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**Decision Session – Executive Member for  
Neighbourhoods**

**18<sup>th</sup> May 2010**

Report of the Director of Communities and Neighbourhoods

**Mid-Summer Clean-up Campaign**

**Summary**

1. This report provides the Executive Member for Neighbourhoods with a summary of the work to be undertaken during June under the banner of the Mid-Summer Clean-up Campaign. It outlines how we will engage with the voluntary sector, and communities and how we will look to partner with the Campaign to Protect Rural England (CPRE).
2. This work builds on the success of recent years with the positive direction of travel of the NI195 performance indicators and increasing levels of satisfaction with local cleanliness.

**Background**

3. 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 UK York does suffer from relatively small amounts of environmental crime, which impacts negatively on the 'liveability' of the areas.
4. 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.
5. 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.
6. This campaign will engage with local residents and businesses to become involved with their local area. By partnering with CPRE we can learn from their experiences, and involve the voluntary sector in this year of the volunteer.

The teams will focus on key 'hot spots' across the city and will look to residents to identify and report issues in their local area. Demonstrating our commitment to the 'clean-up', will allow residents to take a collective interest and responsibility for their local environment and make this 'real' for all concerned.

## **The Campaign**

7. The month long campaign will focus on cleaning York's open spaces and riversides, back lanes, road islands, verges and street furniture. In mid to late May there will be press releases and information sent to ward members informing residents how to report their local cleanliness issues. The Press will be encouraged to take before and after photos whilst publicising some of the problems that are causing the issues. The clean-up campaign will be carried out throughout the month of June.
8. We will encourage schools, youth groups, community groups and others who wish to improve their local area to take part, either by being involved with the work we set up, or we will support them in setting up and delivering their own ideas.
9. All staff across the council will be encouraged to be the 'eyes and ears' for the street level services, by reporting issues and incidents as they see them.
10. Street Environment Officers will work with the Enforcement Officers by undertaking inspections of the city and ward areas and take appropriate enforcement action. The patrols will also cover areas known to be problematic for dog fouling and will visit schools as part of the campaign where children can contribute their thoughts.
11. It is hoped that the campaign will result in the creation of 'street champions' who will help the Council to identify hotspots, problem areas and generally help to create ownership within the community of environmental issues.
12. The campaign will pay particular attention to the city centre as we enter the peak of the tourist season. The campaign will include high level enforcement of fast food and commercial outlets whilst engaging with the local media to help create awareness of the importance of keeping our city clean.
13. But we won't stop there, to maintain momentum at the end of our campaign, we have applied to the Keep Britain Tidy Group who are looking to work in partnership with approximately ten local authorities. If we are successful, outdoor advertising will run in partner authority sites for around four weeks during July. The campaign will target Keep Britain Tidy's 'Guilty' segment. The audience will be primarily younger (18-24) with males and female focused marketing approaches.

## **Options**

14. There are 2 options for the Executive Member to consider:
15. Keep the existing arrangement of schedules cleans and responding to customer complaints and requests for service.
16. Carry out the month long campaign to clear the 'hot spots' identified by resident and try to use this as a platform to build on local ownership.

## **Corporate Priorities**

17. 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**

**Financial** - All work and promotional activity with by funded within existing budgets.

**Human Resources (HR)** – No HR implications

**Equalities** – an Equalities Impact Assessment will be undertaken prior to the commencement of the work.

**Legal** - There are no implications in this report.

**Crime and Disorder** - There are no implications in this report.

**Information Technology (IT)** - There are no implications in this report.

**Property** - There are no implications in this report.

## **Risk Management**

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

## **Recommendations**

19. The Executive Member for Neighbourhoods is asked to consider the options outlined in this report and endorse the launch of the Mid-Summer Clean-up Campaign.

## Reason

20. There will be significant environmental and Safer City implications that will benefit the City and its residents.

### Contact Details

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**Chief Officer Responsible for the report:**

Sally Burns  
Director of Communities and Neighbourhoods

Report Approved  *tick* Date *Insert Date*

*Chief Officer's name*  
*Title*

Report Approved  *tick* Date *Insert Date*

### Specialist Implications Officer(s)

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**Wards Affected:** *List wards or tick box to indicate all*

All

**For further information please contact the author of the report**

**Supporting Papers:**