

LONDON BOROUGH OF CROYDON

REPORT:	Streets & Environment Sub Committee	
DATE OF DECISION	1st November 2023	
REPORT TITLE:	A Cleaner Croydon Update	
CORPORATE DIRECTOR / DIRECTOR:	Nick Hibberd, Corporate Director of Sustainable Communities, Regeneration and Economic Recovery	
LEAD OFFICER:	Karen Agbabiaka - Director of Street and Environment	
LEAD MEMBER:	Cllr Scott Roche - Cabinet Member for Streets & Environment	
KEY DECISION?	No	
CONTAINS EXEMPT INFORMATION?	No	
Brief for the Committee		The Streets & Environment Sub-Committee is asked to receive a presentation on the councils work in delivering a 'cleaner Croydon'
WARDS AFFECTED:	<i>Norbury and Pollards Hill</i>	

1 Street Cleansing – A Cleaner Croydon

- 1.1 The Street and Environment Sub Committee has asked to receive an update on the Council’s work on the mayor’s priority for delivering ‘Cleaner Croydon’ along with feedback on its recommendations concerning the Waste & Recycling Contract.
- 1.2 The supporting presentation (Appendix A) provides the Sub- Committee with an update on the first ‘Targeted Neighbourhood Deep Cleaning’ pilot which was undertaken in Norbury High Street, London Road. This was designed in alignment to The Mayor’s Business Plan which includes a focus around ‘making our streets cleaner so that Croydon is a place that residents and businesses can feel proud to call home’.

2 ‘A Cleaner Croydon’

- 2.1 In August 2023 the Sustainable Communities Directorate launched the first pilot deep cleansing programme in Norbury. The service is currently reviewing the outcomes of the pilot and are seeking input from the sub-committee prior to scoping out and implementing the next focused Neighbourhood Intervention which has been designed to support the Executive Mayor’s priority for delivering a ‘Cleaner Croydon’.

2.2 The cleanliness of our borough is a universal issue which affects everyone who lives, works or studies in Croydon. In line with the Executive Mayor priority to ‘make our streets cleaner’ it was agreed that a pilot would be devised to address the ‘Broken Window effect’

2.3 Looking at the areas of concern which impact the overall image of the public realm we undertook a data gathering exercise in which Norbury High Street was identified as being suitable for target intervention covering the following: -

- *Graffiti – shop fronts*
- *Graffiti – high level*
- *Gully cleansing*
- *Fly tipping*
- *Pavement washing*
- *Line marking*

2.4 The area covered within the first pilot area was from the borough boundary by Norbury Train station down London Road to the fire station on the corner with Norbury Cort road.



2.5 The first pilot was concluded in Sept 2023 following which the service is in the process of reviewing the outcomes delivered and assessing the ‘Lessons Learned ‘from the pilot. The finding will be used to assist in the planning and implementation of our next targeted approach in Thornton Heath.

2.6 It is important to note that in reviewing the learnings from the first pilot that this programme of work requires a high level of resource in the scheduling and project

management of the different workstreams and engagement with a wide range of stakeholders. To support this activity the service has applied for COMF funding for the recruitment of two project officers.

Waste Collection and Street Cleansing Contract

- 2.7** In March 2023 the Sub-committee concluded that they would like to continue to scrutinise the re-procurement process for a new contracted service.
- 2.8** In May 2023 the Executive Mayor in Cabinet approved officers' recommendations as outlined below
- 2.9** Based on the options appraisal and reviewing the feedback from 'soft market testing' it has been determined that the most viable service delivery model is to reprocure these services taking into account the changes in the commercial market and their reluctance to take financial risk on processing of recyclate material along with guaranteed income share from the sale of material.
- 2.10** The specification for **waste and recycling** is based around the current service and will maintain the current level of frequency in collection. We have noted the observations and recommendations from the sub-committee and are in the process of reviewing our contract management structure.
- 2.11** Details of our agreed approach can be seen in the May 2023 Cabinet Report (see background papers)
- 2.12** As agreed by Cabinet the service is scheduled to undertake the procurement in Q3 and Q4 of this financial year following which the outcome and preferred bidder will be subject to Cabinet review prior to any new contract commencement in April 2025.
- 2.13** To support the procurement and to ensure the final service specification meets the wider needs of our internal stakeholders the programme Board has been established and all key stakeholders will be provided with the opportunity to meet with each of the bidders through a series of competitive dialogue meetings and help shape the final tender submissions. This includes Housing, IT and Data Integration, Complaints and Communications etc.

3 Background Papers

- 3.1 Cabinet Report 24th May 2023 (pages 95-314)

[\(Public Pack\) Agenda Document for Cabinet, 24/05/2023 18:30 \(croydon.gov.uk\)](#)

4 Appendices

- 4.1 Appendix A - Cleaner Croydon Presentation**