

SOUTH HOLLAND DISTRICT COUNCIL

Report of: Portfolio Holder for Place and Executive Director - Place

To: Cabinet - Tuesday, 12 February 2019,
South Holland District Council, 27 February 2019

(Author: Charlotte Paine Environmental Services Manager)

Subject Pride in South Holland

Purpose: To seek approval to increase resources in the Pride in South Holland initiative for 2018/19 and 2019/2020.

Recommendation to Council:

- 1) That additional resources are made available to increase the Pride in South Holland initiative by releasing funds of £24,891 in 2018/19 and £246,843 for 2019/20

Recommendation to Cabinet:

- 2) That the new Pride in South Holland Initiative is reviewed in 6 months and by the end of 2019/20 to consider whether to further extend the period of activity.

1.0 BACKGROUND

- 1.1 In September 2014 South Holland District Council first approved the release of £100,000 from the Council's reserves to invest in a clean-up programme targeting specific areas across the district called 'Pride in South Holland'. This programme comprised of work over and above the day to day street cleansing duties carried out by the Environmental Services team as well as additional grounds maintenance work such as the cutting back of overgrown paths.
- 1.2 Over time, the growth in the District, and the increase in environmental crime that is being seen across the Country, has meant that much of the Pride work is now delivered between the original ambitions for the team and supporting the day to day requirements of the street cleansing team which are currently unachievable without the support of Pride.
- 1.3 The initial programme of works for Pride established a series of 'priority areas' requiring attention, such as grot spots and untidy sites. The 'priority areas' were themselves identified by Members in conjunction with officers. A programme of works was produced, accompanied by a communications plan.
- 1.4 Most recently the Pride team have been working closely with Parishes to understand the areas in the District that require dedicated targeting from the Pride team and there have been many positive outcomes and lots of encouraging media coverage regarding the work that has been achieved.

1.5 However, the last few months have seen an increase in the number of complaints received by residents who are unhappy with the condition of the towns, most specifically Spalding and Holbeach. Recently we have seen numerous photos and articles in the media regarding littering, early presentation of waste and fly tipping. It has become necessary for the Pride team to be directed to clear these areas, however this is a reactive rather than proactive position that is not preventing the environmental crime that is impacting the cleanliness of the District.

1.6 Environmental crimes such as fly tipping, littering alongside the early presentation of waste are well known for attracting the accumulation of more waste if not addressed quickly, so it is vital that we remove these swiftly. It is also well evidenced that a combined approach to street cleaning, enforcement and education can improve the perception of the cleanliness of an area and prevent the amount of environmental crimes that are perpetrated.

2.0 **OPTIONS**

2.1 Increase the resources available to the pride team to allow for a programmed approach to street cleanliness including litter and street cleanliness, toilet cleaning, communal collection points, litter and dog bin emptying and untidy sites across the District.

2.2 Do nothing.

3.0 **REASONS FOR RECOMMENDATION(S)**

3.1 Currently Pride in South Holland consists of

- 3 'Pride' cleansing operatives
- 1 vehicle
- A variety of street cleansing equipment (brushes, hedge cutters etc.)

3.2 The Pride team has been able to deliver some fantastic results, clearing many sites across the District and improving a variety of areas including clearing pathways that were unusable, making passageways clearer and therefore providing an extra sense of safety when using these.

3.3 It is vital that this work continues, but it is clear that there is more that needs to be done to meet the demands of our residents and support our environment. In order to do this, we need to grow the current Pride offering, and with that provide a programmed approach to deliver the expectations of members and residents.

