

MEETING:	ENVIRONMENT SCRUTINY COMMITTEE
DATE:	19 APRIL 2010
TITLE OF REPORT:	STREET SCENE – CLEANLINESS AND FOOTWAY CONDITION
PORTFOLIO AREA:	HIGHWAYS & TRANSPORTATION

CLASSIFICATION: Open

Wards Affected

Countywide

Purpose

To report on the current street cleansing standards and the plans that are in place to improve the cleanliness of the county and continue to better satisfy the needs and desires of Herefordshire communities in regard to street cleanliness.

Recommendation

That subject to any comments the Committee may wish to make the Committee note the report.

Key Points Summary

- The standard being attained by Amey Herefordshire for street cleanliness, as measured using the methodology for NI195 will be: Litter 5%, Detritus 9%, Graffiti 1% and Fly posting 1%.
 - The 2010 TAAG Graffiti Campaign (Targeted Action Against Graffiti) ran from Monday 22nd February - Friday 5th March.
 - We are working in partnership with Herefordshire Council's Community Protection Team, Safer Herefordshire and West Mercia Police to reduce criminal damage and anti-social behavior across the county.
 - As a group we are continually looking at other initiatives to target street cleanliness.

Reasons for Recommendations

The report provides an update on streetscene activities at the request of the committee.

Introduction and Background

- 3 The quality of Herefordshire's unique environment is important to the Council and local people. This report has been put together to inform the Committee of the actions to be taken to maintain and improve current levels of street cleanliness.

Key Considerations

- 4 The performance in regard to the cleanliness of Herefordshire's streets forms part of the performance framework of the Council's service delivery partnership with Amey Herefordshire. The attainment of agreed standards in this area is linked to the award of contract extension and failure to deliver service effectively and / or achieve targets in this and other identified areas will result in no contract extension and / or financial implications.
- 5 The initially targeted performance is to have achieved the following performance for the period 1 April 2009 - 31 March 2010:
 - Litter 5%
 - Detritus 9%
 - Graffiti 1%
 - Fly posting 1%
- 6 The surveys used to establish these performance returns takes place in three tranches and follows a nationally agreed methodology and reports against agreed standards (NI195). The first tranche (April 09 to July 09) of results were poor and this poor performance has hindered the Tranche 2 and 3 returns as the final out-turn, which will be reported to the June meeting of this committee, is an average of the three tranches.
- 7 Following the poor tranche 1 results and since the commencement of the new service delivery arrangements in September 2009, Amey Herefordshire have identified and implemented a comprehensive improvement strategy. This strategy includes:
 - the identification of litter hotspots with purchase of bins;
 - further training and comprehensive guide for all operatives in order to increase their understanding of the level of cleanliness required and the implications on the survey results;
 - the review of cleansing schedules;
 - the use of unimog and mini diggers to assist with detritus removal;
 - a 'see it – clear it' policy for staff for removal of graffiti;
 - provision of tie clips in all vans for operatives to remove fly posting plastic tags; and
 - improved links and joint working with other organisations e.g. housing associations, Safer Hereford, police and the Council's community protection team.
- 8 The 2nd tranche data has shown significant improvement, reversing the downward trend in overall performance. Continued implementation of the strategy is expected to further reduce the returns to within target for litter, detritus and fly posting. The results from the third tranche are currently being collated and will contribute to the overall out-turn for this indicator.
- 9 Graffiti is the category which is most difficult to influence as the survey takes into account all graffiti present including those on private property not just public property

such as within the highway or in parks etc. In the past, separate funding was available to assist private owners to remove graffiti on their property. Further funding has been identified to assist in this area and improvement is anticipated in future years returns. Our recent TAAG (Targeted Action Against Graffiti) carried out in conjunction with the Community Protection Team targeted cleansing activities within the City and Market Towns to clean graffiti off Council properties and public areas. This was a holistic approach, including litter picks in conjunction with Network Rail to ensure that the emphasis is not only on graffiti but on the overall approach to the entrances to the City and market towns

10 Further initiatives are being introduced by Amey Herefordshire and include the following:

- Aquazura Scrubber Machine – we have taken out a year long hire on this machine and it is starting in Hereford City High Town and will move out to the Market Towns throughout the year on a rotational basis.
- Community Litter Picks – we continue to work with the different communities throughout Herefordshire, issuing litter picking packs, collecting their arisings and, where appropriate, offer assistance and advice. To date (from 1st September 2009) we have assisted the following areas with Litter Packs amounting to 157 people voluntarily picking litter in their communities.

Newton Farm
Elgar Housing Association
Sutton Parish Litter Pick
Grafton
Burghill, Holmer and Lyde PC
Pyon Group PC
St James
Marden Parish
Gloucester Marches Housing Ass

- Staff and HC volunteer litter picks (Belmont Haywood Country Park Community Project) – donation of skips and litter picking equipment, risk assessments, practical assistance and large mechanical machinery where appropriate.
- Partnership working with Network Rail has allowed the co-ordinated cleansing of the land around Barrs Court Road.
- Continuing on the theme of Partnership working, we are looking to expand this type of approach to fast food outlets and major supermarkets.
- Meetings with local 'Litter Tzars'
- A & B Road Litter Picking – this bi-annual activity has now started and additional resource is being provided to ensure that this activity has the maximum impact and is completed in as short a time as possible.
- To bring in additional resource from other business areas to allow a targeted approach to particular problem areas – an example of this would be lay-by cleansing.
- Walk to Work Week – 26 April 2010, to pay particular attention to detritus around the areas around Rotherwas Industrial Estate to support and encourage the Walk to Work week. This type of approach is also taken with any other HC supported event.
- Engendering a sense of pride in the community – this educational approach is intended to educate communities on the need to work together with our Council to make the best use of resources available within the funding available. We will work with those communities who are willing to help themselves and share this good practice amongst those communities who are wishing to take the first step in this type of approach to community pride.

- The Community Protection Team scrutiny report of 26th March 2010 further highlights and supports the joint approach to street cleansing activities.

Community Impact

- 11 It is clear that the cleanliness of Herefordshire's public spaces matters to the people of Herefordshire. Improved performance standards in this area are targeted as a fundamental part of our agreement with Amey Herefordshire, this reflecting the importance of this service to the community.

Financial Implications

- 12 None as a direct result of this report.

Legal Implications

- 13 None as a direct result of this report.

Risk Management

- 14 The quality of the streetscene and local environment has a significant impact on quality of life in Herefordshire and directly affects the reputation of the Council's services. The contracted arrangements with Amey which include clear performance targets and expectation of continuous improvement such to minimise the risks associated with this service.

Consultees

None

Appendices

None

Background Papers

None