council Responsibilities](#)

[Fly-tipping: Council Responsibilities](#)

[London Environment Director Network and Keep Britain Tidy: Understanding Fly Tipping within London](#)

[Calderdale's review into Littering and Fly Tipping](#)

[Cardiff's review into Littering and Fly Tipping](#)

[Haringey's review into Fly Tipping](#)

Useful Websites:

[CleanupUK](#)

[LitterAction](#)

[National Fly Tipping Prevention Group](#)

Named and shamed - people caught littering in Plymouth

Plymouth's litterbugs can today be named and shamed.

More than a dozen people who were caught chucking rubbish on the ground in our city during April have been brought to justice this week.

The shameful 17 include everyone from teenagers to pensioners living all over the city. But they all have one thing in common - every single one of them was caught dropping a cigarette.

They were all handed fines by the city's so-called 'litter police' working for Kingdom Services Group on behalf of the council, having been spotted dropping litter on the city's streets.

But despite reminders, the fixed penalty notices were not paid in time - and they were ordered before a court.

And every single one - bar one - failed to show up so was found guilty in their absence.

They were ordered to stump up a total of £692 each - and the fine of £440, £208 costs and a victim surcharge of £44 must now be paid within 28 days.

One defendant, who attended court and pleaded guilty, was fined £80 and also ordered to pay costs of £120 and a £30 victim surcharge.

The cases against the defendants were brought to the court by Plymouth City Council with Kingdom Services Group. The Council teamed up with Kingdom in March in a bid to discourage people from the behaviour that can blight our beautiful city.

Since then, environmental enforcement officers have been on the streets of Plymouth, tasked with preventing littering, dog fouling and dog control.

Councillor Sally Haydon, Cabinet member for Customer Focus and Community Safety, said: "Cases like these just go to show that we will pursue those who drop litter in our beautiful city through the court if we need to.

"The most obvious message to take from this is simple: do not drop litter. But if you do drop litter, and you are caught: pay your fixed penalty notice, or it will cost you a lot more in the long run."

The fines and victim surcharges will be payable to the court whilst costs cover the legal fees in pursuing the cases.

Members of the public are being encouraged to get in touch if they see an offence being committed.

If residents are able to identify the offender and provide a witness statement then they are encouraged to report it via our online self-service system.

<https://www.plymouthherald.co.uk/news/plymouth-news/litter-fine-dodgers-plymouth-named-2032175>



Why Do People Fly-Tip?

By Kate Hand, 19 July 2018

The London Environment Directors' Network (LEDNet) and Keep Britain Tidy have published a report, 'Understanding and Tackling Fly-tipping in London', which presents research into behavioural drivers of fly-tipping in the city. They will be using the research to develop and trial interventions to tackle fly-tipping in London and aim to make these widely replicable.

Overview

The report highlights the environmental, social and economic costs of fly-tipping: in 2016/17, London local authorities recorded 366,087 incidents of fly-tipping, and spent more than £18 million dealing with the issue. This fly-tipped waste overwhelmingly came from households – almost half (47 per cent) of all incidents were 'other household waste' (bulky waste items, such as mattresses, furniture, white goods, children's toys, etc.), while just under one quarter (24 per cent) were 'black bags' of household waste.

In terms of fly-tipping behaviours, the report found that:

- Respondents in the youngest age group (18-24) were more likely to fly-tip, while those aged 55+ were least likely. However, younger people were considerably more likely to say that they had fly-tipped black bags/cardboard compared to the other age groups.
- People of European nationalities were more likely to fly-tip black bags and cardboard waste compared to those from other global regions, including the UK.
- People who live in smaller properties were more likely to fly-tip both black bags/cardboard and bulky/other items.
- Fly-tipping of black bags was highest among full time students and full time workers. By contrast, fly-tipping of bulky waste was highest among unemployed people.
- Having regular access to a vehicle does not appear to have an influence on the likelihood that a person will fly-tip or not.
- Online survey respondents in the AB and C1 social grades were more likely to fly-tip black bags/cardboard waste compared to those in the C2 and DE groups. Conversely, the C2 and DE group were slightly more likely to say that they had fly-tipped bulky waste.
- Respondents' self-reported personal connection to their local area did not appear to be a

determining factor in their likelihood to fly-tip.

