

COUNCIL – 24 SEPTEMBER 2013

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 Council of the Clean Neighbourhood Strategy and to seek approval to adopt the strategy.

2. **RECOMMENDATION**

That Council adopt 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 with 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 identified as a priority within the Corporate Plan aim of creating a vibrant place to work and live.

7. CONSULTATION

Scrutiny Commission endorsed the Strategy at their meeting on 29/8/13.

A citizen's panel survey, and four focus groups were held to inform the development of this strategy. Making clean neighbourhoods everyone's responsibility, and increasing path sweeping are 2 examples of issues raised by the focus groups which are included within the 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 being asked to deal with lower priority issues / nuisances. | Prioritisation of environmental crime. Other issues will only dealt with if time permits. | Lisa Kirby |

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

The Borough Council's Corporate Plan sets out the council's priorities for the next three years. One aim is to "create a vibrant place to work and live", and clean neighbourhoods are identified as a priority in achieving this aim. This strategy sets out the ways in which the council plans to keep streets and other public spaces in the borough – in other words, our 'neighbourhoods' - clean and tidy.

Background

For the last five years, residents have ranked the council's street cleansing service as one of the top two priority council services. The service employs 20 street cleaners who work across the Borough. Their key responsibilities are providing and emptying litter and dog mess bins, litter picking and clearing dog mess, removing fly-tipping, graffiti and fly posters, mechanical road sweeping and town centre cleansing.

In addition, three Neighbourhood Wardens and two Clean Neighbourhood Officers work to improve the cleanliness of neighbourhoods. The team remove abandoned and untaxed vehicles and investigate a whole host of environmental nuisance complaints, using enforcement and education to help to prevent the problems from recurring.

The Neighbourhood Wardens also work with local community groups and volunteers to improve the cleanliness of neighbourhoods by assisting with community litter picks and recruiting litter volunteers.

It's not just the Street Cleansing team who work to keep neighbourhoods tidy. Other council services also contribute:

- Planning enforcement – use section 215 of the Town and Country Planning act to force landowners to tidy/improve the condition of their land (in partnership with the neighbourhood wardens)
- Environmental Health – investigate accumulations of rubbish, control pollution, check businesses are disposing of waste properly, provide a pest control service and a dog warden service
- Green Spaces, Asset Management and Housing – remove litter and other incidents of environmental crime on Hinckley parks, council owned industrial estates and council housing land
- Refuse and recycling – collect waste from households
- Community Safety/Housing – reduce antisocial behaviour in neighbourhoods

Leicestershire County Council:

- Provide the gully emptying service for roads (which help reduce detritus on the roads)
- Remove signs from highways, and keep Market Bosworth Country Park and Bosworth Battlefield clean and tidy
- Provide the Recycling and Household Waste Sites (tips)

Parish Councils – clean 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 and abandoned vehicles.

The work of all these services is coordinated through Endeavour, a multi agency community protection partnership.

Service Review

The performance of the council's street cleansing services was reviewed (July – December 2011) and the results were as follows:

1. APSE (Association of Public Sector Excellence) compared the council's street cleansing service to that of 65 other similar sized councils. They found that the service provided by the Borough Council is:
 - One of the top 25% of best performing councils
 - The six lowest costing service
 - Second quarter of best performing councils for customer satisfaction
 - The service was nominated for the APSE best street cleansing service award
2. Members of the Citizens' Panel were surveyed and invited to rank the importance and performance of different functions of the service. Enforcement and education, bin emptying, gully emptying, footpath cleansing and the cleaning of grass areas were all ranked highly. In terms of performance, all functions were rated as good with the exception of enforcement and education and gully clearing (Leicestershire County Council service) which were rated as average. Overall, the top four priorities for improvement were revealed to be:
 - Enforcement and education
 - Cleansing footpaths
 - Frequency of bin emptying
 - Cleansing of grass areas
3. Four citizen panel focus groups were held, covering the whole of the borough. The groups were broadly satisfied with the council's street cleaning service, but expressed a growing sense of impatience with residents who litter, fly-tip and do not clean up after their dogs. Graffiti was not considered to be a problem. The key areas identified for improvement 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 cleanup, reducing fast food and night time economy litter
 - Market Bosworth and surrounding villages – more communication about the help available from the council to volunteers 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 – more bins, more enforcement and education, path sweeping

The Value of Clean Neighbourhoods

1. Health and Wellbeing – a clean neighbourhood can increase the quality of life and improve the physical and mental wellbeing of residents by reducing rodents, bacteria and disease
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

How can this be achieved?

1. Ensure residents and businesses act responsibly and dispose of their litter/waste correctly
2. Effective and efficient removal and correct disposal of litter, dog fouling, graffiti fly-tipping, fly posters, detritus and other environmental nuisances by the council
3. Change the behaviour of residents who create litter, dog fouling, graffiti fly-tips by using education and enforcement

Our vision for 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 vision will be achieved by the 5 E's:

1. Efficient - we will work efficiently and effectively to remove litter, dog fouling, fly-tipping, graffiti, fly posters, abandoned vehicles
2. 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 and dog fouling 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 to achieve clean neighbourhoods
5. 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

Who will do this?

This strategy will be resourced in the following ways:

1. **Individual responsibility:** Every resident and visitor is encouraged to behave responsibly by using litter bins, cleaning up after their dog and disposing of waste properly
2. **Community resources:** Volunteers, neighbourhood watch groups, residents groups, churches, Parish Councils, 'In Bloom' groups, schools, community centres – all sectors of the community working to generate a climate where littering, dog fouling, fly tipping and so on are not socially acceptable
3. **Equipment and machinery:** The council's cleansing services must have the right tools and equipment to meet resident's priorities for clean neighbourhoods. Includes bins, sweepers, vehicles, brooms, blowers and so on
4. **Employees:** A motivated, efficient and effective workforce, focussing on delivering residents priorities and raising standards of cleanliness in the borough
5. **Partnerships:** 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 partnership. One current Endeavour initiative contributing to clean neighbourhoods is Neighbourhoods Take Charge where communities identify priority

issues within their area and then work in partnership with other services to make the improvements which matter most to residents.

Street Cleansing Service Standards

In order to make the service as efficient and effective as possible, 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 In village centres monthly
- Footpaths with high footfall and regular accumulations of detritus (leaf fall etc) will be swept at least once a year
- Parish Council can request a sweeping day to enable them to encourage residents to remove parked cars, thus enabling roads to be fully swept
- All council litter and dog waste bins will be emptied as required to prevent overflowing
- Requests for new litter bins will be responded to within five days
- Needles and other drug related litter will be removed as top priority and always within one 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 one working day
- Litter will be removed within two working days if on public land
- Offensive graffiti will be removed within one working day
- Fly tipping will be removed within one to five working days. Priority will be given to hazardous waste. Large fly tips may take longer but will be removed as soon as practical.

- Abandoned vehicles will be removed with two working days of the vehicle being confirmed as abandoned
- Dead animals will be removed within one working day
- Broken glass will be removed within one working day; priority will be given to play areas

NB. Where the incidents reported are on private land response times will be longer as the land owner will need to be identified and asked to clear the nuisance. Parish Council owned land is there responsibility to clear.