

Our added value

Engagement

We firmly believe that to achieve Haringey's goals, successful service delivery is hugely reliant upon the quality of our communication and the way we engage with all residents, neighbourhoods, community groups, Haringey Council and our own employees.

We have produced a detailed engagement strategy that incorporates proven methodologies and activities which will increase awareness and perception of both Haringey and Veolia, all of the services being provided and the clear benefits to the Haringey environment and quality of life that these services bring.

Environmental benefits

Haringey's Greenest Borough Strategy

Veolia will create a bespoke Environmental Strategy that will align with the principles of Haringey's Greenest Borough Strategy, namely to tackle climate change and provide a secure, clean and safe environment for all in Haringey. The seven key priorities of the Council's strategy are fundamental to the way in which we operate across our current activities and our experience in this area can be utilised to make significant improvements in Haringey.

Carbon Reduction

- o Eco-friendly vehicles with a mix of Diesel and Electric fleet
- o Our current proposal will lead to a reduction of fleet emissions by 40%
- o At the start of the contract a Carbon Reduction Plan will be agreed via the Partnership Board and reviewed quarterly against key performance indicators including NI 185 and CO₂ (eq) per Mile
- o We will organise our operations to strive towards a carbon neutral contract

Environmental Enhancement through Engagement

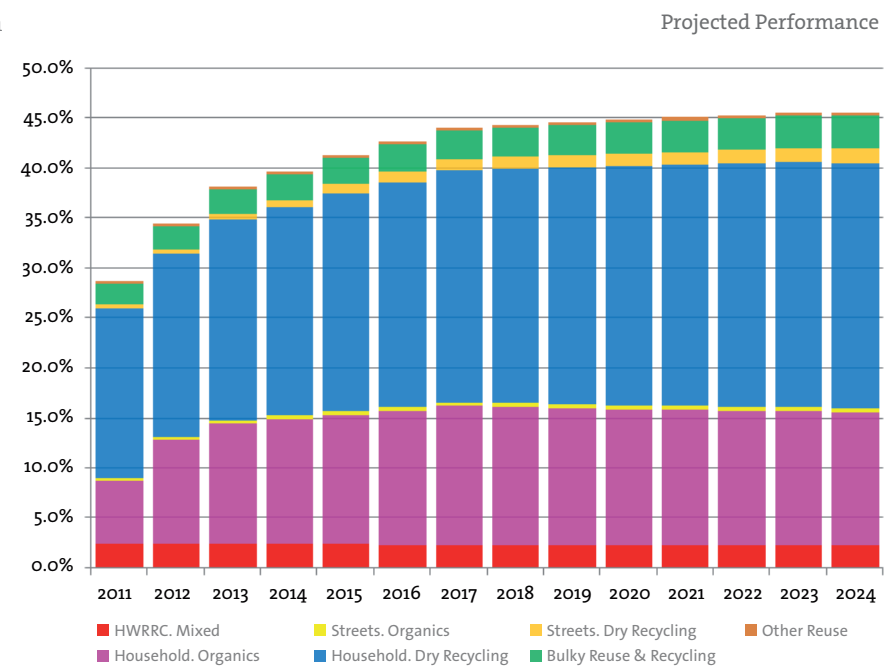
- o A strategy for community communications to help the environment by increasing recycling and reducing waste, litter and fly-tips
- o Dedicated resources will educate and inform residents about services and environmental benefits through comprehensive range of activities and initiatives, including events, doorknocking and engagement with neighbourhoods, schools and community groups



- o Advertising, public relations and vehicle livery campaigns and production of targeted materials will support the resource
- o Recruitment of Environment Champions to empower communities into taking action
- o Development of new brand to ensure consistency and repetition of key messages to help enhance customer perception
- o Optional introduction of RecycleBank® scheme to incentivise residents into recycling more