3.4 Therefore the proposals of this report request the following resources, this list includes the current Pride resource listed above;

- 2 Pride Teams, each consisting of;
 - 2 operatives, a vehicle and variety of street cleansing equipment
- 1 sweeper and sweeper driver
- 1 operative and vehicle to focus on litter and dog bin clearing and releasing resource of the toilet cleaners

3.5 This resource is requested based on the evidence we have, and member and resident feedback, which clearly show that there are four key areas that require addressing currently

- Litter and Street Cleanliness

- Public Toilets
- Communal Collection Points
- Litter Bins

- 3.6 Addressing each of these areas is vital to improving the overall cleanliness and pride in South Holland. Each of these are tackled in the proposals of this report to increase the resources available.
- 3.7 **Litter and Street Cleanliness.** Throughout the District there is a need to address the amount of litter that is dropped and ensure our pathways, parks and open spaces and roads are cleaned to an acceptable standard. Currently we tackle this through the street cleansing team of 7 street cleansing operatives, 3 mechanical sweeper drivers and 1 supervisor. Pride is then tasked to address the work that is required in areas that is above and beyond the day to day requirements of the street cleansing team.
- 3.8 It is now necessary to grow the Pride team to provide the resources required to address the amount of litter and street cleansing work that is necessary to keep our District suitably clean. By providing the additional resources to create two pride teams, consisting of two operatives and a vehicle for each team, as well as provision of a mechanical sweeper and driver, the issues arising around street cleansing can be targeted in a programmed approach.
- 3.9 A targeted approach would see one pride team have a focused and methodical programme of works in the Spalding and Holbeach areas whilst the remaining pride team would continue to focus on the other towns and villages of the district. The reasoning behind this approach is due to the larger concentration of public in the Spalding and Holbeach areas, of both residents and visitors. The code of guidance on litter and refuse recommends that areas are zoned and those that are classed as high intensity; *'Areas which, through intense pedestrian and/or vehicular movements, are prone to fluctuations in litter and refuse and require both high levels of monitoring and frequent cleansing'*, are duty bound to be addressed within a much quicker timescale than others, though medium intensity zones would also receive a prompt response through the second pride team.
- 3.10 The creation of two pride teams would ensure that the types of works currently undertaken by Pride in South Holland would continue and be expanded. This will ensure that pride also covers the general street cleansing and removal of litter in a greater depth and across more of the district, which is currently unable to be achieved within current resources. Some of the key deliverables would include
- Two hit teams to efficiently clear the litter in the towns, villages and laybys;
 - A programmed work plan to clear litter alongside the roads (in conjunction with the required traffic management protocols);
 - Improved litter clearing alongside the riverbanks (in line with the health and safety requirements necessary for this which currently limit this work)
 - Bring the standard of our District to Grade A, clear of litter and detritus as set in the code of guidance;
 - Programmed approach of street sweeping in Spalding and Holbeach to ensure the towns are fully swept each year;
 - Cleaning of street furniture such as road signage, removal of bird poo, graffiti and chewing gum;

- Assist with the cleaning and maintenance of public toilets with programmed deep cleans;
- Support addressing the 'grey area' land that falls between SHDC and business or private land owners that need both clearing and enforcing;
- Clearing of more open spaces around the District including more of the excellent work already seen by the Pride team;
- Reduction in the number of complaints and level of dissatisfaction with the cleanliness of Spalding and the District;
- Improved perception of the cleanliness of the District;
- Consider working towards achievement of an award for the cleanliness of our District (should there be a desire to do so).

