

APSE Street Cleansing Seminar March 2022

How Meeting COVID Demand has Transformed Street Cleansing

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Where is Wirral?

- Northwest England, Liverpool City Region.
- A peninsula, boarded by sea on 3 sides with 27 miles of coastline.
- 1,272,431 miles of adopted highway.
- Population approx. 320k
- Large estate of urban and country parks.
- Popular coastal towns and beaches.
- A place of many contrasts – deprivation/wealth, urban density/open land.



Operational Overview

- Neighbourhoods Directorate contains all environmental and outward facing services.
- Street cleansing operations are delivered by Biffa through the Council's Waste Management & Street Cleansing Contract.
- Parks & Countryside Services are delivered through a large inhouse workforce.
- Service provision contrast and demarcation exists between Parks and Streetscene Services.
- Reduced service budgets from austerity has impacted on quality and breadth of delivery.
- Prior to the COVID pandemic, work had commenced to bring services together.

COVID Pandemic – Impact on Services

- Early service suspension and low demand during the first full lockdown.
- Command and control structure established to suspend and prioritise service delivery and provide community support.
- Significant impact on workforce welfare, methods of operation and public interaction.
- Initial easing of restrictions resulted in service demand increasing in parks and coastal locations.
- Easing of restrictions in May 2020 generated major challenges to services.
- Neighbourhood Services stretched and highly impacted by large crowds and anti social behaviour.
- High footfall and service demand continued, particularly at coastal locations, throughout 2020 and 2021.

The Aftermath of Easing Covid Restrictions

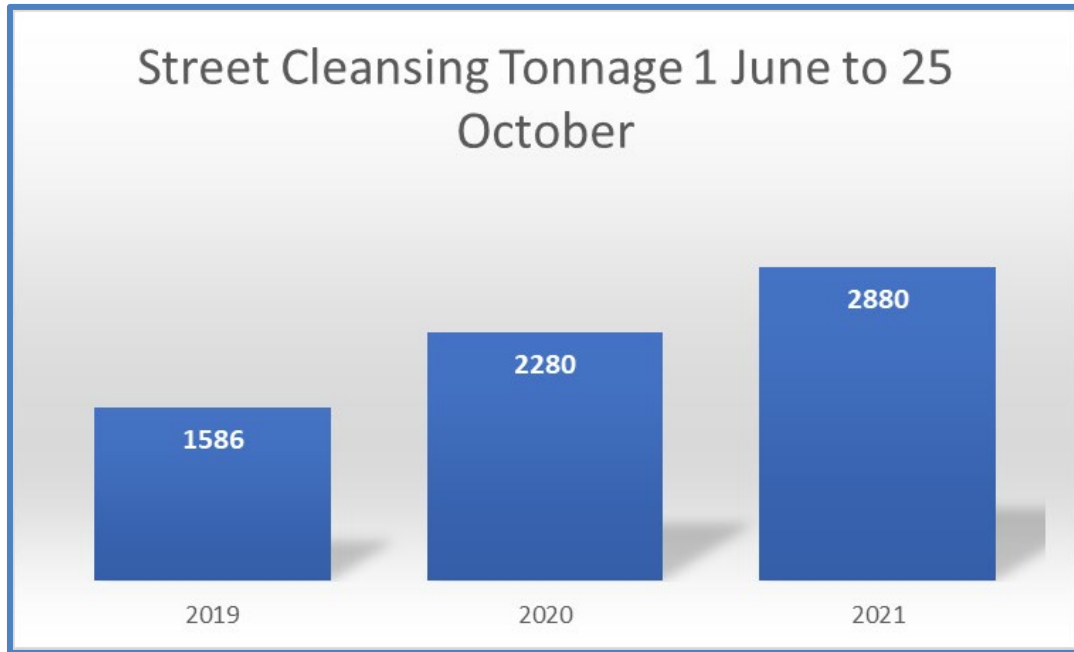


News
1st June 2020
Councillor's anger after 'slobs' turn New Brighton Dips into rubbish dump

