Review of Street Cleansing Service

1. **Purpose of Report**
   
   1.1 To update the task group on the delivery of the new street cleansing service.

2. **Outcomes**
   
   2.1 The provision of an improved street cleansing service.

3. **Recommendation**
   
   3.1 That the contents of the report are noted and that future progress of the service is reported to Overview and Scrutiny.

4. **Background**
   
   4.1 The street cleansing task group met prior to the service being brought back in house and following the last meeting on the 25 January 2012 a report was submitted to the Cabinet meeting of 14 March 2012 making recommendations detailed below within section 5 of this report.

   4.2 On the 1 April 2012 the street cleansing service was brought back in house from Fylde Council with twenty staff TUPE transferred.

   4.3 In March 2012 a restructure of the Operations Service created two area manager posts to provide management responsibility for front line service delivery relating to street cleansing, parks and cemetery maintenance, enforcement and animal welfare. All of these services are provided in house and this offers opportunities for greater flexibility in the way that services are delivered and responses are provided to elected member and customer requests.
The area managers are supported by five area officers dedicated to geographical areas enabling them to direct resources to areas of need. They are primary contacts for local communities, councillors, residents groups and parish councils regarding requests for work and the identification of problem areas.

The service is provided over seven days with a reduced street cleansing service attending high density areas such as town centres and other shopping areas at weekends.

The five area officers work one weekend in six with the sixth weekend covered by a supervisory member of the street cleansing team. Further detail is provided in the structure chart attached to this report (see appendix 1).

5. Key Issues and Proposals

5.1 The recommendations made by the Task Group in their report to Cabinet are covered below along with the actions to date.

5.2 Recommendation 1: That the service clearly states and publicises the standards of cleanliness that the public can expect.

The standards of service are made available on the street cleansing service pages on the council’s website.

5.3 Recommendation 2: That the standards of street cleanliness achieved be published quarterly.

Performance data relating to NI195 is only collected three times per annum. Relevant performance information can be found in appendix 2.

5.4 Recommendation 3: That the street cleansing service works closely with parish councils, the police, the highways authority and other interested partners in achieving the stated standards of street cleanliness.

Close links are formed with parish councils and Police Community Support Officers through the network of area officers. This enables the early targeting of problems and delivery of services to areas of need. A meeting is held with LCC’s Public Realm Manager for Wyre every two weeks.

5.5 Recommendation 4: That communication is paramount; a clearly understood system of communication must be in place in order to ensure that requests from the public are relayed to street cleansing staff swiftly, for speedy resolution.

All requests from the public are recorded via the CRM and allocated to the team as appropriate. Area officers work closely with the street cleansing supervisor to ensure the swift removal and investigation of any
fly tipping, litter or other cleansing issues. A member of the team acts as the ‘gate keeper’ for all CRM’s to ensure that they are prioritised and areas are covered by colleagues during times of absence.

5.6 Recommendation 5: That the public should be made aware of all means by which to they can communicate street cleansing issues to the council.

Promotion of the new service was undertaken through the summer edition of Wyre Voice and articles appeared in the Gazette and the Fleetwood Weekly News. The next stage is to start actively promoting the on-line reporting facility which is to be done as part of the ‘Channel Shift’ corporate project. The council will be looking to let customers know how easy it is to report issues on-line. We can also target our social media audience through Twitter and Facebook.

5.7 Recommendation 6: That a 24 –hour reporting facility for street cleansing matters be developed on the council’s website, and widely published.

Following the O&S recommendations, a 24 hour on-line facility has been developed for customers to report street cleansing issues utilising the council’s website. The facility provides easy to use e-forms which feature under the ‘Report It’ bar on the home page of the website.

Customers can utilise these forms to report any street cleansing issues e.g. Abandoned or burnt out vehicles, request litter to be removed, request your street to be cleaned, report a full litter/dog bin, report a damaged litter/dog bin, report dog fouling, report dead animals, report leaf fall that needs removing, report weeds on footpaths and report any found needles. There is also a form to capture ‘envirocrimes’ which covers things like graffiti, fly tipping and fly posting. The information is received directly by the contact centre who can then action it. Since the forms went live in April, we have had 277 e-forms completed.

5.8 Recommendation 7: That Wyre demonstrates a highly robust approach to dog fouling, using a combination of publicity, education and enforcement, which is informed by recognised best practice from other authorities.

The creation of a generic team of five area officers enables the council to deal with these issues more effectively than previously. In addition other members of the Operations team will be trained in education and enforcement procedures.

A patrol plan is reviewed on a monthly basis using information from the CRM to determine hot spot areas. The purpose of the patrols is to advise dog walkers of the new Dog Control Orders and undertake any enforcement action that may be required. Further support from Community Support Officers to undertake patrols is expected to commence over the next month. The patrol plan for September 2012 is attached (see appendix 3).
Following the adoption of borough wide Dog Control Orders by Cabinet the orders came into force on 1 June 2012. Since this date the orders have started to be rolled out across the borough, prioritising those areas with previously reported dog related issues, commencing in Fleetwood.

The roll out of orders requires the installation of a new signage advising the public of the orders in place and has coincided with the patrols on the patrol plan, the provision of advisory literature (appendix 4) and press releases as appropriate.

In addition as part of the publicity undertaken at the launch of the DCO’s a competition to win a Muksak (a receptacle to collect dog waste) was undertaken with 25 residents providing their details to help form a focus group for further consultation regarding dog related issues.

5.9 The new street cleansing service is projected to be delivered with a cost saving to the council of £200,000 per annum.

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<tbody>
<tr>
<td>Mark Billington</td>
<td>01253 887456</td>
<td><a href="mailto:mark.billington@wyre.gov.uk">mark.billington@wyre.gov.uk</a></td>
<td>19 October 2012</td>
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List of Background Papers:

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LIST OF APPENDICES

Operations structure chart
Quarterly performance
Patrol plan
DCO information

Item 3(ii) – Review of Street Cleansing Service