- 3.11 In order to effectively delivery on these objectives, pride would need to continue to be supported by members and residents who see and report areas that need addressing and therefore welcomes the continued support of members and resident who provide this intelligence by reporting issues online.
- 3.12 **Public Toilets.** The provision of public toilets is of vital importance to our members and residents and ensuring that they are clean and available for use is imperative for the public that look to use them. Currently we have a number of public toilets that have been raised as needing a deeper level of cleaning, which again has been difficult to maintain within current resources.
- 3.13 There are two elements of this proposal which would address the ongoing cleanliness of the public toilets of SHDC. Firstly, by providing the newly resourced pride teams the specific use of a mechanical sweeper and driver, equipped with jet washing facilities, the pride teams would be able to deliver a programme of deep cleans to the toilets on a more regular basis. This would support the ongoing cleaning of the toilets and provide a better quality of cleanliness to the users.
- 3.14 Secondly, the current operative responsible for cleaning the Spalding toilets is tasked with a number of other jobs which limit the time and resource available solely for cleaning the toilets. By providing a resource to cover the additional tasks the operative is responsible for, it would allow more time to clean the toilets to a higher standard. This additional resource would be available from the proposed operative whose main responsibility is detailed in the section below named *Litter Bins*.
- 3.15 This targeted approach to the toilets would be the first step in reviewing the current provision of public conveniences to ensure a suitable standard remains whilst the review commences and looks to consider further recommendations.
- 3.16 **Communal Collection Points.** The areas where refuse and recycling bags are placed on the morning of collection for multiple homes, such as flats or at the curtilage for private drives, are known as communal collection points. Refuse and recycling should only be placed in these collection points the morning of scheduled collection day. However it is becoming increasingly common for these collection points to have refuse and recycling presented early, which causes a number of issues including accumulation of waste up to a week prior to collection and blocking of pavements.
- 3.17 Addressing this issue as a collective across council services including environmental services and the enforcement team will ensure a proactive approach. This work has

commenced alongside working jointly to address the environmental crimes of littering and fly tipping. The proactive approach will look to investigate the options we have for hot spot and repeat areas of concern, whilst ensuring effective policies and procedures to enable enforcement opportunities.

- 3.18 The availability of additional resource in pride and the operative working on litter and dog bins, will allow for a better reactive approach to the current issue. These resources will ensure that areas that need addressing urgently can be, whilst providing intelligence to the enforcement team regarding ongoing issues and concerns.
- 3.19 This joined up approach will enable the council to work in an intelligent way to address the issues of communal collection points as well as littering and fly tipping.
- 3.20 **Litter Bins.** As previously highlighted in this proposal, there is a recommendation to provide additional resource to address the emptying of litter and dog bins in the district. This would not be the only responsibility of this operative, indeed the work that would be undertaken in this role would release resource in the toilet cleaning role and support the collection of waste across the district through either missed collections or early presentation.
- 3.21 There are approximately 700 litter and dog bins located across the district. These are emptied in the most efficient way possible, whether by the refuse loaders as part of their routes or street cleansing team in their work day. However, a number of the litter and dog bins are being reported as needing more regular emptying and resource is being pulled from other areas to enable this work to be carried out, ultimately removing resource from other areas of work, such as the toilet cleaning in Spalding.
- 3.22 The proposal to introduce an operative to ensure the regular emptying of the litter and dog bins, including those which are in need of more regular emptying, will ensure that the resources of other areas of environmental services remain in place, such as allowing the toilet cleaner to focus on their cleaning duties. The role will also support by providing evidence of areas where either additional bins need to be added or current bins that may require increasing in size, to support the work to keep litter off the streets.
- 3.23 This proposed addition of an operative and vehicle within this report will also allow for more focus to be provided to keeping the litter bins of the laybys regularly emptied and litter picked within the areas which are safe to work. This role is vital in ensuring that the proposals of this report are achievable by releasing resource to deliver substantive roles and ensuring a cleaner district is realised.

4.0 **EXPECTED BENEFITS**

- 4.1 The proposals to increase resource in the Pride team, and the commitment to fund this, tackles the growth across the District where the population has increased by around 38% (approx. 26,000 people) since 1991.
- 4.2 The proposals address not only the reactive approach needed to keep the district clean and remove the litter but will support the current work being undertaken to ensure a joined up approach within the services of SHDC to tackle the issues causing the litter, fly tipping and early presentation being addressed by this increase in resources. It is essential that services collaborate in a joined up approach to identify and address these issues that make

the growth of Pride so crucial to our District. The recent Waste and Resources Strategy calls on more collaborative working and highlights areas of good practice such as the Hertfordshire Waste Partnership which saw an 18% reduction in fly tipping following adoption of a collaborative approach.

