



State of the market for street cleansing services

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The problem

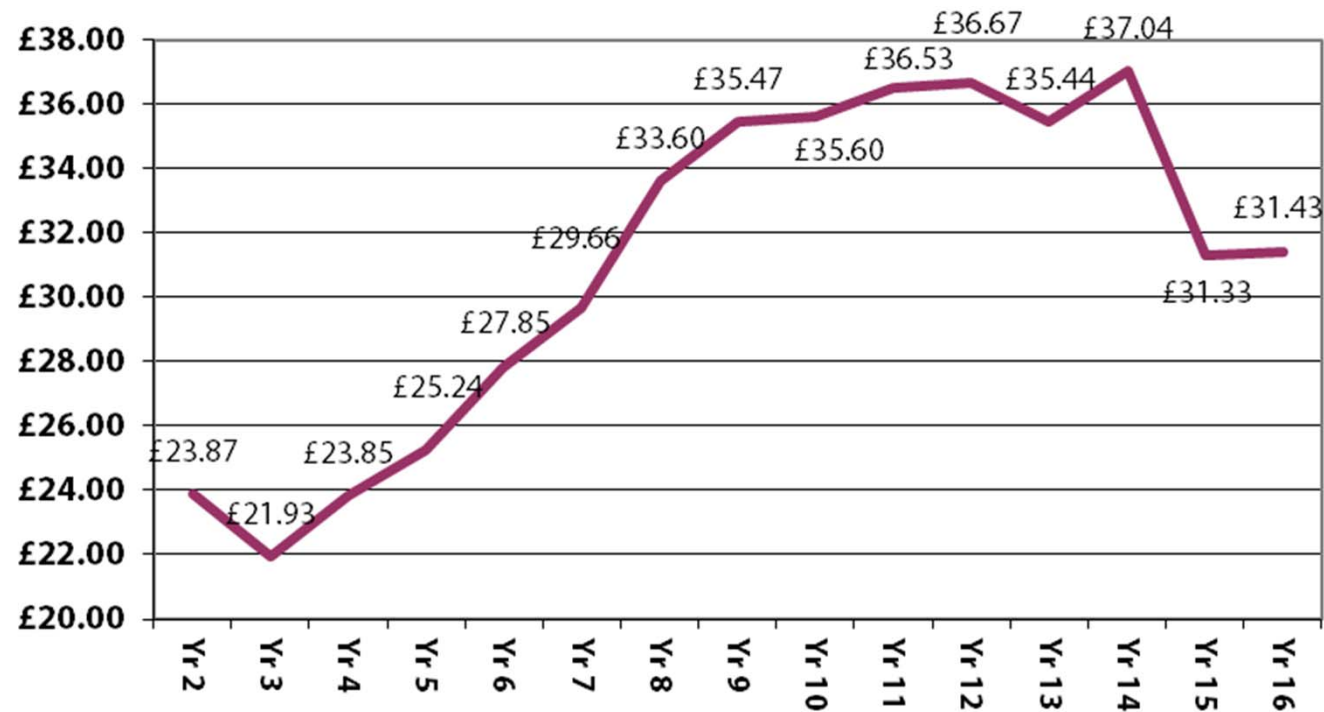
- The age of austerity
- Coupled with rising demand
- Public perceptions of cuts



Reduced costs for street cleansing



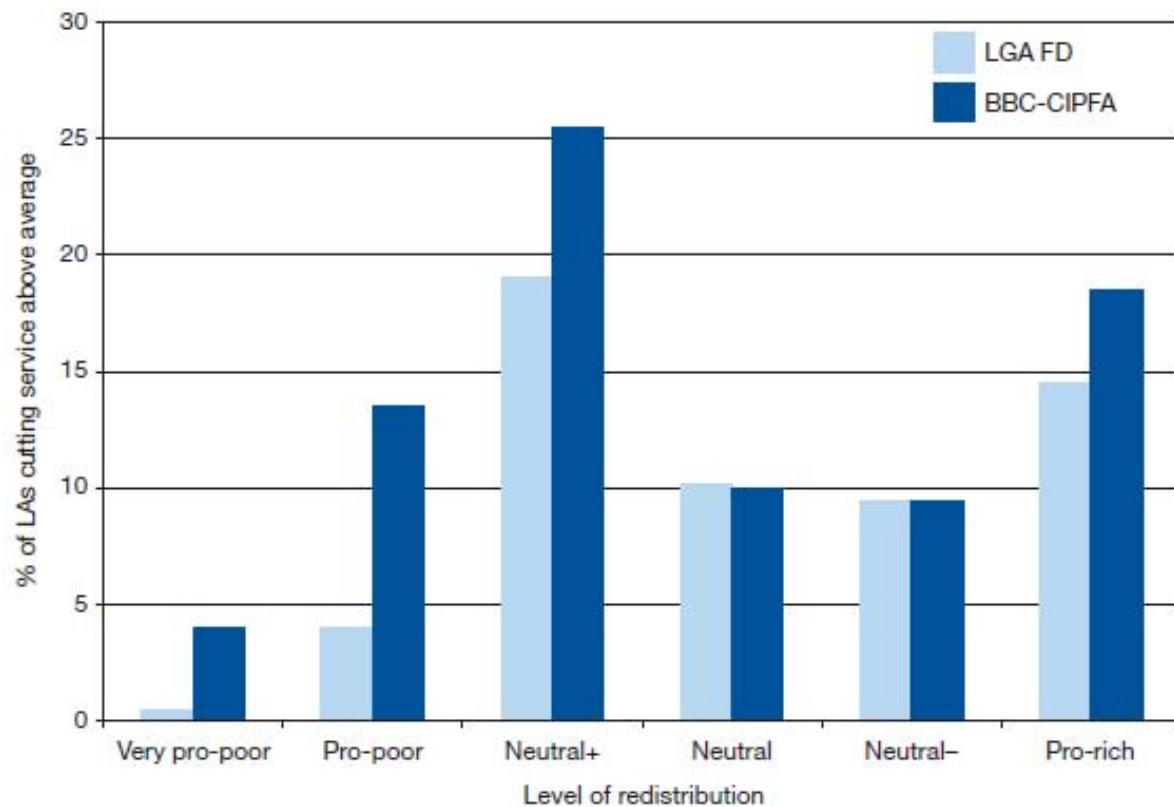
PI 03 Cost of cleansing service per household (including CEC)