In terms of the behavioural drivers of fly-tipping, the report found that:

- There is a lack awareness of what constitutes fly-tipping, and many people may be fly-tipping without realising it.
- Certain fly-tipping behaviours are seen as more socially acceptable – generally leaving out items that are smaller, contained and easy and safe to handle.
- Certain fly-tipping is motivated (or excused) by perceptions of ‘helping others out’, for example leaving an item out for someone else to reuse.
- There is a lack of understanding about the impacts of fly-tipping (and waste services generally), and many perceive the behaviour as low impact and low cost.
- There is an expectation that fly-tipped items will be collected quickly and without repercussions; this reinforces perceptions that fly-tipping is ‘low impact’.
- Some council rules and practices are inadvertently encouraging fly-tipping behaviours. For example, time-banded waste collections appear to give the impression that leaving waste out on the street is acceptable, encouraging others to do the same.
- Households are not managing their waste effectively, meaning that they regularly run out of room in their household bins and have excess waste to deal with. In some cases there is evidence that this is driving fly-tipping behaviour.
- While awareness of fines for fly-tipping is relatively high, there is a very low perceived threat of getting caught.
- Overall, disposing of waste irresponsibly is often perceived as the cheapest and most convenient option and this appears to drive some fly-tipping behaviour. Disposing of waste responsibly is seen as a ‘hassle’.
- Underlying all of the above, the research found that there is a lack of personal responsibility for one’s own waste, and this is often seen as ‘the council’s responsibility’.

Among businesses, the research found:

- Very low awareness among participants of what constitutes ‘fly-tipping’, though participants talked passionately about the negative impacts of fly-tipping in their local area (even if they contributed to the issue themselves).
- Confusion around waste collection services in businesses’ own area, which appears to influence fly-tipping. This confusion was caused by recent services changes, different collection

schedules by council and private waste collectors, issues with non-council bags creating confusion around who collects their waste, and charges.

- Certain council practices and rules appear to be unintentionally contributing to the issue. For example, in one case the council provided a free clearing service for market traders, so local businesses simply put their businesses waste out at the same time.
- Perceived effectiveness and threat of enforcement varied from business to business and relied on whether they had heard personally of another business receiving a warning or fine.

Recommendations

Based on the findings of the research, Keep Britain Tidy has eight recommendations for tackling domestic and commercial fly-tipping in London:

1. Treat the fly-tipping of black bags/cardboard waste separately from bulky waste, as their behavioural drivers are different.
2. Use relevant images when communicating about fly-tipping.
3. Use plainer and more specific language when communicating about fly-tipping.
4. Extend communications about how waste services work and consider use of values-based communications to strengthen personal responsibility for waste.
5. Reduce the hassle factor and make bulky waste simpler and easier to dispose of.
6. Ensure that current policies and services do not unintentionally drive fly-tipping.
7. Encourage residents to maximise their bin capacity and avoid generating waste to help reduce excess waste and related fly-tipping.
8. Increase the perceived threat of enforcement with residents, landlords and businesses.

7 of the Best Litter Prevention Campaigns from Around the World

A finely-tuned litter prevention campaign gets people talking. It tackles the challenge of changing behaviour, and brings communities together to do good. Get it right, and a campaign can also become a vehicle for long-term sustainable change. We've picked some of the best campaigns from around the world – they're here to inspire you, and to help you engage effectively with your communities.

1. Ballot Bins

Who: Hubbub Foundation

Where: Edinburgh and London

Littering is often an unconscious act. The best campaigns make people stop, and think. In Edinburgh and London, Hubbub installed double slot 'ballot' bins for general waste and cigarette butts. The bins gave people the chance to vote with their rubbish. Light-hearted questions kept them engaged. Messi or Ronaldo? Begbie or Renton? Batman or Superman? Just pop your litter in the slot to register your vote.

The Edinburgh campaign enjoyed a lot of exposure – four out of five people interviewed associated the campaign with litter. And 90% of business owners and workers in the area were aware of it.

In London, the campaign focused on one busy street. Here's what they found:

- Cigarette butt littering reduced by 8% during the campaign, at one point dipping by 18%
- Ballot bins collected 29% of a street's correctly disposed-of waste
- Voting-by-bin went viral on social media
- The campaign buzz drew 80 enquiries asking to use ballot bins in other areas.

Why does it work?

