

Vibrant and Sustainable City Scrutiny Panel

14 April 2016

Report title	Keeping the City Clean	
Cabinet member with lead responsibility	Councillor Steve Evans City Environment	
Wards affected	All	
Accountable director	Ross Cook, City Environment	
Originating service	Public Realm Regulatory Services Waste and Recycling	
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Report to be/has been considered by		

Recommendation(s) for action or decision:

The Panel is recommended to:

1. Note and comment upon a range of actions being undertaken to keep the city clean.

1.0 Purpose

- 1.1 To provide information to the Vibrant and Sustainable City Scrutiny Panel on a range of actions being taken to keep the city clean for them to review and comment upon.

2.0 Background

- 2.1 A clean city is a better place to live, work and visit, and will attract investment and create job opportunities. Maintaining and improving our streets and green spaces will continue to create pride in our city by improving the quality of our local environment - bringing environmental, economic, social and health benefits. Keeping the city clean is one of the key themes of the Council's corporate plan.

- 2.2 The council spends considerable resources on cleanliness in the city across a range of services within the City Environment portfolio. It is important that services across the Council work together to maintain a clean city and any issues viewed on a holistic basis.

- 2.3 Activities to keep the city clean may be divided into three headings:

- Cleansing services – street cleansing, waste collection
- Enforcement activities – littering, fly tipping
- Community engagement and participation – volunteer groups, pride in the city

The activities are led by City Environment with the creation of the new portfolio from 1 January 2016 bringing together the services involved in these activities offering opportunities to benefit from improved co-ordination.

- 2.4 Services have been subject to on-going budget pressures, as have all areas of the Council, but cleanliness has been maintained and improved under various measures supported by adopting new approaches and identifying efficiency and operational improvements.

3.0 Cleansing Services

- 3.1 Last year (2015/16) Public Realm cleansing services:

- Removed 4,000 tons of litter and detritus
- Collected 363 dead animals
- Cleaned up after 117 Road Traffic Collisions during normal working hours
- Responded to 395 emergency 'out of hours' call outs
- Collected 3,901 syringes from 144 locations
- Emptied 1,400 litter bins on a regular basis
- Installed/replaced 108 litter bins
- Litter picked and swept 750 km of highway on a regular basis
- Attended 2,359 reports of fly tipping which included 1,335 items of furniture and 576 fridge/freezers

- 3.2 The service undertakes an annual survey for customer satisfaction, the most recent one being carried out in July / August 2015, via an online survey, as well as inviting members of the citizen's panel to participate and postings on our Facebook page. The results of this and the previous three years are shown below:

Satisfaction with	2015	2014	2013	2012
Public Realm Services overall	73%	52%		
Street Cleansing	72%	53%	62%	61%
Grass Cutting	68%	53%	74%	72%
Condition of adopted highway	49%	29%	36%	45%
Street lighting (new question)	91%			
Winter Gritting (new question)	83%			
Pest Control	55%	23%		
Green Open Space & Play Areas	79%	58%	63%	65%

- 3.3 Customer satisfactions results show that overall 2015 was the best year since data was captured in this format. Street cleansing and the condition of green and open spaces showed particular improvement in the year.
- 3.4 In the first 10 months on 2015/16, 4,851 street cleansing issues were reported, of which 95 per cent were responded to within Service Level Agreement (SLA) timescales. Types of enquiries are given below:

Customer Services Enquiries 2015/16 - Cleansing Service Type	Monthly Average
Litter	72
Faeces/Vomit/Blood	26
Dead animals	30
Road Traffic Accidents and spillages	12
Litter/Dog Bin emptying	0
Out of Hours Emergencies	37
Fly tipping	234
Graffiti	7
Parks vandalism/damage/security	6

- 3.5 Street cleansing operations are targeted based upon usage and volumes of litter.
- The majority of 'A' roads have a minimum weekly manual litter pick together with a fortnightly mechanical sweep of the pavement and road channel.
 - All 'B' roads and some 'A' roads have minimum fortnightly manual litter pick together with a 6-weekly mechanical sweep of the pavement and road channel.

