

 Brent	Decision of Cabinet Member for Environment 10 November 2021
	Report from the Strategic Director of Regeneration & Environment
Public engagement proposals: Let's Talk Climate – Waste and Green Space Edition	

Wards Affected:	All
Key or Non-Key Decision:	Non-Key
Open or Part/Fully Exempt: <small>(If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)</small>	Open
No. of Appendices:	None
Background Papers:	None
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1.0 Introduction and overview

1.1 In August 2021, as part of the Redefining Local Services report, Cabinet agreed to hold general consultation on future street cleansing & waste collection services this autumn. This report presents proposals for this general consultation, which it is proposed takes the form of a widespread community engagement exercise, with tackling the climate and ecological emergency put centre stage.

1.2 The renewal of the Integrated Street Cleansing, Waste Collections and Winter Maintenance Services Contract (“Integrated Contract”), together with the separate specialist Grounds Maintenance (GM) contract, also now proposed to be included within the scope of the engagement, provides a once in a decade opportunity to address the following objectives in a holistic way:

- Raise awareness amongst the whole community of the council’s climate and ecological commitments and the challenges we all face
- Drive more sustainable behaviours
- Reduce the environmental impact of our public realm contracts.

- 1.3 The engagement, titled 'Let's Talk Climate: Waste and Green Space Edition', will focus on what the community can do as much as what the Council can do, to work towards net zero and cleaner, greener neighbourhoods.

2.0 Recommendations

- 2.1 That the Cabinet Member for Environment agrees the proposals in this report for the 'Let's Talk Climate: Waste and Green Space Edition' engagement.

3.0 Context

- 3.1 In August 2021, Cabinet agreed the final Redefining Local Services (RLS) delivery model, "Specialist contracts with low to moderate levels of insourcing". Cabinet also approved inviting tenders for the Integrated Contract and to hold general consultation on future street cleansing & waste collection services, with decision on the final format and content of public consultation to be made by the Lead Member for Environment in consultation with the Leader of the Council this autumn.
- 3.2 A key objective of the RLS programme is to 'fully engage with the community to understand their needs and aspirations'. The Best Value Duty consultation, undertaken between May and June of this year on the RLS Delivery Model Options, contributed to fulfilling this objective and was well received by the vast majority of those who participated.
- 3.3 The proposed community engagement will provide a valuable and timely opportunity for the council to engage with the public on important elements of the Brent Climate and Ecological Emergency Strategy. The Brent Climate Assembly in 2019 ranked the 'Consumption, Resources and Waste' theme as its number one priority for the local area to focus climate action on. Additionally, the Draft Green (Natural) Infrastructure Vision for Brent for 2030 (an action in the Strategy's Year 1 delivery plan) has now been drafted and this can be included in the engagement together with the key Negotiation Points for the GM Contract which currently comprise: enhanced horticultural standards and biodiversity; community engagement and volunteer programmes; enhanced participation in sports and physical exercise; and, business development plan for events management and income generation.
- 3.4 This engagement will be concluded prior to the commencement of competitive dialogue sessions with bidders in March 2022 on the Integrated Contract and prior to negotiation with GM contract bidders in April 2022, assuming that the competitive procedure with negotiation is used for the GM procurement as is currently proposed. The potential solutions for these contracts will therefore still be at the formative stage and officers will be able to take account of the community's feedback during these processes.
- 3.5 The feedback from the engagement will also inform priorities to be included in the Brent Climate & Ecological Emergency Year 2 delivery plan (for financial year 2022/23).