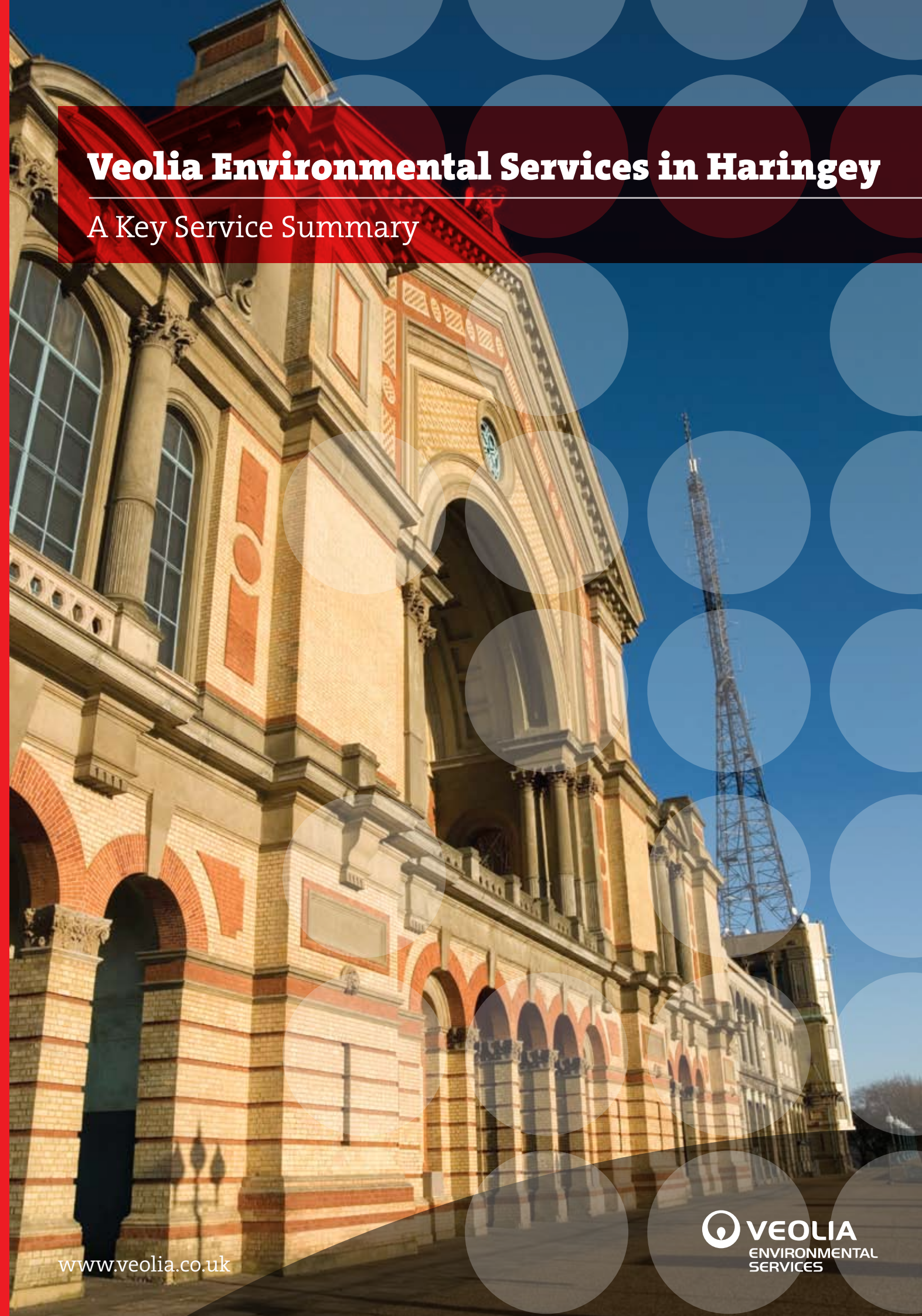
Sustainability Officer

- o Acting as Project Manager on environmental issues and setting environmental targets
- o Active role in the Partnership Board for environment-related issues
- o Monitoring the performance of the Haringey waste services fleet including MPG, CO₂ emissions and mileage via CMS EcoTrak
- o Study of all sustainability projects towards noise and water reduction



Veolia Environmental Services in Haringey

A Key Service Summary



Proud to work with Haringey

Our customer charter for Haringey:

1. We will sign up to an ambitious Payment Mechanism which will include the guarantee of a recycling performance of 40% by 2015 with the view of taking this to 50%.
2. We will bring Haringey into the London Upper Quartile for performance against NI 195 targets.
3. We will reduce our impact on the environment by at least 40%, from estimated current levels, via the introduction of an alternative fuel strategy, driver behaviour training and vehicle enhancement.
4. We will sign up to a Partnership Agreement that offers transparency and flexibility in order to deliver continuous enhancements and efficiencies.
5. We will create an Education Fund of a minimum of £500 per school per year for recycling and environmental promotion and awareness, alongside the implementation of an extensive public engagement and outreach strategy for all sectors of the community.