Most bins are designed to blend in. The ballot bins work because they stand out – thanks to brightly coloured wraps. More than that, the campaign achieved something that's hard to do: make it fun to use bins.

2. Don't Mess with Texas

Who: Texas Department of Transportation

Where: Texas, USA

This far-reaching campaign was designed to address a host of related issues – including litter prevention. Decades after its launch in 1985, it has become genuinely iconic – partly thanks to endorsements from Kelly Clarkson, Eva Longoria, Meat Loaf and others.

But it's not all about glitz and glamour. Results show that the campaign has played a significant role in communicating a long-term litter prevention message. The campaign's 2013 report found that:

- 98% of Texas residents are familiar with the slogan
- There had been a 34% reduction in visible roadside litter since 2009

Why does it work?

Don't Mess with Texas speaks to local people in a way they can instantly connect with. It appeals to their pride in their local community, helps them to 'own' the campaign and be proud of their achievements.

3. Love Essex

Who: Cleaner Essex Group

Where: Essex

£17 million – that was the annual cost of dealing with litter in Essex. Surely local taxpayers would rather help prevent litter in the first place, and spend money on other essential services instead? The Love Essex campaign united the whole community to tackle the litter problem.

All district and borough councils backed Love Essex, as well as Essex County Council, McDonald's, KFC, Dominos, and around 300 local businesses. It was also supported by the Highways Agency and Keep Britain Tidy.

How did it work? By combining education with enforcement warnings. Messages highlighting the risk of a fine for littering were displayed on posters, buses, fast-food packaging, and promoted on social media. There were also regular litter-picks with local businesses and councils, highlighting the extent of the problem. A single clean-up along a six mile stretch of the A120 collected 120 tonnes of litter.

More importantly, the Love Essex message got results. In its third year, from August to October 2016, Keep Britain Tidy reported a two-fifths reduction in fast-food litter and a 41% reduction in litter overall.

Why does it work?

Teamwork. Great campaigns never happen in isolation. Love Essex coordinated multiple stakeholders – it felt like the litter prevention message was everywhere.

Thanks to the support of businesses, authorities, and the local community it has become increasingly difficult for litterers in Essex to get away with their actions. The behaviour change was boosted by hard-hitting messaging about fines. Love Essex made it very clear that litter was not welcome.

4. Bin it for Good

Who: Birmingham City Council and Keep Britain Tidy

Where: Birmingham

Why stop at one good deed? This campaign helped keep the streets of Birmingham clean – and at the same time raised money for local charities. Birmingham was one of seven areas which

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took part in this three-month scheme. The idea: turn litter bins into charity collection tins. The more litter in the bin, the more money raised for the charity.

People like to do the right thing when it's made easy for them. The results prove it:

- 8.9% more waste deposited in the charity bins
- A 30% littering reduction in the streets with charity bins

Why does it work?

This campaign taps into people's altruistic tendencies. We all feel good when we do the right thing – especially when it doesn't take much effort.

The campaign also recognises that the wider consequences of litter aren't always obvious. However, raising money for a good cause is easy to understand. And once the positive behaviour becomes a habit, it's easy to see the potential for long-term change.

5. Dunna Chuck Bruck

Who: Shetland Amenity Trust

Where: Shetland

Litter prevention campaigns may come and go – but Dunna Chuck Bruck has been around since 1986. If anything, it's even more relevant today than it's ever been.

Originally launched to tackle agricultural scrap and rubbish washed up on the island's shores, it has evolved into a much broader litter prevention and environmental campaign.

There's lots of clean-up activity, but there's a bigger emphasis on engaging the local community and educating people on the issues. In other words, it's about promoting long-term litter prevention.

Youth groups and schools get involved in the Dunna Chuck Bruck challenge – an opportunity for them to run their own projects. By bringing young people into the campaign, future generations of Shetlanders will hopefully be just as committed to litter prevention as their predecessors.

Why does it work?

Dunna Chuck Bruck's long-running success can be summed up in one word: change. As time goes on, organisers and participants have adapted to the islanders' evolving needs around litter prevention. The campaign also puts the needs of the community first. This won real support, local investment, and has everyone working towards the same goals.

6. Leithers Don't Litter

Who: Gerry and Zsuzsa Farrell

Where: Leith

Leithers Don't Litter is what happens when two leading advertising professionals – and Leith residents – decide to do something about their area's litter problem. Since 2015, Leithers Don't Litter has gone from strength to strength, engaging the local community and making a real difference.

