

CLEAN NEIGHBOURHOOD STRATEGY
REPORT OF DEPUTY CHIEF EXECUTIVE (COMMUNITY
DIRECTION)



Hinckley & Bosworth
Borough Council

A Borough to be proud of

WARDS AFFECTED: ALL

1. **PURPOSE OF REPORT**

To inform Scrutiny Commission about the Clean Neighbourhood Strategy which will go to Council on 24 September 2013 for adoption.

2. **RECOMMENDATION**

That Scrutiny Commission endorse the adoption of the Clean Neighbourhood Strategy.

3. **BACKGROUND TO THE REPORT**

The draft Clean Neighbourhood Strategy was developed 12 months ago and since that date the street cleansing and neighbourhood wardens services have been restructured and focussing on joint working both with residents, within the Council, and with other partners to deliver the services priorities.

The learning from the last 12 months has now been applied and the service is now effectively working. As such this strategy now needs to be adopted and become the Council's published strategy for this service.

The Vision for Clean Neighbourhoods is:-

"Hinckley and Bosworth is a place with clean, tidy and litter free neighbourhoods where everyone takes responsibility for their waste and the surrounding environment"

The vision will be achieved by the 5 E's....

Efficient - we will work efficiently and effectively to remove litter, dog fouling, fly-tipping, graffiti, fly posters, abandoned vehicles.

Education – we will work with all ages and sectors of the community to increase awareness of the benefits of clean neighbourhoods and of the harm litter, dog fouling and other forms of environmental nuisance can cause.

Engagement – we will encourage, support and work in partnership with local communities to improve the cleanliness of their neighbourhood

Environment – we will act to remove the sources of litter and other nuisances and create environments where everyone can act responsibly to achieve a clean neighbourhood's.

Enforcement – we will use enforcement to change the behaviour of the minority of people who fail to take personal responsibility to keep Hinckley and Bosworth clean, tidy and litter free.

Essentially the strategy makes Clean Neighbourhoods everyone's responsibility and seeks active engagement from all residents and communities in achieving clean neighbourhoods for everyone.

Clear street cleansing service standards are set out, along with response times for service requests from residents.

Once adopted, the Strategy will be delivered through the Service Improvement Plan for Street Scene Services. All resources within these services will be focussed to delivering the strategy which will leave less time to deal lower priorities.

Full details are given within the strategy – See Appendix 1.

4. FINANCIAL IMPLICATIONS (PE)

There are no financial implications as the strategy is delivered within existing budgets.

5. LEGAL IMPLICATIONS (AB)

S89 of the Environmental Protection Act places a duty on local authorities to keep highways, as far as is practicable, free from litter and refuse. The proposed Clean Neighbourhood Strategy addresses this duty.

6. CORPORATE PLAN IMPLICATIONS

Clean Neighbourhoods is a corporate priority.

7. CONSULTATION

A citizen’s panel survey, and four focus groups were held to inform the development of this strategy. The strategy has been open to public consultation during June 2013, 86 people responded and 96% were supportive of the strategy. Minor amendments were made to take account of respondent’s comments. For example the service standard to collect dead animals was reduced from 2 working days to 1 working day.

8. RISK IMPLICATIONS

It is the Council’s policy to proactively identify and manage significant risks which may prevent delivery of business objectives.

It is not possible to eliminate or manage all risks all of the time and risks will remain which have not been identified. However, it is the officer’s opinion based on the information available, that the significant risks associated with this decision / project have been identified, assessed and that controls are in place to manage them effectively.

The following significant risks associated with this report / decisions were identified from this assessment:

Management of significant (Net Red) Risks		
Risk Description	Mitigating actions	Owner
Failure to engage communities in taking responsibility for keeping their neighbourhoods clean	Seek partnerships through Parish Council and VCS Hub	Lisa Kirby
Failure to change peoples behaviour in terms of environmental crime	Arrange annual campaigns and work with schools to encourage responsible behaviour. Target enforcement to higher priorities	Lisa Kirby
Impact of strategy diluted by Wardens	Prioritisation of	Lisa Kirby

being asked to deal with lower priority issues / nuisances.	environmental crime. Other issues will only dealt with if time permits.	
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9. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

This strategy aims to deliver clean neighbourhoods across the Borough. The needs of residents in different communities have been captured and incorporated through focus groups.

