

Report of the Director of Communities and Neighbourhoods

Mid-Summer Clean-up Campaign Review and Anti-Litter Policy Statement

Summary

1. This report provides the Executive Member for Neighbourhoods and Housing with a summary of the work undertaken during June under the banner of the Mid-Summer Clean-up Campaign. It outlines how we engaged with the voluntary sector, and communities and how this led to the development of the proposed Anti-Litter Strategy.
2. This work builds on the success of York Pride programme in recent years with the positive direction of travel of the NI195 performance indicators and increasing levels of satisfaction with local cleanliness.
3. The next stage is to refresh the Anti-Litter Policy Statement to assist the council in minimising the effects of certain types of litter and to examine barriers to the cleansing of this litter.

Background

4. York is a fabulous place to live, work or visit. Everyone benefits from the superb environment both in the city and within the neighbourhood areas. However similar to most council's in the United Kingdom, York does suffer from relatively small amounts of environmental crime, which impacts negatively on the 'liveability' of the areas.
5. The importance of providing a clean, safe and green environment for residents continues to rise up the national agenda. This is also a vital local issue as in all of the community surveys carried out by the council, residents identify services involving the local cleanliness as being one of their top priorities.
6. As Communities and Neighbourhoods, we are focused on improving the local, natural and built environment whilst celebrating everything that is good about our historic city. It is important that work continues to find suitable solutions to local environmental issues and concerns whilst promoting everything that is

good about our city to our residents and visitors alike, so that the high levels of employment, satisfaction, investment and success can continue.

7. The Mid-summer Clean-up campaign engaged with local residents and businesses to encourage them to become involved with their local area. The teams focused on key 'hot spots' across the city and looked to residents to identify and report issues in their local area.
8. In order to move the city to the next level of cleanliness an Anti-Litter Policy Statement is proposed to tackle the problems of litter in a 'holistic' way which can be fully understood by partners, community organisations and businesses alike.

The Campaign

9. The month long campaign focused on cleaning York's open spaces and riversides, back lanes, road islands, verges and street furniture. In mid to late May there were press releases and information sent to ward members informing residents on how to report their local cleanliness issues.
10. We encouraged community groups and others who wish to improve their local area to take part, either by being involved with the work we had set up, or we will supported them in the things they wanted to do.
11. **Annex One** lists all the activities carried out as part of the campaign and the various partners that supported us in the work we did. By repeating similar campaigns in future yeas it is hoped to build on this support.
12. This report proposes that a similar campaign be run next year, but in March/April 2011 as a 'Spring Clean', again focusing on the city centre, back lanes, riverside walks and open spaces.

Anti-Litter Policy Statement

13. The Executive Member is asked to consider and confirm the Anti-Litter Policy Statement to tackle the problem of litter in a 'holistic' way. Its aim is to bring awareness of reducing litter in four main ways:
 - By raising awareness of the problem through campaigns and a process of community education
 - Support area based working to ensure residents understand the service they can expect
 - By supplementing this with a law enforcement deterrent
 - By continuously striving to improve the effectiveness and efficiency of the street cleansing service
14. The Anti-Litter Policy Statement is underpinned by a number of principles, by far the most important of which is prevention. The statement recognises that

no matter how well and how quickly we clear up the mess caused by litter, the only sustainable solution is to find ways of preventing littering in the first place.

15. This document meets the objectives of the Coalition Government who are looking to launch their National Litter Campaign in December 2010 at a convention in Westminster. Its aim is to have a common anti-litter message to encourage partnership action and responsible behaviour to reduce littering.
16. Another fundamental principle of the York Statement is partnership working. Litter is everyone's problem. We need the support of a wide range of people, businesses, schools, community organisations and other agencies if we are to achieve a change in behaviour of those responsible for littering.
17. The Anti-Litter Policy Statement, attached **Annex Two** is designed to assist the council in minimising the effects of certain types of litter and examines barriers to the cleaning of this litter. If approved, processes will be developed to assist in implementing its objectives and monitor progress against targets and outcomes.
18. These targets will be set within the framework of the NI195 criteria and the outcomes measured by the customer satisfaction surveys.

Options

19. There are four options for the Executive Member to consider:
 - Option 1 - Prepare for a 'Spring Clean' campaign in March/April 2011 as a free standing campaign and engaging partners within this specific time.
 - Option 2 - Confirm and publish the refreshed Anti-Litter Policy Statement to allow the council and its partners to address the issues of littering in a 'holistic' way as an ongoing process.
 - Option 3 - Link the 'Spring Clean' Campaign as part of the overall Anti-Litter Statement.
 - Option 4 - Continue to clear litter as it occurs within the existing street sweeping and litterbin emptying rounds, supplemented by the 'rapid response' teams.

Analysis

20. The Mid-Summer Campaign was successful in engaging with residents and voluntary groups within the narrow window of the campaign period. What became clear during the process was that we needed the infrastructure into which these groups could participate throughout the year. Whilst successful in its own right, the Executive Member is asked to consider the wider proposal

and look to join up this success, into a refresh of a wider anti-litter policy statement.

Corporate Priorities

21. The Without Walls Sustainable Community Strategy 2008-2025 provides a sustainable framework which aim for York to be a city that is thriving, is sustainable and is safe. This campaign will contribute to all these aims.

Implications

22. **Financial** - All work and promotional activity with by funded within existing budgets.
23. **Human Resources (HR)** – No HR implications.
24. **Equalities** – Each of the services referred to are part of larger services, each of which have had their own Equality Impact Assessment completed.
25. **Legal** - There are no implications in this report.
26. **Crime and Disorder** - There are no implications in this report.
27. **Information Technology (IT)** - There are no implications in this report.
28. **Property** - There are no implications in this report.

Risk Management

29. The risks associated with this report are low, being at levels 1 – 3.

Recommendations

30. The Executive Member for Neighbourhoods is asked to consider the options outlined in this report and endorse the plan for a 'Spring Clean' Campaign for 2011 within the overall anti-litter policy statement.

Reason: There will be significant environmental and Safer City implications that will benefit the city and its residents.

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Report Approved

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Wards Affected:

All

For further information please contact the author of the report