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Their 'Crapitalism: A Rubbish Exhibition' received wide media coverage. Using creative twists on advertising slogans, it highlighted how big-brand packaging often becomes litter. Their message: brands could be doing more to reduce the impact of their packaging on the environment.

Leithers Don't Litter also works closely with the community, including regular litter picks and awareness sessions with schools and youth groups. This was about building a litter prevention message from the ground up.

They've also partnered with local businesses, as well as posting educational stickers and posters in the area. Another success is their pilot 'adopt a street' campaign. This allows local people to take responsibility for clearing up their streets, and to shape long-term litter prevention.

Why does it work?

The campaign balances immediate action with education. But perhaps more importantly, it employs creativity to pull in press and social media coverage – drawing attention to the extent of the litter problem in Leith and across Scotland.

Their work helps to energise the community and bring about immediate change. They've worked with local residents, businesses and other groups – helping attract the attention of bigger organisations with the resources and power to help.

7. Flingin's Mingin'

Who: Zero Waste Scotland and the Transport Litter Group

Where: Across Scotland

This week-long countrywide campaign in 2013 focused on deterring people from throwing rubbish from their vehicle windows. The key message: 'Drive your rubbish home'. This wide-reaching campaign used posters, social media, press events, and much more to spread the 'Flingin's Mingin' message. It was hard to miss.

Support for the campaign came from a number of organisations including ScotRail, Transport Scotland, McDonald's, local authorities and local businesses. Although largely a prevention campaign, there was also a litter pick element. 400 bags of litter were collected during the week.

Why does it work?

This campaign made an instant connection with the target audience, using language that's instantly recognised by Scots. The informal language also means that people view Flingin's Mingin' as a grassroots movement for good, not a public information campaign.

What's in a name?

The best campaigns have distinctive names. Coincidence? Hardly. A good name is memorable, meaningful, and forms a rock-solid connection with its target audience. Is your name working as hard as it could?

What makes it memorable?

What makes a name unforgettable? It might be catchy (try some awesome alliteration), it could be funny (shock tactics can also work well), or maybe it's just plain unusual (as long as it makes sense).

What gives it meaning?

Do people immediately 'get' the name? Or are they left scratching their heads? Keep your name simple and easy to understand. Using the word 'litter' (or a local alternative) is a pretty good start.

Forming that connection

Be friendly, not dictatorial. Speak to people in everyday language they'll understand. Local language and place names can be a good way to form an instant connection.

What works?

Some common themes unite the very best names:

- Root it in a place – for a local or regional campaign, put the place in the name. This tells your audience that the campaign is for them, and taps into civic pride.
- Humour can help – we tend to remember campaigns that deliver a chuckle, especially when it uses our own language.
- Alliteration works – rhyming names are easy to remember.

Leithers Don't Litter

Groups like Leithers Don't Litter are using creativity to get their message out and make a difference in their local area. This approach can play a huge part in connecting with your audience and changing the hearts and minds of communities. With Zero Waste Scotland's litter prevention communications toolkit, you can access a wide range of engaging materials that you can use in your campaigns.

<https://www.zerowastescotland.org.uk/litter-flytipping/top-campaigns>

Update on Major Review of the Council's Current and Future Relationship with Academies and Free Schools

Committee name	Residents, Education and Environmental Services Policy Overview Committee
Officer reporting	Dan Kennedy, Residents Services
Papers with report	Appendix 1 – Table detailing the update on recommendations from the review
Ward	All

HEADLINES

This report provides the Committee with an update on the recommendations made following the Major Review of the Council's current and future relationship with Academies and Free Schools.

RECOMMENDATIONS:

That the Committee note the update on the implementation of the recommendations resulting from the review of the Council's Current and Future Relationship with Academies and Free Schools.

SUPPORTING INFORMATION

In October 2016, the previous Children's, Young People and Learning Policy Overview Committee undertook a major review of the Council's current and future relationship with Academies and Free Schools. Following the review, that Committee recommended six key recommendations, which were agreed by Cabinet in June 2017. These are detailed in Appendix 1, which provides a 2-year progress update for each recommendation. It confirms that all the recommendations have been actioned.

Implications on related Council policies

There are no direct implications on related council policies arising from this report.

