

**Subject: Changeover and Freshers 2013**

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## **1 Executive Summary**

1.1 This report provides an update on the Student Changeover and Freshers work in 2013 and will make recommendations for improvements to next year's Changeover plan.

## **2 Background**

2.1 Student Changeover refers to the period between late May and the middle of July when student tenancies end and a huge amount of waste is generated as properties are emptied, especially around the 30th June. Freshers refers to the period in September when new students start their studies in Leeds, and returning students arrive back to the area.

2.2 Each year the Changeover Planning Group develops two action plans to manage and coordinate services over the Changeover and Freshers periods. Planning for 2013 student Changeover was started in April 2013 followed by Freshers planning in August 2013.

2.3 The 2013 end of term dates for all three universities spanned several weeks with Leeds Met University finishing on 24<sup>th</sup> May 2013, and Leeds University and Leeds Trinity University both finishing on 14<sup>th</sup> June 2013. Leeds Met University Freshers students started on 9<sup>th</sup> September and term started on 16<sup>th</sup> September, Leeds University Freshers started on 16<sup>th</sup> September and general students returned on 21<sup>st</sup> September, Leeds Trinity University Freshers arrived in halls on 22<sup>nd</sup> September and term started on 30<sup>th</sup> September. This posed a challenge as the cumulative impact was over an extended period.

## **3 Partner updates for Changeover and Freshers**

3.1 A range of partners are involved in planning for the Changeover and Freshers period.

### **3.2 Locality Team**

The provision this year built on that delivered in 2012; the major difference was allowing the **Civics** teams to continue their regular duties. Two additional bulk crews were deployed to clear fly tipping, top off bins and proactively clear waste from yards and where bags had been slashed. A rigid schedule of ensuring two bin collections per week for each property throughout much of the area worked well as it ensured that at any one time the bins were not overflowing, causing a mess or presenting an opportunity to bag slashers. The bin crews were also proactively removing (obvious) waste from yards/gardens.

### **3.3 Recycling**

Wherever possible, residual waste was transported to a dirty MRF to ensure maximum re-cycling outcomes. Due to tip closing times, some loads had to go to non-MRF tips. Glass re-cycling facilities had a doubling of collection rotas over the changeover period. There were no significant accumulations of glass to the side of bottlebanks. Glass collections were supplemented by the Refloat collections organised by Leeds Met Students' Union.

### **3.4 Enforcement**

The Environmental Action Team undertook early morning, daytime and weekend enforcement activity targeting bag slashers and landlord-generated waste. Bag slashing was largely deterred and key landlord waste issues resolved. A team member was deployed to proactively note and take photos of landlord waste when still in yards (which tends to "migrate" to the street overnight). This high visibility activity served as a deterrent to fly tipping activity.

### 3.5 Skip Enforcement

A definitive list specific street restrictions on placing of skips was issued to all skip companies. Companies were also notified that any skips causing obstruction elsewhere would have to be moved immediately. There were no reported problems with skip obstructions this year.

### 3.6 Leave Leeds Tidy

Leave Leeds Tidy is run in partnership with Leeds Universities and Student Unions, St Vincent's and Emmaus and receives funding from INW Area Committee Wellbeing fund. This year activities were run solely under the title of Leave Leeds Tidy, not using Green Streets, to prevent confusion. The red collection bags were not used, instead LLT held 7 Action Days to collect items in Hyde Park and Headingley recycling items for St Vincent's and Emmaus, reaching over 10,000 people. LLT wardens and environmental student volunteers delivered advice door to door in Hyde Park, Headingley, Woodhouse and Burley. The LLT Charity Shop in Leeds University Union opened for year round distribution of donations.

