



Full Council – 20 November 2023

Motion for Non-Cabinet Member debate

Making our Borough Clean and Safe.

This Council notes:

The general condition of our area is poor and residents are increasingly frustrated that their streets are full of rubbish and illegal fly tipping. As ward Councillors we are receiving daily updates from local people about dumping in the Borough, that is getting worse, not better.

This include large fly tips in hotspot locations that have been identified by the Council for considerable time, with limited proactive action taken to prevent further ongoing dumping at these sites.

In some areas of the borough 'paan spitting' continues to be a major problem local people are forced to contend with. The Council's campaigns to reduce unsightly, unhygienic mess caused by this bad habit have failed.

Rubbish on our streets contributes to how people view the area and can have a knock-on effect in terms of further Anti-Social Behaviour in the community.

Decisions made by this Labour Administration have negatively contributed to the problem, by making it harder for some people to dispose of waste in the proper manner and by not prioritising effective enforcement and education campaigns that would deter this illegal behaviour.

A key priority of this local authority must be to address to scourge of fly tipping and crack down forcefully on those who continue to disrespect our community.

The new Waste Service Contract with Veolia is in place, and it is crucial that the company are held to account in delivering the set-out terms of their contract, particularly around targets on street cleansing.

The roll out of the new blue bags recycling service has created more problems and confusion. Operatives throw bags around which are then blown away and lost. Residents are then penalised, and their blue bins not collected on the grounds of contamination. There is a risk of local people losing confidence in the revised recycling system and turning their back on it.

It is unlikely that the new system will result in the Council's stated aim of increasing the boroughs overall recycling rate.

Prioritising making our borough clean will have a positive effect on the way people feel about where they live and how others who visit Brent view our area.

Therefore, this Council believes:

1. Keeping local streets clean and free of rubbish must be a renewed focus, particularly in light of increased dumping locally.
2. The best way to discourage illegal behaviour is by a programme of mass fining and a zero-tolerance approach to rubbish on our streets and in our open spaces and paan spitting.
3. The Brent Connects areas need to be reformed in order to ensure Enforcement Teams are not overly stretched and so that a targeted approach is deployed in hotspot fly tipping locations.
4. It is possible to change behaviours and educate people about how to treat our streets and opens spaces, through well run, targeted and engaging education campaigns.
5. Volunteers who spend hours every week trying to keep our borough clean and tidy must be commended for the work that they do and assisted wherever possible by the Council.
6. The blue bag scheme needs to be reviewed as soon as possible and improvements considered and recommendations by Scrutiny looked at again.

This Council therefore resolves to call on the Cabinet Member for Environment, Infrastructure and Climate Action:

1. To make the new Waste Service Contract with Veolia publicly available to enable effective scrutiny of the company and so that we can be confident that they are meeting the set-out terms of their contract with Brent.
2. To identify additional resource to assist the existing Waste Enforcement teams across the borough in delivering effective enforcement against those who continue to disrespect our area.
3. To scope the possibility of employing apprentices to work alongside Neighbourhood Managers and Enforcement Teams in fly tipping hotspot locations in the borough.
4. Working with the Cabinet Member for Customers, Communities & Culture, to undertake a review of the Brent Connects areas, particularly the Wembley Connects area, to see whether splitting them into smaller geographical areas can help with more effective, targeted waste enforcement work.

5. To develop an education campaign including door to door communications about the Council's renewed focus on dealing with rubbish dumping and fly tipping in the area, this will include details of fines individuals would face if caught not adhering to the law.
6. To Ensure that until the New Year all blue bins are emptied at every collection. Instructing the contractor to ensure that blue bags are not thrown about and that all bins are returned to the correct location. And above all the Cabinet reconsider the option of providing residents with a smaller wheelie bin for their mixed recycling and converting the larger bins for the bulkier cardboard and paper collection utilising the Capital budget of £1.6 million which has been allocated for this.
7. To explore the possibility of introducing a long await deposit scheme for cans and bottles, which would discourage dumping in our area.
8. To work with other London local authorities to gain insight on best practice around dealing with ongoing rubbish and fly tipping issues that are sadly prevalent in some areas in the capital.
9. To call on the Mayor of London to ensure areas in our borough under his jurisdiction are kept clean and safe, including TfL land.
10. To write to Government urging that they consider banning the sale of paan, or at the very least require businesses who sell it to have a License.
11. To write to Government about the ongoing fly tipping problems in Brent and request additional funding to support renewed efforts to get to grips with this issue.

Cllr Anton Georgiou
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