

# WEST NORTHAMPTONSHIRE COUNCIL CABINET

09 May 2024

**Cabinet Member for Environment, Transport, Highways and Waste  
Services: Councillor Phil Larratt**

**Cabinet Member for Community Safety, Engagement and Regulatory  
Services: Councillor David Smith**

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**Report Title** Northampton Town Centre Environmental Policy

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## List of Approvers

<b>Monitoring Officer</b>	Catherine Whitehead	10/04/2024
<b>Chief Finance Officer (S.151)</b>	Martin Henry	10/04/2024
<b>Other Director</b>	Stuart Timmiss	27/03/2024
<b>Communications Lead/Head of Communications</b>	Becky Hutson	10/04/2024

## List of Appendices

**Appendix A – Northampton Town Centre Environmental Policy (Draft)**  
**Appendix B – Map of Town Centre and Defined Policy Area**  
**Appendix C – Consultation Analysis Report**

### 1. Purpose of Report

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- 1.1. The purpose of the report is to secure approval of the new Northampton Town Centre Environmental Policy and delegated authority to conduct a 12-month review of the policy, including making any necessary adjustments required.

## **2. Executive Summary**

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- 2.1 The Council is investing in the redevelopment of Northampton Town Centre with the objective of making it an attractive destination of choice for residents and visitors to shop, eat, and spend their leisure time.
- 2.2 In some parts of the town centre, bins and rubbish detract from the visual amenity and cause a nuisance. Therefore, a draft Northampton Town Centre Environmental Policy for West Northamptonshire Council has been developed (Appendix A), which sets out the guidelines for how waste (from businesses and households) should be managed in the town centre, with the objective of helping to keep the area of Northampton Town Centre clean and tidy.
- 2.3 The Policy explains how the Council plan to control how and when waste should be set out for collection through the introduction of timed waste collections in a defined policy area as shown on the map (Appendix B).
- 2.4 The Council will support businesses who may need to make changes to their waste collection arrangements by providing advice. After an initial education phase, it is proposed that the Council takes enforcement action, where appropriate to ensure that the policy is effective.
- 2.5 The Council is also working with its household waste collection contractor to ensure that waste collections from residential properties within the defined policy area are also within the 'waste collection window.'
- 2.6 A review of the policy is proposed after 12 months to ensure the expected outcome of the policy has been achieved and consider if there should be any adjustments or extension of the policy. The intended outcome is that it will reduce waste issues within the town centre, which will benefit residents, visitors and business and maximise the positive impact of the redevelopment works.

## **3 Recommendations**

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- 3.1 It is recommended that the Cabinet:
  - a) Approve the new Policy for adoption by West Northamptonshire Council
  - b) Endorse the proposed communications campaign to promote the introduction of the policy
  - c) Agree delegated authority to Executive Director of Place, Economy, and Environment, in consultation with the Portfolio Holder for Community Safety, Engagement and Regulatory Services to:
    - (i) make amendments to the policy as required, and
    - (ii) extend the area(s) covered by the policy where this would be beneficial.

## 4 Reason for Recommendations

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- 4.1 The proposed policy will allow the Council to exercise appropriate control over the presentation of waste in the centre of Northampton. This aligns clearly with the Live Your Best Life Ambition of a cleaner and greener environment.
- 4.2 The proposed policy will increase the positive impact of the investment and regeneration works in the work centre, improving the town centre environment for the benefit of residents, visitors, and businesses.
- 4.3 The proposed policy will require enforcement for it to be effective. Therefore, funding is required to enable additional warden resources for an initial 12-month period, prior to enforcement either becoming part of business as usual, or being incorporated in the new Environment Enforcement contract.
- 4.4 The policy is in line with the Council's Enforcement Policy and the Council's Littering and Fly-tipping Charters.

## 5 Report Background

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- 5.1 Improving the Council's local street scene is a key priority, and commercial waste receptacles stored permanently on the public highway (which includes footpaths), or household waste left for collection are not conducive to meeting this aim. This is a frequent problem, particularly in the central area of Northampton Town Centre, which has persisted for some time. If allowed to continue, waste collections in the town centre will detract from the regeneration investment in the Town Centre.
- 5.2 Waste which is not securely stored can spill onto the public highway and render an area unsafe by bins potentially causing obstruction to the public highway and providing an easy target for antisocial behaviour.
- 5.3 All organisations have a responsibility for ensuring that any waste arising from their activities is handled, stored, and disposed of in a responsible manner as defined by the Environmental Protection Act 1990 (section 34) and the Waste (England and Wales) Regulations 2011.
- 5.4 As part of 'Simpler Recycling' DEFRA has included a requirement for all businesses to plan with their waste collection provider for all recyclable waste to be collected separately from 2025. This has the potential to increase the number of waste containers used by businesses.
- 5.5 Officers have considered a variety of options to address these issues and looked at best practice elsewhere. Since commercial waste collections are not within the direct control of the authority, developing guidance and adopting it as a policy which will apply to waste from businesses and household is proposed as the preferred solution.
- 5.6 Several authorities within England and Scotland have developed similar policies which have significantly reduced the issues caused by waste and waste containers left on the highway. Typically, the policies introduce timed collections of commercial and residential waste in defined

areas within their town centres. Each of these authorities has broadly followed the requirements of the Environmental Protection Act 1990 which places a “duty of care” upon anyone who produces waste, and the Highways Act 1980 prohibits “wilful obstruction of the highway”.