10. CORPORATE IMPLICATIONS

By submitting this report, the report author has taken the following into account:

- Community Safety implications
- Environmental implications
- ICT implications
- Asset Management implications
- Human Resources implications
- Planning Implications
- Voluntary Sector

Background papers: Clean Neighbourhood Strategy (Appendix 1)

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**APPENDIX 1:
Hinckley & Bosworth Borough Council Clean Neighbourhood Strategy 2013-2018**

Introduction:

This strategy focuses on the delivery of the Councils corporate plan outcome for cleaner and greener neighbourhoods which is to keep neighbourhoods clean and tidy.

Our vision therefore encompasses all of these methods of achieving clean neighbourhoods:-

“Hinckley and Bosworth is a place with clean, tidy and litter free neighbourhoods where everyone takes responsibility for their waste and the surrounding environment”

The Council’s street cleansing service has for the last 5 years been one of the top 2 priority council services identified by residents. The service employs 20 street cleaners. Key responsibilities are providing and emptying litter and dog bins, litter picking and removing dog fouling, removing fly tipping, graffiti and fly posters, mechanical road sweeping and town centre cleansing.

In addition, 3 Neighbourhood Wardens and 2 Clean Neighbourhood Officers, work to reduce the incidence of environmental crime and improve the cleanliness of neighbourhoods through enforcement and education, removing abandoned and untaxed vehicles, investigation of nuisance, and by helping communities to improve the cleanliness of their neighbourhoods e.g. community litter picks, litter volunteers etc.

All staff are now aligned geographically to deliver clean neighbourhoods in a coordinated manner.

Other services contribute to clean neighbourhoods:

- Planning enforcement – use of section 215 of the town and country planning act to improve land of detriment to the amenity of an area (in partnership with the neighbourhood wardens)
- Environmental Health - accumulations of rubbish, pollution, business checks for waste transfer notices, pest control, dog warden etc
- Green spaces, asset management and housing – removing litter and other incidents of environmental crime on Hinckley Parks, council owned industrial estates and council housing land.
- Refuse and recycling – collection of waste from households
- Community Safety / housing – reducing antisocial behaviour in neighbourhoods

Leicestershire County Council also provides the gully emptying service for roads (which help reduce detritus on the roads), removal of signs on the highways, and keeps Market Bosworth Country Park and Bosworth Battlefield clean and tidy etc. They also provide the household waste recycling sites.

Parish Councils – cleanse the parks, and cemeteries in their ownership.

The police work with the Council to reduce environmental crime resulting from antisocial behaviour such as littering, dog fouling, abandoned vehicles etc.

The work of all these services is coordinated through Project Endeavour, a multi agency partnership collaborating to reduce antisocial behaviour.

Service Review:

The council's street cleansing services were reviewed (July – December 2011) as follows:-

1. APSE (Association of Public Sector Excellence) benchmarking against 65 other street cleansing services which found the Council's service to be the 6th lowest in terms of cost, top quartile in terms of performance and 2nd quartile in terms of satisfaction. The service was nominated for the APSE best street cleansing service award.
2. Citizen's panel survey about the importance and performance of different elements of the service which found residents think enforcement and education, bin emptying, gully emptying, footpath cleansing and the cleaning of grass areas are the most important elements of the service. In terms of performance, all elements were rated as good with the exception of enforcement and education and gully clearing (Leicestershire County Council service) which were rated as average. Combining importance and performance identified the top 4 priorities for improvement by HBBC to be:-
 - Enforcement and education
 - Cleansing of footways
 - Frequency of bin emptying
 - Cleansing of grass areas.
3. Four citizen panel focus groups were held, covering the whole of the Borough. These identified satisfaction with the council's street cleaning service, but a growing sense of impatience with residents who litter, fly tip and do not clean up after their dogs. Graffiti was not seen as a problem. Key areas for improvement identified were:-
 - Hinckley – more enforcement and education, more litter bins, the need for a way to engage the community in taking responsibility for the cleanliness of their neighbourhood
 - Barwell and Earl Shilton – more education, improved cleanliness of Barwell and Earl Shilton centres at weekends, changing the behaviour of dog owners who don't clean up, reducing fast food and night time economy litter.
 - Market Bosworth and western villages – more communication about the help the council gives residents to keep their area tidy, more enforcement and education, more path sweeping, the value of Bosworth in Bloom in improving the cleanliness of Market Bosworth
 - Northern parishes around Markfield, Ratby, Groby, Bagworth etc – more bins, more enforcement and education, path sweeping
4. Consultation for the enforcement policy for the Neighbourhood Wardens in 2009 identified littering and dog fouling to be the resident's main concerns.