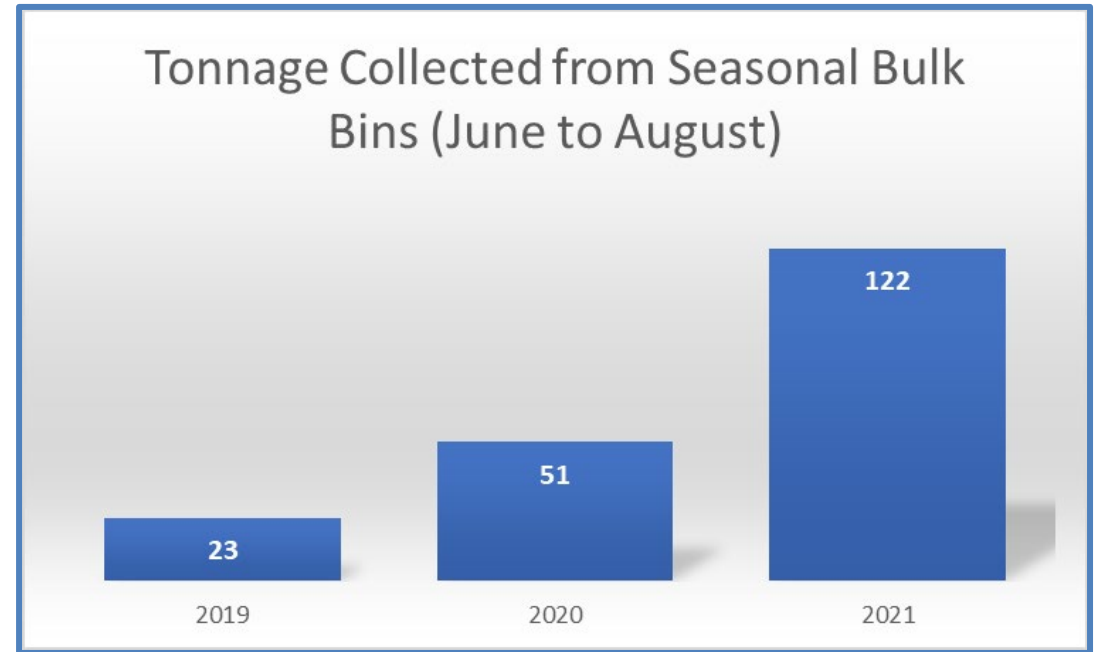
The 'Coastal Plan'

- Multi service Coastal Plan prepared to cover a full range of demand issues - vehicle and pedestrian movement, community patrol, public messaging, toilet provision, parking enforcement, young people engagement , environmental health, licensing etc.
- Government COVID 19 demand-related funding made available and utilised to support a range of service areas, the Coastal Plan received such funding.
- Street cleansing provision included increased litter patrols, additional bulk bins, BBQ disposal, supervisory support, extra litter bin servicing and collection.
- Multi agency management and communications approach adopted for the Coastal Plan.
- Support and liaison with volunteer groups that re-emerged post lockdown.
- The Coastal Plan has stood up well to the highest peaks of demand and footfall.

Meeting the Demand



82% increase



421% increase

Volunteer Support

- Post pandemic lifestyle change.
- People's appreciation of where they live.



Wirral Wombles

Private group · 2.8K members



INYOURAREA.CO.UK

Wirral Wombles group encourages locals to clean up their community

Lindsey and Andrea are passionate about keeping their area tidy.



First Group Pick of 2022
Keep Britain Tidy Spring Beach Clean
1.30 Sunday 10th April
meet in Perch Rock Car Park.
Bring pickers etc if you have them.
~see you there~
Don't miss anything. Also check FB 'Announcements' & 'Events' @newbrighteners

The New Brighteners

Public group · 3.9K members

Joined

+ Invite

Major Challenge has Enabled Transformation

- Unforeseen benefits and opportunities coming from the Covid pandemic and restrictions.
- Fundamental change in the way we function and operate.
- Political recognition of the importance of front line services.
- Multi service management approach now embedded.
- The Coastal Plan and resources will continue despite financial difficulties.
- Regeneration plans underway for Wirral's key coastal locations.



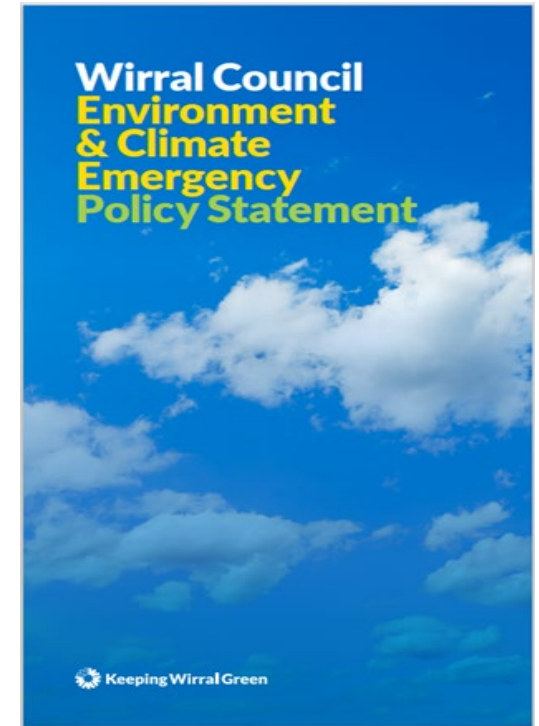
The Way Forward

- Investment in infrastructure and service provision – ‘Recreation Management Strategy’ levy linked to the Local Plan.
- Strategic and joined up approach to environmental services.
- Blurring lines between Parks and Streetscene Services.
- Intelligent service provision – investment in smart bins and dual purpose vehicles.
- Flexible and seasonally based workforce.
- Demand led service prioritisation – less emphasis on district centres.



Reflection

- Our lives and work have fundamentally changes in 2 years.
- The Covid pandemic has been very difficult and traumatic and possibly is not over.
- Delivering services safely and meeting increased demand has been a major challenge.
- However we have delivered and our services have been recognised along with other public service.
- Climate change, lifestyle change and the outcome of the pandemic means there is no going back.
- We should embrace the joint approach and heightened environmental awareness to take services forward.



THANK YOU