- 5.7 To inform the development of the draft policy, initial meetings were held with the Northampton Town Centre BID, Northampton Town Council, and the Northampton Forward Board. An eleven-week public consultation was conducted between 30 November and 18 February and personal visits to more than 400 town centre businesses have been completed. The main commercial waste collection operators in the Town Centre have also been made aware of the proposed policy.
- 5.8 Feedback has broadly been supportive. Detailed feedback gathered as part of the public consultation is given in Appendix C. From the face-to-face visits with more than 400 businesses, only 40 identified that there may be a potential issue because they do not have on-site storage on their premises. The Council will provide advice to these business, including how their waste collections could be adjusted and whether there is any opportunity to share facilities that other businesses or property owners may have within the Town Centre.
- 5.9 Waste arising from market traders will also be within scope of the proposed policy. The Council is investing in the redevelopment of Northampton’s market square and a new strategy for managing the market will also include a requirement for stall holders to manage their waste responsibly and within the footprint of their stall.
- 5.10 In summary, the draft policy includes the following measures:
- Waste collection ‘windows’ during which waste can be set out for collection and collected by the appropriate organisation, as per the times below:  
Morning – between 06:00 – 09:00  
Afternoon – between 16:00 – 18:00  
These will align with any new Traffic Regulation Orders introduced in the Town Centre following development works.
  - At all other times waste will be expected to be stored within the business or residential premises.
  - If waste is presented outside of these windows, then enforcement action may be taken under section 47 of the Environmental Protection Act 1990 and the Anti-social Behaviour, Crime and Policing Act 2014 and other legislation as may be appropriate in the circumstances. Failure to comply with a section 47 Notice can result in prosecution, or in the issuing of a £100 fixed penalty notice (FPN), payable within 14 days. Failure to pay the FPN will result in the offender being prosecuted
  - Business should use suitable lockable containers for their waste and these containers should be labelled with the business name and contact details. Any bags need to be identifiable from which business they originated.
- 5.11 The proposed implementation timescales for the policy are:
- Agree policy at Cabinet meeting – May 2024
  - Further engagement and education – June, July, August 2024

- Enforcement from September 2024
- 12 Month Review – Summer 2025

## **6 Issues and Choices**

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6.1 The main options are:

- (i) To do nothing and let the current situation continue, which is likely to detract from the investment in the town centre and continue to cause a nuisance in terms of visual amenity, attract additional litter and fly tipping and obstructions on the highway.
- (ii) For the Council to provide waste collection services for all business and household properties in the Town Centre. Commercial organisations can select their preferred waste collection service provider, and they may do this based on several factors, including price, convenience and whether their waste contract is through their head office. Therefore, this was not considered to be a viable solution, because it was unlikely to result in all businesses using the Council's services.
- (iii) To provide designated storage areas for waste within the town centre. If implemented, there is a risk that this option may exacerbate the waste issues, because the designated areas will in effect become 'dumping zones' and may attract additional waste. Advice from other authorities who have introduced policies was that this would not be a recommended solution.
- (iv) To implement the policy as proposed. Note that in developing and consulting on the policy a few options were proposed, including the acceptable times to set out waste, the location(s) the policy should be focused on, and other control measures related to the containers used for waste.

6.2 An Equalities Screening Assessment has been completed and this has concluded that there is likely to be an overall positive impact because of this policy. No further actions are required.

## **7 Implications (including financial implications)**

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### **Resources and Financial**

7.1 To enforce the policy, it is proposed that additional wardens are secured for the Regulatory Services Team who would be specifically allocated to the Town Centre area to implement this policy. These wardens would be required for an initial 12-month period, to enable the Council to engage with businesses and provide support and advice prior to moving to the enforcement phase. After the initial 12-month review, enforcement could either be managed by the neighbourhood warden team as part of 'business as usual' or enforcement could pass to the new Environment Enforcement contract which is currently in procurement.

7.2 Officers have considered funding options for the additional two wardens required and have identified funding from existing resources. Recruitment of additional wardens will commence immediately to enable sufficient resource for the engagement and education phase and existing wardens will be used until additional wardens are in post.

## **Legal**

7.3 Section 47 of the Environmental Protection Act 1990 permits waste collection authorities, such as West Northamptonshire Council, to serve a notice on any occupier of premises in their area requiring them to store commercial or industrial waste in receptacles of a kind and number specified in that notice, both of which have to be reasonable, if they believe that such waste is likely to cause a nuisance or be detrimental to the amenities of the locality if not stored in such a way.

A section 47 notice may also impose requirements as to the receptacles relating to;

- Their size, construction, and maintenance,
- The material that may or may not be stored in them and presented for collection,
- Where and when they shall be presented for collection, for the purpose of avoiding nuisance and detriment to the amenities of the area,
- When they should be removed after waste has been collected and
- Where they shall and shall not be stored when not presented for collection.

7.4 Non-compliance with a section 47 notice is a criminal offence and punishable by a maximum £1000 fine a Magistrates' Court. It is also an offence in respect of which a £100 fixed penalty notice can be offered by a waste collection authority as an alternative to prosecution.