How this report benefits Hillingdon residents

This report ensures that good working relationships are in place between the Council and Academies and Free Schools, and is supported by the principles of the Hillingdon School Improvement Plan.

Classification: Public

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Financial Implications

Corporate Finance reviewed the report submitted to Cabinet in June 2017, and confirmed that there were no direct financial implications arising from Cabinet supporting implementation of the Policy Overview Committee's recommendations.

Legal Implications

Legal Services reviewed the report submitted to Cabinet in June 2017, and confirmed that there were no legal issues arising from the Policy Overview Committee's recommendations.

BACKGROUND PAPERS

Major Review of the Council's Current and Future Relationship with Academies and Free Schools.

Residents, Education & Environmental Services Policy Overview Committee: Review Tracker

Review year	Review Topic	Approved by Cabinet	Recommendations Approved	Status	Lead Officer Commentary	Officer Lead	Directorate	Date of last (or follow-up) review monitoring by the Committee
2016/17	Review into the Council's current and future relationship with Academies and Free Schools	22/06/2017	That the Council provides clear contact details for all school enquiries, including giving consideration to providing a single point of contact to all schools.	Actioned	<p>All new Head Teachers in the borough were invited to attend a Council orientation event on 2nd October 2019 where named officers were provided for all key education and school enquiries, along with overviews of team support offers, routes to access support, advice and guidance and email and telephone contact information. 5 new Head Teachers in the borough attended this event. Slides used at the event were shared with all new Head Teachers, including non-attendees.</p> <p>The event and its marketing will be reviewed for 2020</p> <p>The dedicated email address (education@hillingdon.gov.uk) was made available to all Head Teachers in the borough two years ago. This email address is overseen by senior administration support in the Residents' Services Business Support Unit. This email address is occasionally used by Head Teachers although it is noted that well over 90% of Head Teacher email correspondence is still directed towards named officers or the School Improvement Team which indicates that, in the vast majority of cases, Head Teachers are aware of how to contact appropriate lead officers.</p> <p>A Council contacts list also is shared on a regular basis with schools. As officer names change and become out of date, contacts are for generic email and telephone lines to access services.</p>	Dan Kennedy	Residents Services	4 November 2019

Residents, Education & Environmental Services Policy Overview Committee: Review Tracker

Review year	Review Topic	Approved by Cabinet	Recommendations Approved	Status	Lead Officer Commentary	Officer Lead	Directorate	Date of last (or follow-up) review monitoring by the Committee
			That officers look at further ways to build on the good relationship between the Council and the Regional Schools Commissioner.	Actioned	<p>The Head of School Improvement works closely with the Regional Schools' Commissioner and both the DfE and Education and Skills Funding Agency teams. The Head of School Improvement has regular telephone/email contact with the Regional Schools' Commissioner's office via the project link for the borough and meets with the Regional Schools' Commissioner's team at their Watford office on a termly basis.</p> <p>In addition, the Head of School Improvement and key senior officers with responsibility for education in the Council including the Corporate Director of Housing, Environment, Education, Performance, Health & Wellbeing and the Corporate Director of Adults and Children's Services (with DCS responsibility) meet with the Regional Schools Commissioner and / or his team twice per year.</p> <p>The Head of School Improvement was a member of the Regional Schools' Commissioner's Sub-Regional Improvement Board (SRIB) - when this existed - and attended all relevant meetings to review the improvement offer across the region, recommending schools for support within Hillingdon using resources from local and regional school-to-school support providers. Following DfE disbanding of SRIBs, the Head of School Improvement attends the Pan-West London Teaching Schools Cluster which broadly undertakes previous SRIB activities.</p> <p>The Regional Schools Commissioner's office worked closely with the Council's School Improvement Team to provide appropriate academy systems-leadership representation at the annual Hillingdon School Improvement Conference 2017/18.</p> <p>All school complaints - including those referred to the Council by Ofsted and those received directly from Residents or Members - relating to academy schools in Hillingdon are shared with the Regional Schools Commissioner and the Education & Skills Funding Agency and, wherever possible, ongoing consultation between the Council and these partners results in appropriate action being taken and clear communication between the Council and the DfE.</p>	Dan Kennedy	Residents Services	4 November 2019

Residents, Education & Environmental Services Policy Overview Committee: Review Tracker