The Value of Clean Neighbourhoods

1. Health and Wellbeing – clean neighbourhoods improve the physical and mental wellbeing of residents by reducing rodents, bacteria and disease, and all of which increase the quality of life.
2. Amenity – clean neighbourhoods engender social pride, add vibrancy to the local economy, increase house prices, and reduce crime and antisocial behaviour, all of which are essential to the development of strong prosperous neighbourhoods.

This value is achieved by several methods:

1. Citizens and businesses acting responsibly and disposing of their litter / waste correctly: co-producers of clean neighbourhoods.
2. The Councils effective and efficient removal and correct disposal of litter, dog fouling, graffiti fly tipping, fly posters, detritus and other environmental nuisances.
3. Changing the behaviour of citizens who create litter, dog fouling, graffiti fly tips etc. (education and enforcement).

Clean Neighbourhood Strategy:

The vision will be achieved by the 5 E's....

1. Efficient and effective removal of litter, dog fouling, fly tipping, graffiti, fly posters, abandoned vehicles etc by the councils services.
2. Education – working with all ages and sectors of the community to increase awareness of the benefits of clean neighbourhoods, and the harm litter, dog fouling and other forms of environmental nuisance can cause.
3. Engagement – we will encourage, support and work in partnership with local communities to improve the cleanliness of their neighbourhood
4. Environment – we will act to remove the sources of litter and other nuisances and create environments where everyone can act responsibly and create clean neighbourhoods
5. Enforcement – for people who fail to take personal responsibility to Keep Hinckley and Bosworth clean, tidy and litter free, then enforcement will be used to change behaviour.

This strategy will be resourced in the following ways:

1. Individuals: Everyone behaving responsibly and using litter bins, cleaning up after their dog, disposing of waste properly etc.
2. Community resources: Volunteers, neighbourhood watch groups, residents groups, churches, parish councils, In Bloom groups, schools, community centres etc – all sectors of the community working to generate a climate where littering, dog fouling, fly tipping etc are not socially acceptable.
3. Physical: The Councils cleansing services having the right tools and equipment to meet resident's priorities for clean neighbourhoods. Includes bins, sweepers, vehicles, brooms, blowers etc.
4. Human: A motivated, efficient and effective workforce, focussing on delivering residents priorities and raising standards of cleanliness in the Borough.
5. Partnership: Working with businesses and other public bodies such as the police and British waterways and neighbouring local authorities to keep

neighbourhoods clean. A key partnership will be the Endeavour Community Protection Team (ECaPT)

Street Cleansing Service Standards

Linked with efficiency and effectiveness, the Council will operate the following service standards:-

- All urban and residential roads (adopted highways) will be swept by a mechanical sweeper at least every 13 weeks (except during the main leaf fall and gritting periods).
- The A50, A5 and rural A, B and C roads (with channels) will be swept at least twice a year.
- Retail areas in Hinckley will be swept daily, Barwell and Earl Shilton weekly and Market Bosworth monthly.
- Footpaths with high footfall, and regular accumulations of detritus (leaf fall etc) will be swept at least once a year.
- Retail areas in village centres will be swept at least 12 times a year (Markfield, Ratby, Groby, Newbold Verdon, and Desford).
- All Council litter and dog waste bins will be emptied as required to prevent overflowing.
- Requests for new bins will be responded to within 5 days.
- Needles and other drug related litter will be removed as top priority and always within 1 working day. This service will apply 365 days a year.
- Clinical waste will be collected once a week (service needs to be arranged through a district nurse).

Where residents request a service or report an incident the following will apply:-

- Dog fouling will be removed within 1 working day.
- Litter will be removed within 2 working days if on public land. (Private land will take longer as the land owner will need to be identified and clear the land).
- Offensive graffiti will be removed within one working day. All other graffiti on public land will be removed within 2 to 5 working days, private land will take longer).
- Fly tipping will be removed within 1 to 5 working days. Hazardous and large fly tips may take longer but will be removed as soon as practical)
- Abandoned vehicles will be removed with 2 working days of the vehicle being confirmed as abandoned.
- Dead animals will be removed within 2 working days.
- Broken glass will be removed within 1 working day; priority will be given to play areas.