7.5 Section 46 notices can be issued for household waste, which is a civil offence.

7.6 Draft notices and the process for serving them will be agreed in advance with the Council's legal team.

## **Risk**

7.8 There key risk of some negative publicity related to the implementation of this proposal, for example criticism by local businesses whose waste costs may increase because of changed waste collection arrangements. However, as mitigation of this risk:

- The purpose of the policy is to increase the town centre amenity and help enhance the town centre as a destination for residents and visitors to visit, therefore businesses should also benefit from this policy.
- There was widespread support from respondents to the consultation.
- The BID, the Northampton Forward Board and the Town Council have been consulted early in this process to ensure they were supportive of the proposed policy.
- There will be an initial period of education and engagement with businesses to ensure that any new contracts they engage in are compliant with the policy.
- Businesses who do not have a waste storage area within their premises will be offered advice.

7.9 There is a risk that the recruitment of additional wardens may take longer than the proposed timescales to commence further education and education with businesses. If additional wardens are not in post, then this work can continue as part of the existing warden's work. However, this means that the implementation timescales may be extended.

7.10 If the policy is not implemented, there is a risk that the Council, businesses, residents, and visitors will not benefit from the investment in the town centre.

### **Consultation and Communications**

7.11 Officers met with the Northampton Town BID, Northampton Town Council and Northampton Forward Board early in the process to seek their views about potential solutions.

7.12 An eleven-week public consultation has been completed, which was well publicised on the Council's communication channels. Over 100 responses were received, which were broadly supportive (Appendix C).

7.13 Face to face engagement with more than 400 businesses has been conducted by Council officers who explained the proposed policy and asked businesses whether they had any concerns. Of these 400 businesses, 40 were identified who may not have a waste storage area on their premises and they will be offered further advice.

7.14 If the proposed policy is adopted by Cabinet, the communications team will draft and implement an extensive communications plan. This is to ensure that the policy and its objectives are communicated with residents and businesses across online and offline channels, including the Council's corporate communications channels. This information will be shared with key stakeholders to publicise to ensure that this reaches a wide audience.

### **Consideration by Overview and Scrutiny**

7.15 As this policy sits outside of the Budget and Policy Framework the Place Scrutiny committee has not been specifically consulted as part of this proposal. However, they have been made aware of the plan to introduce this policy.

### **Climate Impact**

7.16 These proposals contribute to the Authority's wider climate goals.

### **Community Impact**

7.17 The overall community impact is expected and intended to be positive, because of implementing this policy. Although there is a risk that some town centre businesses may be negatively impacted if their waste collection costs increase, they should see a positive impact from improved footfall resulting from the improvements to the Town Centre.







Northampton Town Centre

Environmental Policy



## Appendix A - Northampton Town Centre Environmental Policy (Draft)

### Document Version Control

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### Change History

Issue	Date	Comments
0.1	12/01/24	First Draft
0.2	05/03/24	Second Draft incorporating group comments

### Consultees

Internal	External
Regeneration	Northampton BID
Transport and Highways	Northampton Town Council
ELT	Northampton Forward Board

### Distribution List

Internal	External
Ruth Austen	Assistant Director for Regulatory Services
Fiona Unett	Assistant Director for Waste

### Links to other documents

Document	Link
Resources and Waste Strategy	

## Appendix A - Northampton Town Centre Environmental Policy (Draft)

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## Appendix A - Northampton Town Centre Environmental Policy (Draft)

### 1.0 Introduction

- 1.1 The Northampton Town Centre Environmental Policy (the Policy) sets out the guidelines for how waste collections will be managed within the Northampton Town Centre area, with the objective of improving the Town Centre for all residents, shoppers, and visitors by helping to keep the area clean and tidy.
- 1.2 The Policy introduces specific times for the presentation of waste from households and businesses in a defined area (appendix A) which is referred to in the rest of this document as 'the Town Centre.'

### 2.0 Scope

- 2.1 The Policy includes guidelines for the presentation of waste for collection including waste from businesses and households.
- 2.2 The Policy will apply to all properties (businesses and households) in a defined area within Northampton Town Centre (Appendix A).
- 2.3 Commercial waste is any waste produced by a business on its premises. It is the business's responsibility to appropriately store and arrange for the disposal of its commercial waste. The Policy includes requirements where a business should store its waste on appropriate receptacles.
- 2.4 Household waste is waste produced by a residential property and may include general rubbish and separate recycling and food collections. It does not include waste that has been created by landlords from properties that are leased to tenants, waste from tradespeople who have completed work in a residential property or in relation to any other commercial activities. The Council collects household waste in the Town Centre on a regular basis [Bins, recycling and waste | West Northamptonshire Council \(westnorthants.gov.uk\)](https://www.westnorthants.gov.uk) and collections in the town centre will be aligned to comply with this policy.
- 2.5 The Policy also applies in the following circumstances:
  - Where bins are used for mixed residential and commercial premises which have a domestic living accommodation within the commercial premises;
  - or by multi-occupied domestic accommodation such as flats and apartments which require shared commercial size receptacles provided by a property or managing agent.