4.0 Let's Talk Climate: Waste and Green Space Edition proposals

- 4.1 In 2019, Brent Council declared a climate and ecological emergency and committed to doing all in its gift to reach net-zero by 2030. This means the way we do things as a council must change, but the scale of the challenge means we cannot do this alone.
- 4.2 Tackling the climate crisis locally has been at the heart of conversations with residents since 2019. Through the Brent Climate Assembly and consultation, residents' ideas have helped create the 10-year Climate and Ecological Emergency (CEE) Strategy.
- 4.3 Let's Talk Climate will be about having an open, two-way conversation with the community to find out what they are up for doing and what we can do to make local neighbourhoods greener and more sustainable.
- 4.4 This will be the start of many conversations we have to get more people involved in talking about our impact on the environment. For this engagement, it will focus on two key areas: the green spaces we want to enjoy and our rubbish (including the stuff we buy). These are based on what residents have told us are their top priorities.
- 4.5 This will influence how local services are delivered and the second year of our Climate Delivery Plan. Feedback will also shape a new green plan, aiming to highlight links between seemingly unrelated areas like parks and open spaces, new developments, walking and cycling routes, private gardens and green roofs, which we want to connect up to make Brent the greenest London borough by 2030. The commitments we and the community make will also be sealed in a Climate Deal to hold us all accountable.
- 4.6 Everyone in the borough will be encouraged to get involved with the conversation. However, more targeted engagement will be carried out for three key groups with significant influence in the following ways:

Young people aged 13-25

Ideas	Purpose and impact
Quiz	Young people are likely to attend if free entry, free food and big prizes. Round on environment/current consumption to test people's current knowledge. We can have conversations with people at their tables.
Wembley Stadium football tournament	A way to get lots of people in one place. One hook can be the amount of rubbish that can fit into Wembley Stadium. We want to ask for creative ways to reduce this. Partner with The FA and Jason Roberts Foundation.
Schools creative competition	Schoolchildren asked to come up with creative content (e.g. poem, pictures, story) describing their perfect 2030 neighbourhood. Shows what young generation would want to change.
The Beat FM radio show	Get young people talking about climate issues and potential solutions. Partner with Young Brent Foundation and The Beat FM.
Sustainable fashion challenge	Competition to create fashion items out of old clothes. Winning entries can be shown as part of an online photography/video exhibition that can be shared on

	social media. Aims to show you don't always need to buy 'new'. Can link to Citizen Lab page.
Social media 'thunderclap'	Create a huge bang on social media with influencers and young people all getting involved on Instagram, Twitter and Facebook with the same hashtag #LetsTalkClimate. Young people steer the discussion about things that matter to them. Create a Tik Tok dance.

Mums and dads

Ideas	Purpose and impact
Coffee morning	Free coffee and cake after school drop-off at schools and faith places. Aim to find out what mums and dads can do to change their household habits.
Green-themed rhyme time in Brent Libraries	Speak to mums and dads in a setting where they are already likely to be and will have time to chat. Also a way to engage young children in the conversation.
Supermarket stall	Raffle with environmentally friendly prizes. Talk to people about sustainable ways of shopping e.g. reusable containers. Supermarkets allow people to recycle things they might not be able to recycle at home.
Waste challenge	Local areas to compete over who can recycle more. After Xmas. Big scales.
Cooking competition	Link to cookbook. Encourage people to think about ways of cooking that minimises food waste.
Faith leaders and mutual aid groups as community advocates	Ask trusted voices to help us engage people in the conversation.

People who like/would like to spend time outdoors

Ideas	Purpose and impact
Community litter picks	Have conversations with people while picking up litter in parks. Encourages people to think about the amount of rubbish we produce. Partner with Friends of the Earth.
Community gardening days	Showcase existing community gardens and potentially give over a patch of gardens to a local community. Gets people thinking about sustainable ways of getting food.
Gladstone park run	Have conversations with runners about what they like about their local park and what they would want to see more of.
Playgrounds and outdoor gyms	Talk to people at playgrounds and those using outdoor gyms to find out what they like about their local park and what they would want to see more of.

- 4.7 We will also attend meetings with local resident and environmental groups, businesses, third sector organisations and relevant equalities groups, using Brent's Time to Talk campaign. Brent Connects sessions are also scheduled for January 2022.

4.8 We do not now propose to conduct focus groups with residents as part of this engagement on the basis that targeted approaches above will allow ample opportunity for engagement with a diverse and representative group of respondents.