Review year	Review Topic	Approved by Cabinet	Recommendations Approved	Status	Lead Officer Commentary	Officer Lead	Directorate	Date of last (or follow-up) review monitoring by the Committee
Page 33			That where there are specific attainment and progress concerns at various Key Stages, the Children, Young People & Learning Policy Overview Committee advises that the Council and schools work together to continue to ensure that there are clear and accountable plans in place.	Actioned	<p>The Council's School Improvement Team is in the process of drafting a revised school improvement strategy that offers transparent benchmarking of schools and the support that they might need to improve. This will go through a consultation process. Oral feedback for headteachers suggests that they welcome the change.</p> <p>Where a school has been identified as needing 'intensive' support an LA support plan has been created which links to the school improvement plan. The support plan identifies the support the LA will provide or broker for the school and the milestones and success criteria that need to be met. These plans are reviewed through School of Concern meetings that are held at the school and attended by the school improvement link, the headteacher and the chair of governors and other officers and staff as required. The meetings are chaired by the Council's Head of School Improvement.</p> <p>Where a school requiring intensive support is also an academy, the Council works closely with the appropriate Trust to ensure that plans are in place to secure the improvements necessary. LA support and monitoring of these plans can be offered as an additional service. The Council also works with responsible bodies at the Regional Schools Commissioner's office to highlight local concerns and ensures that, where these concerns fall into the Council's statutory remit for safeguarding and/or ensuring best outcomes for vulnerable children and young people, the correct Council teams across the directorates act swiftly to intervene and address any weaknesses in academy practice.</p> <p>School Improvement Link Officers are currently visiting every maintained school to undertake a curriculum and standards visit to evaluate the 2019 outcomes and to identify the progress schools are making in relation to the new Ofsted inspection framework. These meetings have also been offered to academies as an additional service.</p>	Dan Kennedy	Residents Services	4 November 2019

Residents, Education & Environmental Services Policy Overview Committee: Review Tracker

Review year	Review Topic	Approved by Cabinet	Recommendations Approved	Status	Lead Officer Commentary	Officer Lead	Directorate	Date of last (or follow-up) review monitoring by the Committee
			That the Council strongly encourages all school governing bodies to have in place satisfactory induction and continuous professional development arrangements for new and existing governors/trustees.	Actioned	From 1st April 2019, statutory services to support governors of maintained schools in Hillingdon returned to in-house delivery. This is already facilitating better communication between the Council and governing bodies of maintained schools. The Council's School Improvement Team is developing a Governance Action Plan to further identify and strengthen practice in this area which will include the promotion of quality governance training directly from the Council and via a new communications portal currently under development called Hillingdon LEAP (Local Education Area Partnership).	Dan Kennedy	Residents Services	4 November 2019

Residents, Education & Environmental Services Policy Overview Committee: Review Tracker

Review year	Review Topic	Approved by Cabinet	Recommendations Approved	Status	Lead Officer Commentary	Officer Lead	Directorate	Date of last (or follow-up) review monitoring by the Committee
Page 35			That the Council continues to assist schools with the conversion transition to an Academy school and continues to support existing Academy Trusts where new schools join their Trust.	Actioned	<p>Where a maintained school wishes to convert to academy status or where a maintained school is required to convert to support rapid improvement, the Council continues to work closely with the school and the academy trust to facilitate the smooth transfer of legal duties, land and buildings. The Council's School Improvement Team provides the oversight link to this work, working alongside other Teams in the Council.</p> <p>The Council continues to honour commitment to expansion or improvement works where a school which is already part of the agreed programme chooses to convert to academy status.</p> <p>The School Improvement Team is available to liaise between schools and governing bodies interested in conversion and provides a link between these schools and the Regional Schools Commissioner and local academy trusts.</p> <p>The Council has provided an independent Academy Conversion Exploration event for all maintained school Head Teachers and Chairs of Governors and liaised with the CEOs of a number of local and national academy trusts who are interested in expansion within the borough by facilitating an academy marketplace activity at the end of the Hillingdon School Improvement Conference 2017/18.</p> <p>It is noted that only one maintained school has converted to academy status in the past three years.</p>	Dan Kennedy	Residents Services	4 November 2019

Residents, Education & Environmental Services Policy Overview Committee: Review Tracker