## Appendix A - Northampton Town Centre Environmental Policy (Draft)

### 3.0 Policy Outcomes

- 3.1 Improving the Council's local area or 'street scene' is a key priority.
- 3.2 Waste receptacles stored permanently on the public highway are not helpful because:
  - they make an area look untidy and cause an obstruction on the highway;
  - they potentially breach businesses Duty of Care in respect of waste which is not securely stored and could spill onto the public highway;
  - potentially breach businesses Duty of Care in respect of waste which is not securely stored and could spill onto the public highway; and
  - they provide an easy target for antisocial behaviour.
- 3.3 More generally, waste receptacles stored on the street encourage a feeling of lack of care for the community, exacerbating the fear or perception of crime, undermining local investment regeneration, and adversely affecting the Council's aspirations.
- 3.4 The key objective of this policy is to improve the Town Centre for all residents, shoppers, and visitors by helping to keep the area clean and tidy because of removing waste receptacles from pavements and highways.
- 3.5 This policy therefore aims to:
  - Ensure that waste receptacles are stored on business or residential premises all times except for the specified permitted waste collection times
  - Introduce permitted waste collection times in a defined Town Centre area
  - Ensure clear pedestrian passage along pavements/footways
  - Seek an improvement in the aesthetics of the local area
  - Make provision for working with businesses within an agreed framework in the cases where an alternative location may not be available
- 3.6 Officers will offer help and advice to businesses on how to manage their waste arrangements and to prevent businesses falling foul of the law.
- 3.7 The Policy supports the Council's Resources and Waste Strategy by introducing measures in the Town Centre that will help improve street cleansing.

## Appendix A - Northampton Town Centre Environmental Policy (Draft)

### 4.0 Northampton Town Centre Environmental Policy

#### Requirements of the Policy

- 4.1 Businesses are expected to store all recycling and waste receptacles securely off the public highway. Where receptacles cannot be collected from the storage point receptacles may only be presented on the public highway within the timeslots set out below and once emptied must be returned to their storage point.
- 4.2 All waste containers must be lockable and be labelled with the name of the business. Waste bags need to be identifiable from which business the waste originated.
- 4.3 Businesses producing commercial waste shall provide safe and secure storage points and collection points within their originating premises for any clinical trade waste or hazardous trade waste. Such points shall be always kept secure with no access for the public.
- 4.4 Businesses must demonstrate that separate, suitable, storage provision is in place to appropriately dispose or recycle items that could cause hazards. An example of this of this is cooking oil.
- 4.5 The policy is not designed to prevent businesses from recycling opportunities and the authority expects all businesses to manage its waste in accordance with the legislation, separating waste for recycling and separate treatment where it is required to do so.
- 4.6 Where businesses do not have an alternative storage point, the Council will provide advice on options with the objective of finding a solution that is compliant with the policy. The onus is on the business to find a suitable storage location or make alternative refuse collection arrangements such as a more frequent bag collection.
- 4.7 Household waste collected from within the Town Centre will also be required to be presented in accordance with the requirements of the Policy.

#### Timed Collections Slots

- 4.8 The timed waste collection scheme provides two time slots every day when waste is permitted to be left out on the pavement, collected by a waste management organisation and the receptacles returned to their point of storage (i.e. removed from the street):

Morning (time)	6am-9am
Afternoon (time)	4pm-6pm
- 4.9 At all other times, the expectation is that the Town Centre area will be free of business and household waste receptacles, unless were agreed otherwise formally and in writing with the Council. Failure to do so may result in enforcement action against the business responsible for the waste.

## Appendix A - Northampton Town Centre Environmental Policy (Draft)

- 4.10 No waste is to be presented onto the highway (which includes footpaths) outside of the timeslots. Businesses will need to arrange with their waste collector and agree a time to present waste onto the highway for collection that abides by the time restrictions in force. Businesses must remove their uncollected waste from the highway and contact their waste collection provider regarding the missed collection and re-present during the times allowed.

### Legislation related to the Policy

- 4.11 The legislation underpinning this Policy includes (note the list below is not exhaustive):
- Environmental Protection Act 1990
  - Highways Act 1980 - Any individual or business found wilfully obstructing the public highway can be served with a Notice under this Act. Wilful obstruction of the highway can lead to seizure of the obstructing item(s) and prosecution
  - Local Government Act 2000
  - Waste (England and Wales) Regulations SI 2011/988
  - Controlled Waste Regulations SI 1992/588.
  - Hazardous Waste (England and Wales) (Amendment) Regulations 2009
  - Anti-social behaviour crime and policing Act 2014
- 4.12 All organisations have a responsibility for ensuring that any waste arising from their activities is handled, stored, and disposed of in a responsible manner as defined by the Environmental Protection Act 1990 (section 34) and the Environmental Protection (Duty of Care) Regulations 1991, as amended 2003.
- 4.13 The Environmental Protection Act 1990 s47(4) states that “in making requirements as respects receptacles under subsection (2) above, the authority may, by the notice under that subsection, make provision with respect to:
- (a) the size, construction, and maintenance of the receptacles
  - (b) the placing of the receptacles for the purpose of facilitating the emptying of them, and access to the receptacles for that purpose
  - (c) the placing of the receptacles for that purpose on highways
  - (d) the substances or articles which may or may not be put into the receptacles and the precautions to be taken where particular substances or articles are put into them
  - (e) the steps to be taken by occupiers of premises to facilitate the collection of waste from the receptacles
  - (f) the removal of the receptacles placed for the purpose of facilitating the emptying of them; and
  - (g) the time when the receptacles must be placed for that purpose and removed.”
- 4.14 S147 of the Highways Act 1980 allows the Council to impose a penalty for the wilful obstruction of the highway, and s147ZA gives the power to require removal of the obstruction and impose a fine if the obstruction is not removed.