4.3 Already some key benefits have been identified from investing time and ensuring collaborative working in the following areas;

- Education
- Enforcement
- Communication

4.4 As part of an effective, collaborative and proactive work against environmental crime, the following areas will be considered;

- How to best work with volunteering groups, parishes and members;
- Staff littering clean up opportunities, such as those done in corporate clean up days;
- SHDC or Lincolnshire specific campaigns along the lines of the 'spring clean' and the 'big clean';
- Engaging with recognised best practice areas such as Hertfordshire Waste Partnership;
- Working with the PCC in a fly tipping roundtable discussion;
- Addressing collection points and how to ensure they are not misused with waste presented early, such as Albert Street Holbeach

4.5 The proposals of this report request a level of investment which makes it clear that SHDC is committed to achieving the ambition of the corporate plan and the manifesto commitment regarding Pride in South Holland to *'Ensure that resources are available to provide a swift and effective response to issues of littering, early presentation of sacks, fly tipping, graffiti and all forms of blight on the environment.'*

5.0 **IMPLICATIONS**

In preparing this report, the report author has considered the likely implications of the decision - particularly in terms of Carbon Footprint / Environmental Issues; Constitutional & Legal; Contracts; Corporate Priorities; Crime & Disorder; Data Protection; Equality & Diversity/Human Rights; Financial; Health & Wellbeing; Reputation; Risk Management; Safeguarding; Staffing; Stakeholders/Consultation/Timescales; Transformation Programme; Other. Where the report author considers that there may be implications under one or more of these headings, these are identified below.

5.1 **Carbon Footprint / Environmental Issues**

5.1.1 The proposals of this report ensure that SHDC are working hard to deliver its responsibilities as part of the Environmental Protection Act and codes of guidance.

5.2 **Corporate Priorities**

5.2.1 Within the current and proposed corporate plan there is an ambition to ensure a cleaner, greener, safer District. The proposals of this report address this ambition whilst tackling the complaints received from the residents of the District by ensuring work is undertaken to

achieve both the prevention and the reactive response to environmental crime.

5.3 Crime and Disorder

5.3.1 A collaborative and proactive approach will look to address environmental crime being seen in SHDC these proposals align with the government ambitions on tackling environmental crime and addressing collaborative working as seen in the Waste and Resources Strategy.

5.4 Financial

5.4.1 The proposals of this report request a level of investment for the remaining weeks of 2018/19 and 2019/20. The details of this are available as a proforma B which can be seen in Appendix A and also highlighted briefly in the table below.

	Year 1*	£ Year 2
	2018-19*	2019-20
Costs – Current Pride Team		
Total	-	£100,000
Costs – Pride Team Extension		
Total	£7,518.31	£39,769.00
Costs – Sweeper & Driver		
Total	£10,666.46	£67,482.00
Costs – Litter Clearing Operative & Vehicle		
Total	£6,706.46	£39,592.00
Total Revenue -	£24,891.23	£246,843.00

* Part year 8 weeks costings

5.5 Health & Wellbeing

5.5.1 It is considered that clean streets lead to improved public health and quality of life, the proposals of this report look to improve the cleanliness of the district and encourage residents to utilise public spaces.

5.6 Reputation

5.6.1 The aim of these proposals is improve the quality of the street scene and open spaces in South Holland which will improve reputation and demonstrate that the Council strives for South Holland to be a place to live, work and socialise.

6.0 WARDS/COMMUNITIES AFFECTED

6.1 All wards and communities will benefit from this programme.

7.0 ACRONYMS

7.1 PCC – Police and Crime Commissioner

7.2 SHDC – South Holland District Council

Background papers:-

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Key Decision: N

Exempt Decision: N

This report refers to a Discretionary Service

Appendices attached to this report:

Appendix A Proforma B
Appendix B Pride Works