Review year	Review Topic	Approved by Cabinet	Recommendations Approved	Status	Lead Officer Commentary	Officer Lead	Directorate	Date of last (or follow-up) review monitoring by the Committee
Page 36			That the Council works with Hillingdon Schools to revise the school improvement framework effective from September 2017 in light of the changing role of the Local Authority in education.	In Progress/ Ongoing	<p>A draft Hillingdon School Improvement Strategy is being developed and will go through a consultation process, subject to Member approval.</p> <p>A core aim of the draft strategy is to redefine and restate the Council's role in school improvement and how it intends to work in partnership with headteachers, governors and other stakeholders to ensure improved outcomes for children and young people in Hillingdon.</p> <p>The Council currently has a BID Review of Education Services underway which will be used to present the best ways to deliver statutory and strategic priorities for school improvement in the borough, in light of the significant funding changes to these areas.</p> <p>In addition, via the Schools Strategic Partnership Board, the sector is currently engaged in developing and delivering a Local Education Area Partnership (LEAP) which will promote sector-led improvement from September 2020.</p>	Dan Kennedy	Residents Services	4 November 2019

CABINET FORWARD PLAN

Committee name	Residents, Education and Environmental Services Policy Overview Committee
Officer reporting	Neil Fraser, Democratic Services Officer
Papers with report	Appendix A – Forward Plan
Ward	All

HEADLINES

The Committee is required by its Terms of Reference to consider the Forward Plan and comment as appropriate to the decision-maker on key decisions which relate to services within its remit (before they are taken by the Cabinet or by the Cabinet Member).

RECOMMENDATIONS

That the Residents, Education and Environmental Services Policy Overview Committee notes and comments on items going to Cabinet.

SUPPORTING INFORMATION

The latest published Forward Plan is attached.

Implications on related Council policies

Policy Overview Committees are at the heart of how the Council shapes policy at Member level.

How this report benefits Hillingdon residents

Policy Overview Committees directly engage residents in shaping policy and recommendations from the Committees seek to improve the way the Council provides services to residents.

Financial Implications

None at this stage.

Legal Implications

None at this stage.

BACKGROUND PAPERS

NIL.

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Ref	Upcoming Decisions	Further details	Ward(s)	Final decision by Full Council	Cabinet Member(s) Responsible	Officer Contact for further information	Consultation on the decision	NEW ITEM	Public / Private Decision & reasons
SI = Standard Item each month									
Council Departments: RS = Residents Services SC = Social Care AD = Administration FD= Finance									
Cabinet Meeting – 14 November 2019									
027	Managed Services Contract for the Borough's Leisure Centres	The approval of the Cabinet will be sought to accept a tender to provide managed services for Leisure Centres in the Borough.	All		Cllr Richard Lewis	RS / FD - Paul Richards / Melissa Sage			Private (3)
Cabinet Meeting – 12 December 2019									
026a	The Council's Budget - Medium Term Financial Forecast 2020/21 - 2024/25 BUDGET & POLICY FRAMEWORK	This report will set out the Medium Term Financial Forecast (MTFF), which includes the draft General Fund reserve budget and capital programme for 2020/21 for consultation, along with	All	20 Feb 20	Cllr Ray Puddifoot MBE & Cllr Jonathan Bianco	FD - Paul Whaymand	Public consultation through the Policy Overview Committee process and statutory consultation with businesses & ratepayers		Public

		indicative projections for the following four years. This will also include the HRA rents for consideration.							
028	Adoption of the Hillingdon Local Plan Part 2	To inform Cabinet of the outcome of the Examination in Public of the Hillingdon Local Plan Part Two and recommend to Full Council the adoption of the Plan, subject to main modifications.	All	21 Nov 19	Cllr Keith Burrows	RS - James Rodgers, Julia Johnson	Public consultation		Public
037	The collection and processing of co-mingled dry recycling	This report seeks Cabinet authority to accept a tender for the collection and processing of co-mingled dry recycling on behalf of the London Borough of Hillingdon.	All		Cllr Keith Burrows	RS / FD - Nicola Herbert / Allison Mayo			Private (3)

041b	Hillingdon Homelessness Prevention and Rough Sleeping Review and Strategy	Following consultation, Cabinet approval of the Council's Homelessness Prevention and Rough Sleeping Review and Strategy will be sought.	All		Cllr Philip Corthorne	RS – Dan Kennedy / Debbie Weller			Public
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Cabinet Meeting – 13 February 2019