## **Appendix A - Northampton Town Centre Environmental Policy (Draft)**

### **Enforcement Action**

- 4.15 The Council is committed to working with businesses and commercial waste companies to ensure that no waste is left on the streets outside the timed collection slots specified.
- 4.16 Where businesses fail to work with the Council and persistently continue to place their waste on the highway outside of the timed collection slots breaching their Duty of Care requirements, then enforcement action may be taken under section 47 of the Environmental Protection Act 1990 and the Anti-social Behaviour, Crime and Policing Act 2014 and other legislation as may be appropriate in the circumstances.
- 4.17 The Environmental Protection Act 1990 Section 47 (ZA) provides the facility to specify exact storage methods, containers, and waste types to be placed within these containers. This Notice will be served “in perpetuity” and will remain valid for the period the business occupier remains at that premises. The Notice will fall when the recipient vacates the property, so will not be transferred to new occupiers.
- 4.18 There is a 21-day period within which the person can appeal to the Magistrates Court against the terms of the notice. After the appeal period has expired, if an appeal has been lodged, no further action will be taken until the appeal has been determined. If no appeal was lodged, further visits will be undertaken, either randomly or following complaint/intelligence leads from partner agencies or the public.
- 4.19 Failure to comply with a section 47 Notice will result in prosecution, although the business may avoid prosecution by being offered the opportunity to discharge their liability by payment of a £100 fixed penalty notice (FPN), payable within 14 days.
- 4.20 Failure to pay the FPN will result in the offender being prosecuted. The maximum fine for the offence is the maximum fine set out in legislation (currently £1000.) If further failures are identified after the officer may decide that an FPN is not appropriate and may proceed directly with a prosecution.
- 4.21 If a receptacle is deemed to be causing imminent danger to the public whilst presented on the Public Highway the Council reserves the right to make arrangements for the immediate removal of the receptacle.