### 3.7 Leeds Met University Union – Refloat

Leeds Met Students' Union undertook 2 Refloat collections in May, one in Hyde Park and one in Headingley. The Hyde Park glass collection was very successful but the Headingley collection was less successful. The milk float was situated alongside the Leave Leeds Tidy action days so that residents had the opportunity to recycle their glass easily during the Changeover period. A new Environmental Coordinator for the University Union has been appointed and will be spending time working on Changeover/Freshers in 2014.

### 3.8 Leeds Trinity University Union

An on campus drop-off point for unwanted items (& recyclables such as ink cartridges) to be donated to charity or otherwise recycled through Leave Leeds Tidy was held, and shredding facilities on campus were also advertised. A new online Community Living Guide for Leeds Trinity students was launched and went live in mid – June; aimed predominantly at students moving into a student house for the first time it includes a full section on environment, including use of green bins, bottle banks and other recycling facilities.

### 3.9 Neighbourhood Policing Team

The NPT continued to focus on burglary as the priority of the area, normal PCSO patrols were undertaken. Key messages were distributed to over 1000 students in a day of action.

### 3.10 Community Safety/Noise Reduction Team

The noise patrols have gone well but felt that they missed the peak and need to start earlier. Woodhouse Moor Enforcement – there have been 60 incidents including 47 barbecue incidents led by the weather, continuing the same level as last year

### 3.11 Unipol

Unipol included communications about Changeover in their literature reaching landlords. There were fewer issues with landlords than expected in the Changeover weekend.

### 3.12 WNW Area Support Team

The Area Support Team supported and arranged the planning for both Changeover and Freshers meetings and acted as a focal point for receiving updates from partners. The team also sent out a letter to key residents groups and individuals about additional activity in the area.

## 4 Freshers

4.1 PR Event – On Monday 30<sup>th</sup> September a multi-agency publicity stall involving a mock-up room was set up in Leeds University Student Union and run by communications, localities, Leeds Universities (Knowledge), West Yorkshire Police and the Fire Service. Key messages were promoted around personal safety, burglary reduction, fire safety and management of waste. Radio Aire and Student media have reported the event and further information will be released on media outlets (web-sites, twitter, facebook etc).

4.2 Flyer consent zone enforcement patrols were run throughout Freshers weeks and additional green bins located along the main corridor route to Headingley. An issue this year was one company

obtaining a large number of consents and sending additional operatives out with “shoulder banners” (but not flyering), resulting in saturation of the university frontage areas. Whilst they were very efficient at collecting discarded material, there were tensions between companies which resulted in two arrests.

## **5 Communications**

- 5.1 A communication plan was agreed using over 25 communication tools readily available to the group. These included a number of Twitter and Facebook accounts, email lists and websites. It was agreed that social media was a cost effective way to reach students’ at all three universities and messages were delivered through the various Twitter accounts.
- 5.2 Support continued for the Leeds City Council Bin it Win it project which offers residents of the Inner North West the opportunity to sign up, via Facebook and Twitter, to a campaign giving information about what goes in green bins, where glass should be taken and when to put out and take in grey and green bins in the area – specifically using a text message service. Leeds Festival Tickets were offered as a reward for interacting with the project.
- 5.3 The Leave Leeds Tidy website was a key tool for delivering messages about recycling, reusing and binning unwanted items. A short Leave Leeds tidy animation about recycling and reusing was also shown at Hyde Park Picture House for two weeks in June.
- 5.4 Information about personal safety and keeping belongings safe was given out through the Knowledge website.
- 5.5 A summary of additional services and service contact details was sent to resident groups, INW Environment Sub Group Resident Reps and forum members for distribution to interested parties.
- 5.6 Daily emails were sent to North West (Inner) Elected Members at key points throughout the Changeover period which gave detail about positive work and challenges on the ground.

## **6 Evaluation**

### **6.1 Evaluation of planning process**

The initial planning meeting for 2013 was held on 10<sup>th</sup> April 2013, followed by monthly meetings until July. The initial Freshers planning meeting was held in early August and a final evaluation session held on 28<sup>th</sup> October 2013. During the evaluation it became clear that actions could be progressed with fewer meetings and that email communications could be encouraged.