026b	The Council's Budget - Medium Term Financial Forecast 2020/21 - 2024/25 BUDGET FRAMEWORK	Following consultation, this report will set out the Medium Term Financial Forecast (MTFF), which includes the draft General Fund reserve budget and capital programme for 2020/21 for consultation, along with indicative projections for the following four years. This will also include the	All	TO FULL COUNCIL 20-Feb-20	Cllr Ray Puddifoot MBE & Cllr Jonathan Bianco	FD - Paul Whaymand	Public consultation through the Policy Overview Committee process and statutory consultation with businesses & ratepayers		Public
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		HRA rents for consideration.							
047	The Schools Budget 2020/21	Cabinet will be asked to agree the Schools Budget for the next financial year, following a recommendation from the Schools Forum.	All		Cllr David Simmonds CBE, Cllr Jonathan Bianco & Cllr Ray Puddifoot MBE	FD - Peter Malewicz	Schools Forum		Public
289	Standards and quality of education in Hillingdon during 2018/19	The Annual Report to Cabinet regarding children and young people's educational performance across Hillingdon schools.	All		Cllr David Simmonds CBE	RS - Daniel Kennedy	Residents, Education & Environmental Services Policy Overview Committee		Public

RESIDENTS, EDUCATION AND ENVIRONMENTAL SERVICES POLICY OVERVIEW COMMITTEE - WORK PROGRAMME

Committee name	Residents, Education and Environmental Services Policy Overview Committee
Officer reporting	Neil Fraser, Chief Executive's Office
Papers with report	Appendix A – Work Programme
Ward	All

HEADLINES

To enable the Committee to note future meeting dates and to forward plan its work for the current municipal year.

RECOMMENDATIONS

That the Residents, Education and Environmental Services Policy Overview Committee considers the report and agrees any amendments.

SUPPORTING INFORMATION

- The Committee's meetings will start at 7pm and the witnesses attending each of the meetings are generally representatives from external organisations, some of whom travel from outside of the Borough. The meeting dates for this municipal year are as follows:

Meetings	Room
26 June 2019 meeting	CR5
18 July 2019 meeting	CR5
4 September 2019 meeting	CR5
15 October 2019 meeting	CR5
4 November 2019 meeting	CR5
21 January 2020 meeting	CR5
25 February 2020 meeting	CR5
19 March 2020 meeting	CR5
14 April 2020 meeting	CR5

Implications on related Council policies

The role of the Policy Overview Committees is to make recommendations on service changes and improvements to the Cabinet, who are responsible for the Council's policy and direction.

How this report benefits Hillingdon residents

Policy Overview Committees directly engage residents in shaping policy and recommendations from the Committees seek to improve the way the Council provides services to residents.

Financial Implications

None at this stage.

Legal Implications

None at this stage.

BACKGROUND PAPERS

NIL.

Multi year work programme

Residents, Education & Environmental Services

2020

Meeting Month	June	July	September	October	November	January	February	March	April
Date	26	18	4	15	4	21	25	19	14

REVIEW B: Tackling Littering and Fly Tipping Within Hillingdon

Topic selection / scoping stage	Agree topic	Scoping report							
Witness / evidence / consultation stage			Witness Session	Witness Session	Witness Session				
Findings, conclusions and recommendations						Findings			
Final review report agreement							Final Report		
Target Cabinet reporting									CABINET
Post review monitoring									

Regular business items

Quarterly School Places Planning Update		X		X		X		X	
Annual complaints & service update report				X					
Standards & Quality in Education (Attainment) report (incl. School Improvements)								X	
Budget Planning Report for Residents Services		X							
Cabinet's budget proposals for next financial year						X			
CIL Expenditure Monitoring							X		
Cabinet Forward Plan monitoring	X	X	X	X	X	X	X	X	X

One-off business items

Youth services						X			
Home Schooling								X	
SEN Service Provision					X				
Adult Learning						X			
Council's Emergency Response procedures (presentation)		X							
Road Safety around schools			X						
Parking Management Schemes			X						
Gambling Policy Statement		X							

Past review monitoring

Air Quality Action Plan	X							X	
Disposal of Charity Shop Waste (tbc)									
Review into the Council's current and future relationship with Academies and Free Schools					X				
Payment Modernisation for Key Resident Services									X

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