

## THE EXECUTIVE

### REPORT OF THE CORPORATE DIRECTOR OF CUSTOMER SERVICES

24 April 2007

<b>Title:</b> Improved Choice for Bulky Waste Collections.	<b>For Decision</b>
<b>Summary:</b> <p>The Barking and Dagenham Waste Strategy alongside our Customer services Strategy set the clear aim of transforming the customer experience by thoroughly understanding of customer needs and tailoring our services and process to meet those needs.</p> <p>The Bulky waste service is well used by our customers, with over 30,000 collections per year, however we now know that our customers would like to have more choice. Many would like to be able to pay for an improved service that would shorten their waiting time from an average of 5 weeks for the existing service to a few days.</p> <p>This report describes a new collection service that will allow customers to choose to pay £12.50 per 4-item collection to have their waste removed in 3 working days. This will be achieved at the same time as maintaining the existing free collection service where waste is removed in around 5 weeks. The existing priority 'scavenger' service paid for by tenants on our flatted estates will also be maintained. Charges are also proposed for the 15% of visits made where residents have forgotten to present their waste for collection and another collection is needed.</p> <p>By taking this action we will achieve better customer choice - transforming the customer experience of those wishing to use the new service whilst at the same time maintaining a free service for customers who do not wish to pay.</p> <b>Wards Affected:</b> all	
<b>Implications:</b> <b>Financial:</b> <p>The additional income proposed will ensure that the 2007/08 budget saving agreed by Assembly on 28 February 2007 of £130,000 is met. The suggested fees do not fully recover the cost of the service, but will allow the Council to provide an enhanced service for a fee that will allow the greatest proportion of the community to take advantage of the fast track service.</p> <b>Legal:</b> There are no specific legal implications arising from this report.	

<p><b>Risk Management:</b></p> <p>By maintaining an option for free collections the risk of increased flytipping is minimised. The reorganisation of the bulky waste collection service will shortly be complete so officers are confident the proposed serviced standards can be met.</p>		
<p><b>Social Inclusion and Diversity:</b></p> <p>By maintaining the existing free service and setting the level of fee for the enhanced service at a reasonable level we have ensured that all sections of our community will be able to have their bulky waste removed. The enhanced 'scavenger' service on our flatted estates ensures that this area of highest needs is served appropriately.</p>		
<p><b>Crime and Disorder:</b></p> <p>There are no specific implications insofar as this report is concerned.</p>		
<p><b>Recommendation(s)</b></p> <p>The Executive is asked to agree to:</p> <ol style="list-style-type: none"> <li>1) The fee structure and service standards set out in paragraph 2.3 of the report;</li> <li>2) A review of the impact of the new charging structure as part of a wider review of the service</li> </ol>		
<p><b>Reason(s)</b></p> <p>To improve choice for our customers and improve the cleanliness of our streets</p>		
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## 1 Meeting Customer Expectations

- 1.1 Barking and Dagenham is aiming to be an 'excellent' Council by 2008 and therefore is committed to providing high quality, value-for-money services focused around the needs of its customers.
- 1.2 The Barking and Dagenham Waste Strategy sets three simple but ambitious objectives:
  1. We want to have the cleanest streets in London
  2. We want to achieve the greatest waste reduction, and highest recycling and composting rates in London
  3. We want to deliver effective, efficient and customer-focused services that demonstrate value for money

- 1.3 By listening to customers views we know that they value and make extensive use (30,000 collections per year) of the existing free bulky waste collection service.
- 1.4 We also know that some customers would like to have the option to pay for a fast track service that would remove their waste in days rather than the typical 5 week wait for the existing service.

## 2 More Choice for Customers – a Fast track Bulk waste removal Service

- 2.1 In order to estimate the likely demand for a fast track service, officers have completed a piece of market research. A sample of customers wishing to book their waste for collection have been asked if they would be prepared to pay for the collection if it could be removed inside 3 working days and the amount they would be willing to pay. The table below describes the outcome of that research.

	£10	£15	£20 or above	wouldn't pay or would pay less than £5.00
<b>Amount Customers would pay for a 3 working day collection for the booking they were about to make</b>	<b>37%</b>	<b>8%</b>	<b>18%</b>	<b>37%</b>

- 2.2 By setting the objective that we would like to see the greatest proportion of the community able to take advantage of the new service, officers recommend that a fee of around £12.50 is adopted.

- 2.3 The proposed service standards and fees for the new service will be (all charges include VAT):

£12.50 for a 4 item collection to be collected within 3 working days of receiving payment. £2.50 per extra item.

No charge for up to 4 item collection to be collected within 5-6 weeks. £2 per extra item.

£10 per item for very large items such as garden sheds, large quantities of builders waste, or parts of vehicles to be collected within 3 working days.

Rebooked free collections - £12.50 for a 4 item collection to be collected within 3 working days.

Each item is either a single bulk item or 3 full bags of small items.

## 3 Financial Implications

- 3.1 The fees described in this report have been assessed in line with the requirements of the Council's Charging Policy Commission in 2001 as approved by the Assembly on 4 July 2001.
- 3.2 The number of customers choosing to pay for the fast track service is unknown, however a realistic estimate would be around 50% of clients choosing the new service in the first year. If approved by Members the new service will begin on the

1<sup>st</sup> May 2007 so will realise £146,276 in 2007/08, with the potential to rise to £159,574 in 2008/09. This is against a full service cost of £405,400.

- 3.3 If the service becomes more popular additional capacity may be needed to meet peaks in demand and still achieve service standards. This is unlikely to be significant and can be met from within the expected income estimates.
- 3.4 Although the income does not fully recover the cost of the service, it will allow the Council to provide an enhanced service for a fee that will allow the greatest proportion of the community to take advantage of the fast track service.
- 3.5 This income will ensure that the 2007/08 budget saving agreed by Executive on 2 February 2007 of £130,000 is met.

#### **4 Consultees**

Portfolio Holder — Councillor Milton McKenzie, Executive Member for Environment and Sustainability

Jennie Duffy Head of Customer First

Phillip Horner – Senior Accountant

Tony Jarvis - Project Director East London Waste Authority

#### **Background Papers Used in the Preparation of the Report:**

Assembly 4 July 2001 Report of the Charging Policy Commission Executive report and Minute

The Mayor's Municipal Waste Management Strategy

The Barking and Dagenham Waste Strategy