Aligning with Haringey's objectives

We have read and understood the Council's objectives for this procurement process and align ourselves accordingly:

- o to deliver **sustainable services** by using **innovation** to reduce the CO₂ emissions of our service in order to strive towards a **carbon neutral contract**
- o to provide a **first class service** to the residents of Haringey via a dynamic approach to service management which will allow for **continuous improvement** throughout the life of the contract. To achieve this we have developed a bespoke **Performance Framework Model** focusing on the specific needs of Haringey
- o to create a **partnership framework** that allows for contract efficiencies to be realised and a fluid approach to advancements in methodologies and technologies. This approach will **guarantee Value for Money** for the Council and its residents
- o to **engage** with the neighbourhoods, schools and various communities so as to increase their understanding of the part they play in **minimising their impact on the environment** and encouraging their involvement through targeted communications, events and liaison groups
- o to **monitor residents' perceptions** both locally and borough wide. This is crucial in order to **understand and affect behaviours** and engage proactively to bring about change



Our key services

Street Cleansing Improvement

- o A Village Approach to street sweeping across the borough where each existing neighbourhood will have a dedicated team (Muswell Hill will be split into 2) with localised management and resource taking ownership and pride of their area. Our employees will become ambassadors of Haringey and Veolia
- o All streets will be swept on average twice a week over a six day shift pattern increasing sweeper presence and perception
- o Change from team sweeps to beat sweepers to minimise travel time and costs and increase employees' pride in their own areas



- o Satellite depots for increased productivity
- o Significant CO₂ reduction against the current service
- o Introduce multi-purpose vehicles to deal with mechanical sweeping and pavement gritting in Winter
- o We will clear dog mess within at least 24 hours of it being reported

Refuse & Recycling Enhancements

- o Year 1 refuse and recycling service will continue as it is while we concentrate on the street scene, apart from the introduction of free bulky waste collections for recyclable and reuseable items
- o Year 2 refuse will switch to fortnightly collections in 240ltr bins or coloured sacks issued four times per year as appropriate
- o Year 2 recycling will be serviced weekly in new 240ltr bins
- o The new service offers residents an increase in total capacity with the emphasis now on recycling ahead of residual waste
- o Refuse and recycling on estates will remain the same, however we will look to streamline the available containers
- o Mixed organics continue to be collected weekly from the kerbside in caddies and reusable sacks
- o The optional introduction of a recycling rewards incentive scheme, RecycleBank®, for all residents, offering national and local rewards partners as well as the opportunity to support local schools or charities

A Strategy for Commercial Waste

- o The formation of a proactive Commercial Waste sales team
- o The creation of the Commercial Waste Working Party
- o Providing a full credit control function, from invoicing to debt management
- o Our sales and communications strategy
- o A strategy to tackle and minimise unpaid waste
- o An enhancement of recycling opportunities for trade customers
- o Our plan to assist Haringey in removing bins off the public highway and introducing time-banded collections
- o A financial reward scheme that incentivises both parties to remain wholly committed

Fleet Maintenance

- In Haringey our fleet and maintenance objectives are to ensure vehicle and plant safety, compliance, road safety, support to our operations, innovative fleet and equipment solutions and effective vehicle and plant specification and procurement.
- o Waste Service Fleet Acquisition – continuous evaluation of vehicle types, technologies and innovations, including alternative fuels, to enable us to provide the best recommendation for Haringey's vehicle replacements
 - o Corporate Fleet Acquisition – aim to provide Haringey Council with the comprehensive Veolia internal processes in respect of vehicle, plant and equipment specification and mobilisation requirements for your own in-house vehicles and services, with benefits including greater operational safety, product suitability, productivity and customised features and functions
 - o Fleet Maintenance – services we provide will exceed the minimum standards as stipulated by regulatory bodies such as VOSA, EA and HSE, therefore maintaining road safety, fleet compliance and our mutual good repute. Our primary objectives are always to ensure a safe and compliant fleet whilst maintaining vehicle availability and controlling costs

Current Service	Refuse	Dry Recycling	Kitchen Waste	Green Waste	Total Weekly Capacity
Weekly Capacity	240 litres	55 litres	22 litres	120 litres	437 litres
Proposed Service	Refuse	Dry Recycling	Kitchen Waste	Green Waste	Total Weekly Capacity
Weekly Capacity	120 litres*	240 litres	22 litres	120 litres	502 litres

*240 litre bin, collected fortnightly

Fly-Tipping

- o Two-year strategy to tackle fly-tipping that focusses on specific challenges in Haringey, including transience, flats above shops, HMOs and communicating to those who speak little or no English
- o Led by new Street Scene Manager
- o Responsible for maintaining high cleanliness levels on the streets and 'taking control of the streets'
- o Put processes and strategies in place to reduce fly-tips by 50%
- o Create a two-year action plan in conjunction with Village Managers to reduce fly-tips and focus on hotspots