- 6.2 Overall the Changeover plan was agreed to be a good record of the work undertaken and it was particularly liked that the plan included a calendar of events. The Freshers Plan and Communication Plans were less comprehensive and could be incorporated into the main Changeover document. Services did not always send in updates and need to be encouraged to send details through.
- 6.3 It was noted that the process did not have a way of feeding in new projects for discussion with the group, it is therefore suggested that the initial planning meeting be in a workshop held in early April which will allow for discussion of new projects, new ways of working and new ideas.

### **6.4 Evaluation of the Changeover actions**

#### **6.5 Locality Team**

The timely collection of waste was largely successful with a greatly reduced incidence of bag slashing and resultant mess. However, certain neighbourhoods did not receive sufficient collections – in particular the Talbots, Stanmores, St Annes and Woodside areas. This needs to be addressed in 2014. On Saturday 29<sup>th</sup> June the flow of waste from properties outstripped the capacity to keep up with it. Whilst this was quickly addressed over the following two days, a re-balancing of resource allocation could improve on this.

- 6.6 A range of discarded items were collected such as bedding, pans and folders; this year there was a noted increase in the amount of food waste particularly unopened packets and tins which could still be used.
- 6.7 There is a huge potential to collect more glass bottles. Large quantities were left in boxes/crates in yards. An expansion of the Refloat collections would be beneficial. Discussions about improving glass collections should take place at an early stage.

## 7 Recommendations

The Changeover Planning Group recommends that the 2013 action plan be followed next year with the following amendments and additions:

- 7.1 It is clear from feedback received that students began to move out of their properties much earlier than in previous years particularly Leeds Met Students, therefore Changeover activity, particularly sharing messages should commence from early March.
- 7.2 It is recommended that the dates for meetings are set early in 2014 and take the following format:

Tues 11th March 2014	Changeover Planning Initial Workshop for all Partners/Services
Fri 9th May 2014	Email deadline for contributions to the Changeover Plan; plan to be circulated following week.
Tues 13th May 2014	Issues Meeting (if group request)
Tues 3rd June 2014	Planning Meeting
Fri 25th July 2014	Deadline for receipt of contributions to the Freshers Plan; plan to be circulated following week.
Tues 5th August 2014	Changeover Evaluation and Freshers Planning Meeting
Tues 21 <sup>st</sup> October 2014	Final Evaluation

This will allow two set planning meetings prior to Changeover with a third meeting for issues planned but could be cancelled if the group feel it is not needed; an evaluation meeting for Changeover and planning for Freshers and then a final evaluation meeting.

- 7.3 The initial planning meeting should take a workshop format with a focus on new ways of sharing resources and engaging with the student population.
- 7.4 Incorporate the Communications Plan, Changeover Plan and Freshers Plan into one streamlined, easy to read, document which retains the calendar of actions so that all projects and actions are recorded and easily accessible.
- 7.5 Improve the engagement of the target demographic of students and young professionals through increased use of social media; specifically encouraging partners to use Twitter and Facebook to create a culture of sharing, retweeting and linking messages. The three universities are creating a communication plan of key messages for the next year which should be shared with the group.
- 7.6 Improve engagement with landlords using existing forums to better understand how they communicate with tenants and seek their recommendations for service improvements.
- 7.7 Explore ideas and ways to work with local food banks and charities to avoid food being wasted.
- 7.8 Early discussions to take place about improving glass collections.
- 7.9 Offer to provide to landlords ready-to-use information sheets on waste management (throughout the year) for inclusion in Move-in packs and pre-Changeover communications with tenants.
- 7.10 Investigate any specific requirements around the Tour De France Grand Depart event.
- 7.11 Incorporate any specific requirements around ASHORE pilot project areas, and Alternate Weekly Collections implementation