
Update on Smarter York Spring Clean Event

Summary

1. This report updates the cabinet member on the outcome of the Spring Clean event.

Background

2. The Spring Clean event took place over the four full weeks in May. Each week was dedicated to different areas of the city:
 - Week 1 – Westfield Ward
 - Week 2 - Tang Hall Area
 - Week 3- Bell Farm Area
 - Week 4 – Various parishes in the outer areas of the city
3. Residents were invited via a press release to nominate communal spaces for a spruce up to help create a smarter York.
4. Community Payback, who we already have a very good partnership with, undertook the work in weeks 1 to 3, which included litter clearance, works to shrub beds and footpath edging.
5. Week 4 focused on volunteer groups in the parishes, who were already well established and known to us; this way of working will be used as a template for future work across the city.
6. Each week culminated with a Smarter Charter event which gave residents the opportunity to sign up to the Smarter Charter, and showcased our partnership working and volunteering opportunities. Displays and information were also available to promote the following:
 - CYC - Smarter Charter – sign up opportunity
 - CYC Waste Services – Recycling and Waste Minimisation.
 - Community Payback
 - Items of equipment/machinery on display (children's interest - mechanical sweeper and ride on mower)

Outcomes

7. There were positives and areas of improvements from the event as detailed below.

Positives:

8. We have consolidated our current partnership working with Community Payback leading to talks on furthering our partnership.
9. Over 560 hours of work were undertaken by Community Payback across the four weeks, including:
 - Collection of over 1,600 bags of litter and rubbish.
 - Edging off of over 20km of highway verges.
 - Work on a BMX track for Earswick Parish Council
 - Work to the church grounds of Holy Trinity in Stockton on Forest.
10. Our partnership was strengthened with existing volunteer groups:
 - Dunnington in Bloom
 - Copmanthorpe Parish
11. Improvement were made to CYC owned land at:
 - Westfield Fenn
 - Tedder Road open space
 - Chesney Fields
 - Foxwood Park
 - Tang Hall area track
 - Bull ring – Bell Farm
 - South Beck – Bell Farm
12. Media opportunities arose at:
 - Westfield Fenn – Community Payback – litter pick
 - Fifth Avenue playing fields - Hugh Bailey MP, Community Payback, Cllr Levene & CYC officers – litter pick
 - South Beck - Bell Farm – Cllr Levene, Community Payback, Local volunteers & CYC officers- litter pick
 - A1079 Dunnington lay by – Dunnington in Bloom volunteers & CYC officer – litter pick.

- Streets ahead (summer 2013) front page picture and full page article on Smarter York & Spring Clean.

Areas for Improvement:

13. Any IT systems need to be tested and in place prior to any future event.
14. Any marketing / press opportunities need to be set up in advance, although we had reasonable success with press we did not take advantage of local radio.
15. There is scope to increase joint working with Communities and Equalities on recruitment of volunteers, including members of the public, existing volunteering groups and projects, and local businesses.

Options

16. The principal options are:
 - Option 1: Undertake another spring clean in May 2014, using the lessons learnt during this year's event to improve and increase community involvement.
 - Option 2:
 - a. Undertake another spring clean in May 2014, using the lessons learnt during this year's event to improve and increase community involvement.
 - b. Undertake an event in Autumn 2013 involving Community Payback to be used to showcase the major changes to the partnership between CYC (Smarter York) and Community Payback, via some very proactive marketing.
 - c. Include some targeted work / events in our public parks.

Analysis

17. Option 1 will give the new Smarter York / Community Engagement team the opportunity to organise the event in a planned and coordinated manner.
18. Option 2 will give the new Smarter York / Community Engagement team the opportunity to organise the event in a planned and coordinated manner, but with the autumn event keeping the momentum going as well as publicizing our increased commitment to our partnership. This option is recommended.

Council Priorities

19. These proposals relate to the *Protect the Environment* section of the Council Plan: ensuring that we continue to maintain York's streets and public spaces within the available budget.

Implications

20. **Financial:** There are no financial implications as the Spring Clean is undertaken within existing budgets.
21. There are no additional HR, equalities, legal, crime and disorder, IT, property or other implications.

Risk Management

22. There are no identified risks.

Recommendations

23. The Cabinet Member is recommended to agree to option 2 as set out in paragraph 18.

Reason: To ensure a successful follow up event.

Contacts

Author:	Chief Officer Responsible for the report:		
Russell Stone Head of Public Realm Communities and Neighbourhoods Tel No. 3108	Charlie Croft Assistant Director - Communities, Culture and Public Realm		
	Report Approved	✓	Date 5 August, 2013
Specialist Implications Officer(s)			
Wards Affected: <i>List wards or tick box to indicate all</i>		All	✓
For further information please contact the author of the report			

Background Papers: None