## Appendix A - Northampton Town Centre Environmental Policy (Draft)

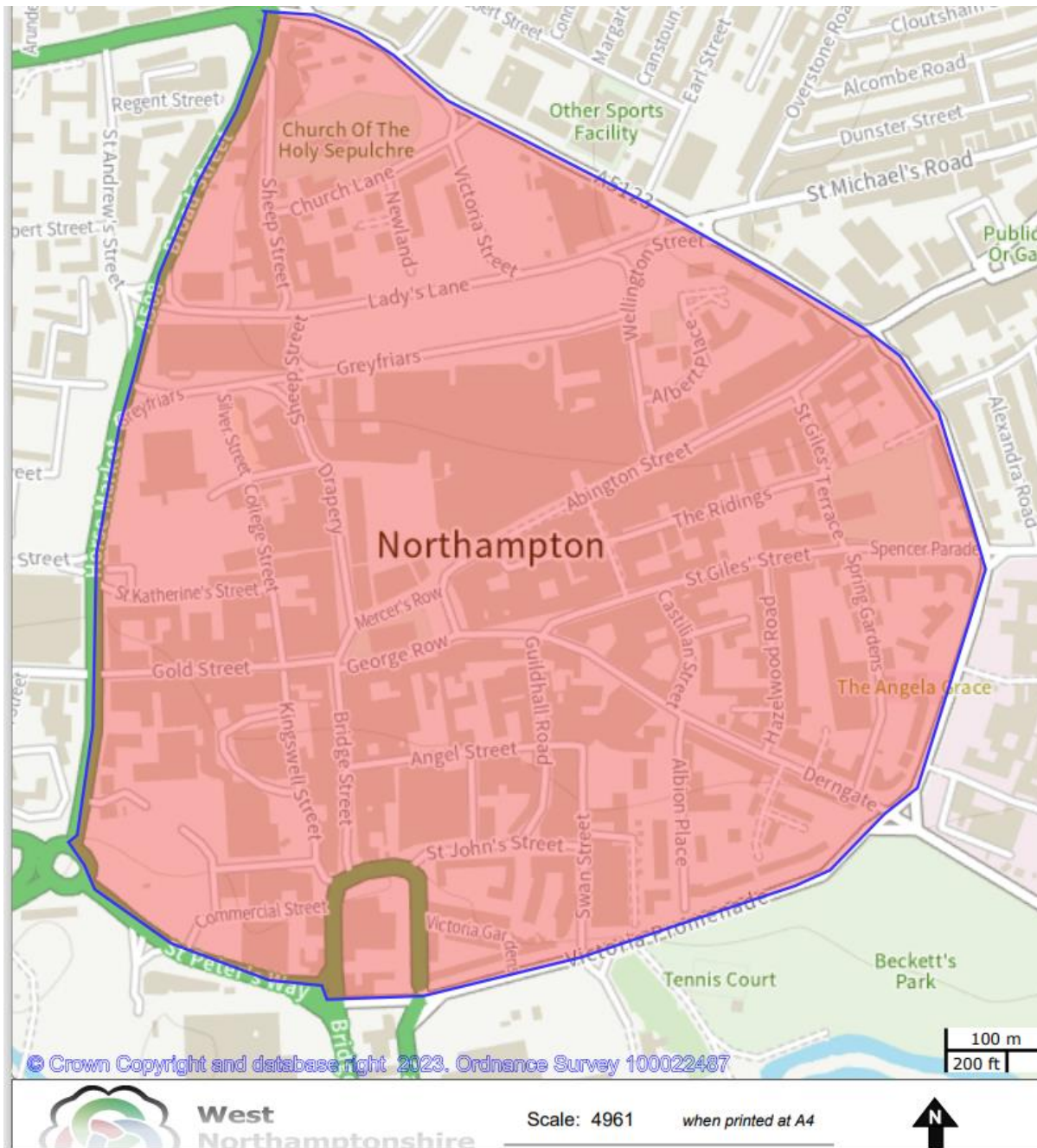
### 5.0 Timescales & Implementation

5.1 The plan is to take the Policy to Cabinet May '24 and then to roll out with a soft launch period, this will allow for the Council to work with businesses to educate them and advise on any potential solutions to stay compliant with the Policy.

<b>Date</b>	<b>Event</b>	<b>Action</b>
07/05/24	WNC Cabinet	Seek approval of Policy
By 31/05/24	Finalise Policy	Make any required changes resulting from Cabinet
From 01/06/24	Engage & Educate Phase	Engage, educate and businesses to be compliant with the Policy
From 01/09/24	Enforcement of Policy	Enforcement for non-compliance to commence
September 2025	Review	Review Policy & update as appropriate. Consider any changes to the area of implementation.



## Appendix B – Map of Town Centre and Defined Policy Area



Northampton Town Centre Environmental Policy  
Consultation Results  
February 2024

West Northamptonshire Council (WNC) are looking to introduce a Northampton Town Centre Environmental Policy. This will help with certain environmental standards and set out the way that businesses handle their commercial waste.

To support the introduction of this policy, WNC ran a consultation for over 11 weeks from the end of November until mid-February. The consultation questions were designed to gather views on the following:

- Whether there is widespread support for the Policy
- Opinions on what the issues are with business waste
- Opinions on where the key issues occur within the Town Centre area
- Views on the proposal of timed slots for collections of business waste
- Views on the proposal of holding businesses to account for managing their waste
- The consultation also had some additional questions for businesses to ask their opinions and as to whether they have any concerns regarding the proposals.

To support this consultation further and engage with as many businesses as possible within the proposed area, WNC also

- Sent a communication leaflet to every business (appendix A)
- Carried out a door-to-door engagement exercise to businesses supported by partners (this is still ongoing and to date we have met appx 300 businesses). The purpose of this is to engage with businesses to let them know about the Policy and to encourage them to complete the online consultation

The purpose of consulting was summarised as follows within the introduction to the survey,

*‘Your views will help us gather public opinion, shape parts of the policy that are to do with waste from businesses in the town centre and help us to understand if there are any obstacles that businesses face in respect of their waste.*

*This will form part of a wider project of engagement with Northampton town centre businesses.’*

Consultation responses: There were a total of **106** online responses made up of **84** fully completed responses and **22** incomplete responses. Incomplete means that the respondent has worked through some of the survey and not reached the final point where they can submit. We have included the incomplete responses into our analysis where they have provided an answer.

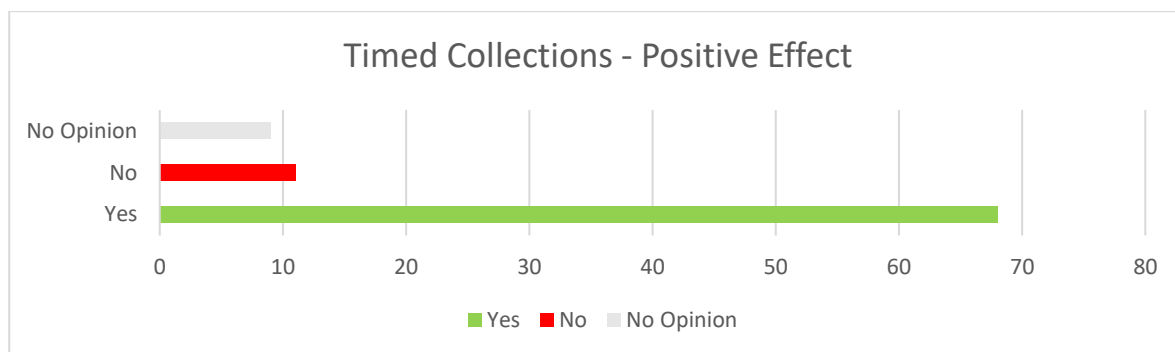
## Appendix C – Northampton Town Centre Policy Consultation Results

### Consultation Analysis

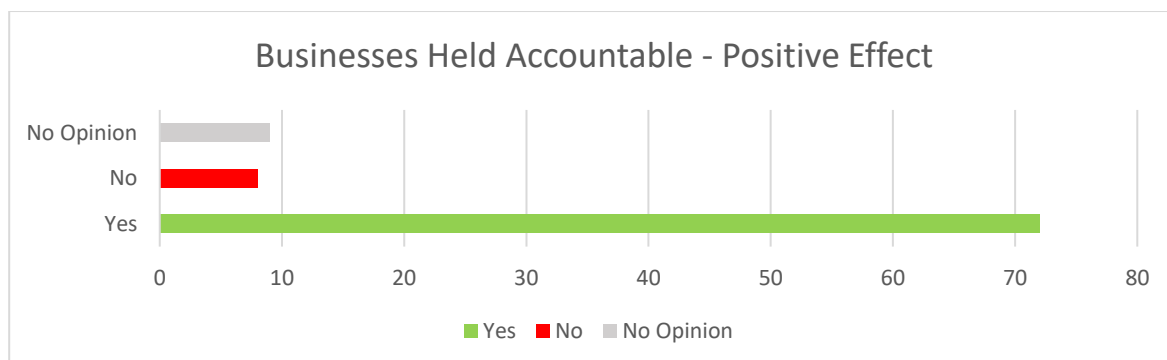
The 106 responses to the consultation can be seen as a good rate of response to the consultation. However, it is disappointing to note that of these 106 responses, only 7 were from businesses.

