



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

WARDS AFFECTED: ALL

1. PURPOSE OF REPORT

- 1.1 To provide an update to Scrutiny and Overview Committee on delivery of the Clean Neighbourhood Strategy.

2. RECOMMENDATION

- 2.1 That Scrutiny and Overview Committee note and endorse the work of the Clean Neighbourhood Service.

3. BACKGROUND TO THE REPORT

- 3.1 The Clean Neighbourhood Strategy (Appendix 1) was adopted in September 2013, and actions are planned and monitored through the Service Improvement Plan for Street Scene Services.
- 3.2 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”. Essentially the strategy makes Clean Neighbourhoods everyone’s responsibility and seeks active engagement from all residents and communities in achieving clean neighbourhoods for everyone. The Strategy is implemented through the 5 E’s....
- 3.3 **Efficient** - we will work efficiently and effectively to remove litter, dog fouling, fly-tipping, graffiti, fly posters, abandoned vehicles.
- 978 service requests were received during 2013/14. 17% for litter, 27% for dog fouling, 43% for fly tipping, and 13% for sweeping. Service requests can be seasonal and depend on the time of year e.g. sweeping requests increase during leaf fall, dog fouling always increases during the darker nights. Increases are also shown when environmental campaigns are running.
 - The service standards and response times within the strategy are all being met with 2 exceptions: - weekly sweeping of village centres, annual sweeping of footpaths with high footfall. Improvements will be made to this service during the next year.
 - Resident’s satisfaction has increased from 72% (2012/13) to 82% (2013/14) – annual HBBC resident’s survey.

Key efficiencies are:-

- Staffing reviewed, geographic areas revised, duplications removed, and the number of drivers increased to reduce reliance on agency staff. This has generated significant savings that have been reinvested within the team.
- Market cleansing carried out with reduced resources. Saving of £8,775
- Removal of labour intensive special collections and reallocation of resources to bulky collections. Net increase in income of £10,000
- Management of cleansing on Hinckley parks allowing us to proactively focus our resources on the worst sites resolving issues more effectively.

- Review of clinical waste collections reducing collection time by 2 hours per week
- Monitoring system revised to prioritise hotspots sites. Resources targeted to the worst areas. Monitored through TEN and meeting targets set.
- Procurement of telescopic handler used for loading waste, savings made from current hire charges of £6000.00 per annum.

3.4 **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 that litter, dog fouling and other forms of environmental nuisance can cause.

- ‘Keep it Clean’ brand and logo (see appendix 2) developed and used for all environmental campaigns, correspondence, posters, publicity and staff uniforms etc.
- Worked with 20 schools across the borough delivering litter work shops, litter presentations, dog fouling poster competitions, class presentations and assemblies.
- Working in partnership with Community Safety Team delivering Anti Social Behaviour busters.
- 30 published press articles highlighting our campaigns, community litter picks, dog fouling, fly tipping awareness etc. Good coverage received in the Hinckley Times, Leicester Mercury, Nuneaton Post, local parish newsletters and every edition of the Borough Bulletin.
- Utilising facebook and twitter as a way of communicating to our residents, has proved to be very effective but sometimes encourages negative responses to our campaigns. Ciggy Stardust our recent anti-cigarette litter campaign recently received 86 likes, comments and shares which is the most positive feedback the council has ever received on social media.
- New vehicle signage focussing on litter and promoting the income generating services we run.
- Three annual campaigns will run every year to ensure we are consistently targeting resident’s top 3 environmental issues. Highlights from the last years campaigns are:-

Dog Fouling (November – January)

- 59 park patrols, across four parks.
- 96 ‘Caught doing right cards’ handed out to dog walkers when seen using the bins, dog grooming and pet shop vouchers given as a prize.
- Over 500 ‘report it cards’ handed out.
- Over 1000 children received the responsible dog talk, 12 schools visited, over 100 entries for the poster competition, prize draw, tickets to Twycross Zoo
- Publicity, social media posts
- New signage focussing on residents “report it”
- Increase in enforcement

Litter (July – September)