- All other roads are litter picked every 6 weeks and mechanically swept every 12 weeks.
- Areas with high footfall (i.e. shopping areas) and areas with a history of being heavily littered receive regular cleansing as necessary. The cleansing frequencies range from continuous attendance/daily/three times a week/weekly and fortnightly

3.6 Cleansing performance data for the three years to 2014/15 is shown in **Appendix 1**.

Data is not yet available for 2015/16 however in year figures indicate that the position is forecast to have improved (in line with customer satisfaction). It should be noted that the cleansing functions in the west area of the city have been undertaken by our partner Amey. As from 1 April 2016 these functions have been brought back in house with the expiration of the contract and it is anticipated that this will provide the opportunity to enhance performance in that area.

4.0 Enforcement Activities

4.1 Enforcement activities provide for an effective deterrent to illegal littering and fly tipping. For such activities to be properly effective there needs to be good awareness of the penalties and the likelihood of prosecution. Therefore the Council has actively publicised the enforcement undertaken by:

- Publicity campaigns e.g. dog fouling supported by strong social media activity and warning signs
- Publicising new enforcement approaches e.g. Kingdom Security enforcement
- Publicising successful prosecutions: in particular littering, dog fouling and fly tipping prosecutions have featured prominently in the Express and Star and on the Council's website and via social media.

4.2 In August 2015 a trial of utilising a private sector company to provide littering and dog fouling enforcement was approved. The trial proved highly successful with many positive comments from residents and businesses. An average of 160 fixed penalty notices (FPN's) have been issued per week and a number of successful prosecutions have also been made.

4.3 Approval has been given for tendering of a contract for on-going enforcement services in line with the trial and it is intended that a three year contract will be awarded for August 2016. As part of the tender specification consideration is being given to other activities that could form part of the portfolio of enforcement activities under the contract.

4.4 Fly tipping is an increasing problem nationally and in line with this Wolverhampton has also experienced an increase. Historically prosecutions have proved very difficult to achieve due, in large part, to obtaining adequate evidence. Witnesses are usually very unwilling to come forward.

4.5 In order to combat fly tipping the Council has identified hot spot locations and used signage to discourage fly tipping and warn of the penalties. In conjunction with this the

Council has deployed cameras to detect illegal activity. This has resulted in a number of successful prosecutions which have been well publicised.

- 4.6 Following from the success of the deployment of existing cameras the Council has ordered three additional mobile cameras for deployment in 2016/17. These will provide greater coverage of hot spot areas and act as further deterrent to fly tipping.

5.0 Community Engagement

- 5.1 During 2015/2016 we have actively encouraged Friends Groups, User Groups and other Community Groups to join forces and work in partnership with the City of Wolverhampton Council to achieve improvements as part of our Cleaner Greener Better initiative. By promoting an increased pride in the place of our birth, or home of choice, to make it a more pleasant environment for all; encouraging businesses to see the true potential Wolverhampton has to offer. Forging links with faith groups such as the Ahmadiyya Muslim Association has also encouraged multi-cultural community activities, building relationships of inclusion, participation and understanding of our neighbours.
- 5.2 These activities have included such things as organised litter picks as part of 'Operation Spring Clean' and 'Clean for the Queen', 'Summer Challenge' etc. Rose planting and on-going maintenance by residents in small streets and fruit tree planting, as well as on-going maintenance to support the work of the Public Health Team's Call to Action and 'Obesity Challenge'.
- 5.3 The total number of hours that individuals and groups have contributed to support the cleanliness of the City during 2015/16 was 1,738 and we have plans to increase this significantly in future years.
- 5.4 These activities are part of the broader drive for community engagement within the Council as a whole, as evidenced by the development of the volunteering strategy, and City Environment in particular. Further activities that support community engagement to cleanliness activities include the competition to design posters on the side of refuse vehicles run in local schools and the Snow Wolves scheme for winter snow clearance.

6.0 Financial implications

- 6.1 There are no direct financial implications arising from this report.
[TT/05042016/W]

7.0 Legal implications

- 7.1 There are no direct legal implications arising from this report.
[TS/04042016/C]

7.0 Environmental implications

- 7.1 Keeping the city clean helps to improve and safeguard the environment for all residents , businesses and workers in the city.