### Whether there is general support for the Policy

Respondents were asked if they feel **restricting the times that businesses present waste** will have a positive effect on the town centre in respect of trade waste storage and collections. There were 87 responses to this question. 78% gave a positive answer, with only 10% giving a negative answer. For those that answered **No** either of these questions there was a further free text answer these responses can be seen later in this report.



Respondents were asked if they feel **that businesses being held accountable if bins are left out at other times without good reason** will have a positive effect on the town centre in respect of trade waste storage and collections. There were 89 responses to this question. 80% gave a positive answer, with only 10% giving a negative answer.



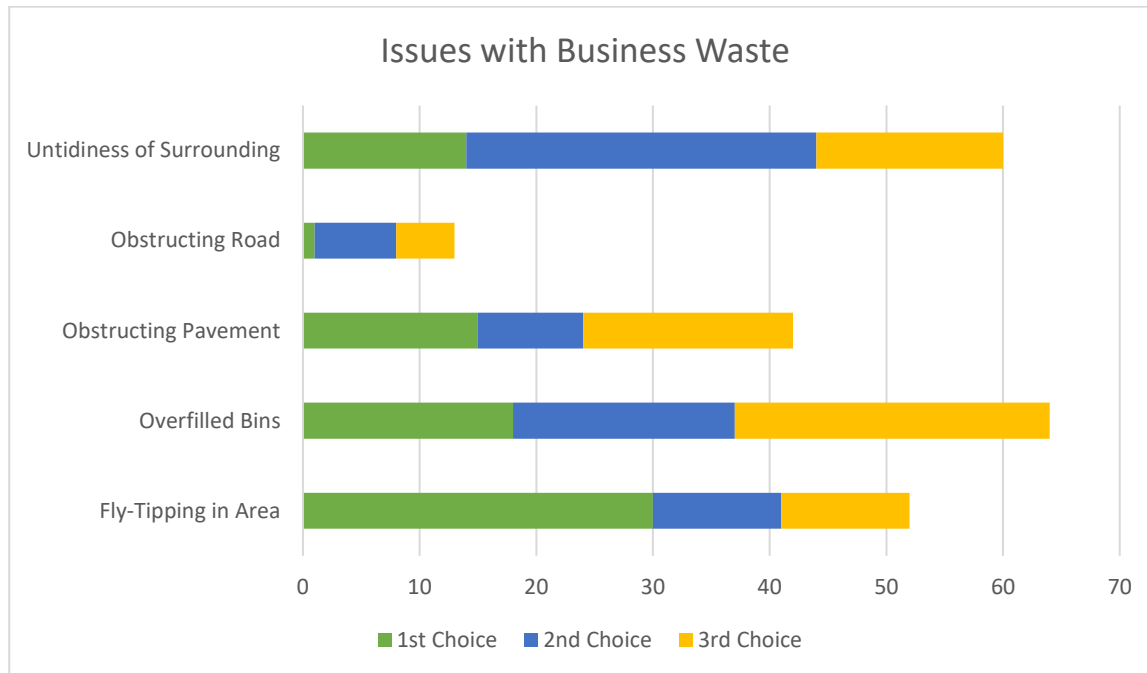
The conclusion from these two questions is that most respondents are supportive of the proposed Northampton Town Centre Environmental Policy.



## Appendix C – Northampton Town Centre Policy Consultation Results

### Opinions on what the issues are with business waste

Respondents were asked what they believe the top 3 issues are in Northampton town centre associated with business waste. There were 77 respondents to this question.