4.9 The proposed key messages for the engagement are:

- We want to have an honest conversation with you to find out what you're prepared to change, and what you expect from us, as we work together towards a cleaner, greener Brent.
- We know no one is perfect, and we are also on a journey to clean up our carbon footprint. That's why we need to work together to do better.
- This is your opportunity to influence how some of the most important services are delivered in your neighbourhood.
- We're looking for fresh, bold ideas. Many of the changes we must make don't only protect our planet, they can also save you money or help you feel healthier.
- If we act together now, we'll all be able to enjoy cleaner streets, greener spaces, and live healthier lives. As a community, we can rise to the challenge.

4.10 The proposed "Big Question" for the engagement is:

Tell us your ideas for how, as a borough, we can:

- Buy less stuff and reduce, reuse and recycle more
- Keep our streets clean
- Make Brent even greener, to encourage people to spend more time outdoors

4.11 Contextual information on the services in scope and our Climate and Ecological Emergency Strategy will be provided as part of our communications to ensure the public are able to provide relevant views and opinions.

4.12 The public's answers to these questions will help to identify and shape the best solutions in the upcoming renewal of our waste collection, street cleansing and grounds maintenance services, the new green plan to connect nature (referenced in paragraph 4.5 above) and the development of the Year 2 Delivery Plan for our Climate & Ecological Emergency Strategy.

4.13 Non-digital channels will include targeted engagement such as meetings, workshops and events. Digital engagement will primarily be via the online Citizen Lab portal which will be live for the duration of the engagement period.

4.14 The engagement will be widely publicised using corporate council communication channels such as the website, social media, JCDecaux boards, press releases, e-newsletters and councillor and staff bulletins.

4.15 The proposed engagement will take place over 12 weeks from 15th November 2021 to 4th February 2022, allowing for 9 active weeks avoiding the festive season.

5.0 Alternative Options Considered

5.1 None.

6.0 Financial Implications

6.1 The costs of the engagement proposals will be met from existing council budgets.

7.0 Legal Implications

7.1 On the 16th of August 2021 Cabinet agreed “*to note that decision on the final format and content of public consultation on future street cleansing & waste collection services will be made in September by the Lead Member for Environment in consultation with the Leader of the Council*”. Accordingly, the Council must now consult on these matters.

7.2 Where consultation is carried out it must comply with the following ‘Gunning’ Principles and Common Law:

- Consultation must be undertaken at a time when proposals are still at a formative stage
- Sufficient reasons for any proposal must be provided in order to allow proper and intelligent consideration and response
- Adequate time must be given for consideration and response
- The decision maker must give conscientious consideration to the responses.

7.3 The above principles apply to the proposed general public engagement set out in this briefing note.

8.0 Equality Implications

8.1 We will develop the equality impact assessment (“EIA”) for the Integrated Contract during the Competitive Dialogue process as we start to gain an understanding of any potential changes to the final specification and this will be completed in time to inform the contract award report scheduled for September 2022. The proposed engagement with the public this winter will assist in carrying out this EIA and identifying whether there are adverse impacts and what such impacts are. The EIA will identify if there are any adverse impacts on those with protected characteristics from the proposals and if there are, to decide what acts (if any) should be carried out to mitigate any identified adverse impacts on equalities arising from the proposal(s).

8.2 An EIA will similarly be undertaken for the GM Contract.

9.0 Any Other Implications (HR, Property, Environmental Sustainability - where necessary)

9.1 A green and clean environment is a key priority for the RLS programme and every opportunity is being explored to ensure that future services and depot arrangements are aligned to our commitments to tackle the climate emergency, air pollution, waste and to enhance green spaces and biodiversity. The engagement's proposed focus on waste, street cleanliness, grounds maintenance and parks in the context of the climate emergency will provide a valuable opportunity to raise awareness and stimulate action across the community on the Council's net zero carbon and biodiversity targets.

10.0 Proposed Consultation with Ward Members and Stakeholders

10.1 The RLS Members' Reference Group has met several times to consider the RLS programme and recently considered the 'Let's Talk Climate' engagement proposals at its meeting on 28 October 2021.

10.2 An All Member meeting is planned for 17 November to provide further information on the engagement and opportunities for all members to participate.

Report sign off:

ALAN LUNT

Strategic Director Regeneration & Environment