- School litter workshops 3 completed, 10 primary schools arranged
- Which side of the fence are you litter experiment held at Richmond Park
- Cigarette Costume ‘Ciggy Stardust’ & signage ‘the world outside your car isn’t your personal ashtray’
- Butt Pouches (portable ashtrays) 200 distributed to known hotspots, pubs, shops, bookies.
- “Bin it to win it” town centre competition
- Cigarette stencils trial, monitored sites showed a reduction of 52 % less cigarette ends after the stencils where introduced. Stencils to be used in other hotspot areas.
- 4 Litter picks completed

- Vehicle Signage – ‘Have you dropped one’
- Publicity, social media posts
- Increased enforcement

Fly Tipping (March – May)

- Incident signage left at scene to highlight fly tip
- New signage, eyes poster
- Publicity, social media posts
- Business rates advice leaflet – How to dispose of your waste responsibly
- New CCTV equipment purchased and deployed at hot spots
- Increased enforcement

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

- 52 litter picking volunteers have now been registered. In 2015 we are looking at holding a community champion scheme highlighting what great work our volunteers are doing.
- Continual working partnership with Endeavour Integrated Community Protection Team Tactical Group, focusing on local issues, people and places.
- 21 Community litter picks within the last 12 months including Green Towers, St Martins High School, McDonalds, Scout groups, and Brownies.

3.6 **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.

- 80 new litter bins installed to match demand
- Bin style reviewed to include a bin hood
- New lay-by bins in place at 18 sites across the borough
- Weed ripper, hedge cutters, back pack blower and town centre barrows all purchased to assist with environmental improvements.

3.7 **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.

- 44 Fixed Penalty Notices issued during 2013/14, 20 to date this financial year. (13 littering, 5 dog fouling, 3 fly tipping)
- This year we have trained and authorised 1 new officer and 3 parish council staff to issue fixed penalty notices
- Dog fouling prosecution pending. If successful, publicity will be maximised.
- All fly tips which contain evidence are being fully investigated, if evidence relates to a name and address, this person / persons is invited in for an interview under caution
- The new CCTV equipment and new CCTV signage purchased (to comply with legislative changes). The CCTV is mainly used at hot spot fly tipping locations. Signage is deployed at all known hot spots.

4. FINANCIAL IMPLICATIONS [SJE]

4.1 The strategy is being delivered within existing budgets and so there are no financial implications arising directly as a result of this report.

5. LEGAL IMPLICATIONS [EH]

S89 of the Environmental Protection Act 1990 (EPA) places a duty on local authorities to keep highways, as far as is practicable, free from litter and refuse. The

Clean Neighbourhood Strategy and this update demonstrates the steps being taken and the approach of the Council to comply with this duty.

All legal implications with regards to the individual actions, outlined within the body of the report will be considered on a case by case basis by officers.

6. CORPORATE PLAN IMPLICATIONS

- 6.1 Clean Neighbourhoods are identified as a corporate priority, contributing to the aim of creating a vibrant place to live and work..

7. CONSULTATION

None since the adoption of the strategy. However, prior to the adoption and to inform the development of this strategy we conducted a citizen's panel survey, and held four focus groups. We also invited comments on the strategy from:

- Parish councils
- Parish Forum
- Residents who attended the focus groups
- VCS Hub
- Community groups who join in litter picks
- Schools we have worked with recently
- Project Endeavour partners
- Officers and staff involved in contributing to Clean Neighbourhoods.
- Wider consultation through website, and press release to local media.

8. RISK IMPLICATIONS

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

- 8.2 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.

- 8.3 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
Increased environmental nuisance resulting in limited focus on preventative elements of the strategy	Where possible resolve each service request to prevent a further recurrence Ensure staff focus on all of the 5 E's to ensure prevention of nuisance in the longer term	Lisa Kirby

9. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

This strategy delivers clean neighbourhoods across the Borough. The needs of residents in different communities have been captured and incorporated through the focus groups. We have also focused our three environmental campaigns on Litter, Dog Fouling and Fly Tipping due to the numbers of incidents and reports we receive from our residents.

10. CORPORATE IMPLICATIONS

10.1 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

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