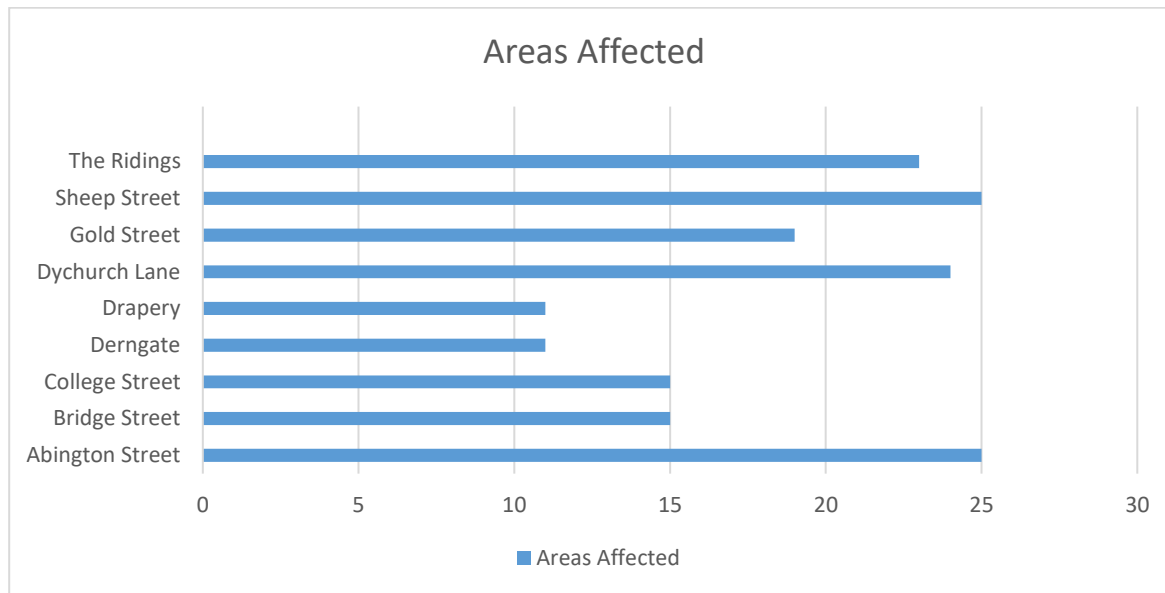


There is no clear conclusion from these responses, however it is noted that **30 respondents** had fly-tipping in the area as the top issue, and **over a half of respondents** had Untidiness of Surrounding area, Obstructing Pavement, Overfilled Bins, or Fly-Tipping in Area as an issue.

## Appendix C – Northampton Town Centre Policy Consultation Results

### Opinions on where the key issues occur within the Town Centre area

Respondents were asked where they feel the issues are occurring and were given the choice of all locations by road name within the proposed Town Centre area. We have included all areas chosen by at least 10 respondents in the chart below.



There are no clear conclusions from these responses. However, it is noted that these locations, and particularly the Top 5, represent potential hotspots that may need further focus when the Policy is rolled out. There is also a consideration as to whether WNC can support further in these locations with alternative solutions to businesses where there is a lack of storage space for waste bins.

### Respondents by Category

Category	Count
A visitor to Northampton town centre from elsewhere in Northampton or any other area	29
A resident in Northampton town centre	25
An employee based in Northampton town centre	14
As a local business in Northampton	6
A local community or voluntary group	4
Work for WNC	1
Northampton resident	1
A member of Northants Litter Wombles	1
A litter picker from NN3 area	1
A Business Elsewhere in West Northants	1
Resident in Northampton	1
West Northants Council employee	1
A West Northamptonshire Councillor	1

## Appendix C – Northampton Town Centre Policy Consultation Results

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### Respondents That Answered ‘Disagree’ to Either of the Policy Questions Above

It is a small time slot
This needs to be applied to Wellingborough Road and Kettering Road too. It is small independent shops that have less processes in place for handling their commercial waste.
Companies are not responsible for other people going through their bins or moving them
A lot of business do not have a yard to store the bin in. There are no defined areas for the storage of bins on the street. The council should look at converting some shops into recycling centres for business and bin storage areas with cctv to stop people abusing the. Most retail shops open at 9am and close at 5/6pm and most waste management companies collect before 8am. Therefore, they will either get fined every week for leaving the bin out over night or it will not be emptied.
It is not when waste is stored, it is how waste is stored.
Businesses will continue to fly tip unless there is some form of penalty involved
Business should be made to keep pavements litter free back in the old days out with their sweeping brushes. Have more pride!
The council make it hard enough as it is and rely on litter picking to tidy up the mess
Workforce would be needed to enforce the restrictions. Workforce is lacking for ANY enforcements
Each business is responsible for so many separate collection Bins that they have nowhere to put them other than on the streets
I think they will continue to do it as they do not care. Or as in our area it will encourage more illegal dumping as some do not have anywhere to store their business bins!
We need proper big bins on every street to discard waste bags. These should be empties at least 4 times a week at midnight instead of early morning.

The consultation also had some additional questions for businesses to ask their opinions and as to whether they have any concerns regarding the proposals.

The first question asked business respondents ***to what extent they agree or disagree that the timeslots from 6am to 9am and 4pm to 7pm are suitable times to leave their business waste out for collection.***

- 3 business agreed with the timeslots
- 3 businesses disagreed with the timeslots



## Appendix C – Northampton Town Centre Policy Consultation Results

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The second question asked *if they disagree with the timeslots being suitable what the reason is.*

We cannot store waste as we have no space to do so, and clinical waste cannot be stored inside
I think a wider window in the morning i.e. 6am to 11am and a smaller window in the evening i.e. 4-6pm would be better and have less of an impact on busier early evening periods. It is more likely that there will be people available to deal with issues with uncollected bins/overflowing rubbish in the pre-midday period than post 6pm.
Earlier start might be more appropriate to avoid traffic. Collections used to start about 4:30 am

### Summary and Conclusions

The consultation responses are supportive of the new Northampton Town Centre Environmental Policy. There are comments from respondents regarding the time slots and whether they need changing.

As a result of the consultation the project group have concluded to:

1. Proceed with the proposal to implement the Policy.
2. Incorporate an engage and educate period of at least three months during the Policy rollout to help businesses resolve any issues.
3. Review the policy after one year to assess if any adjustments are required.
4. As part of the review, consider additional areas that could potentially benefit from an extension of the Policy.