Disproportionate impact?



Figure 6: Proportion of authorities cutting service by level of redistribution



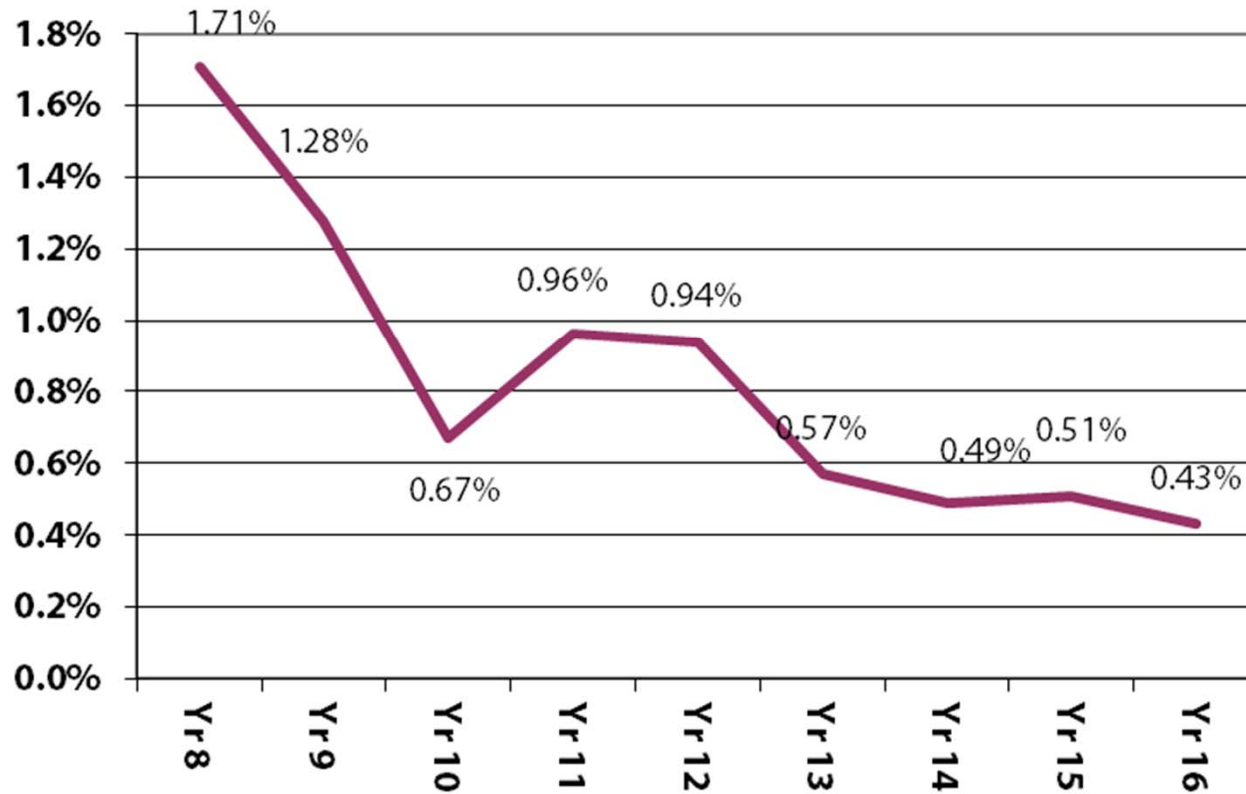
Hastings et al (2012) Serving deprived communities in a recession. (York: JRF)

Very pro-poor	Housing Benefit admin	
	Homelessness	
	Children's social care	
	Housing (General Fund)	
Pro-poor	Police	
	Crime and community safety	
	Older people	
	Other adult social care	
	Adult social care	
	Fire and rescue	
	Other education	
	Primary education	
	Public transport (bus)	
	Special education	
Neutral +	Concessionary fares	
	Libraries	
	Secondary education	
	Youth, careers	
Neutral	Community development	
	Economic development	
	Early years/pre-school	
	Environmental health	
	Street cleansing	
	Trading standards	
	Waste collection	
Neutral	Play	
	Further education	
	Parks and POS	
	Recreation and sport	
	Road maintenance	
	Street lighting	
	Tourism	
	Traffic management	
	Pro-rich	Adult/community education
		Museums
Other arts and culture		
Planning		

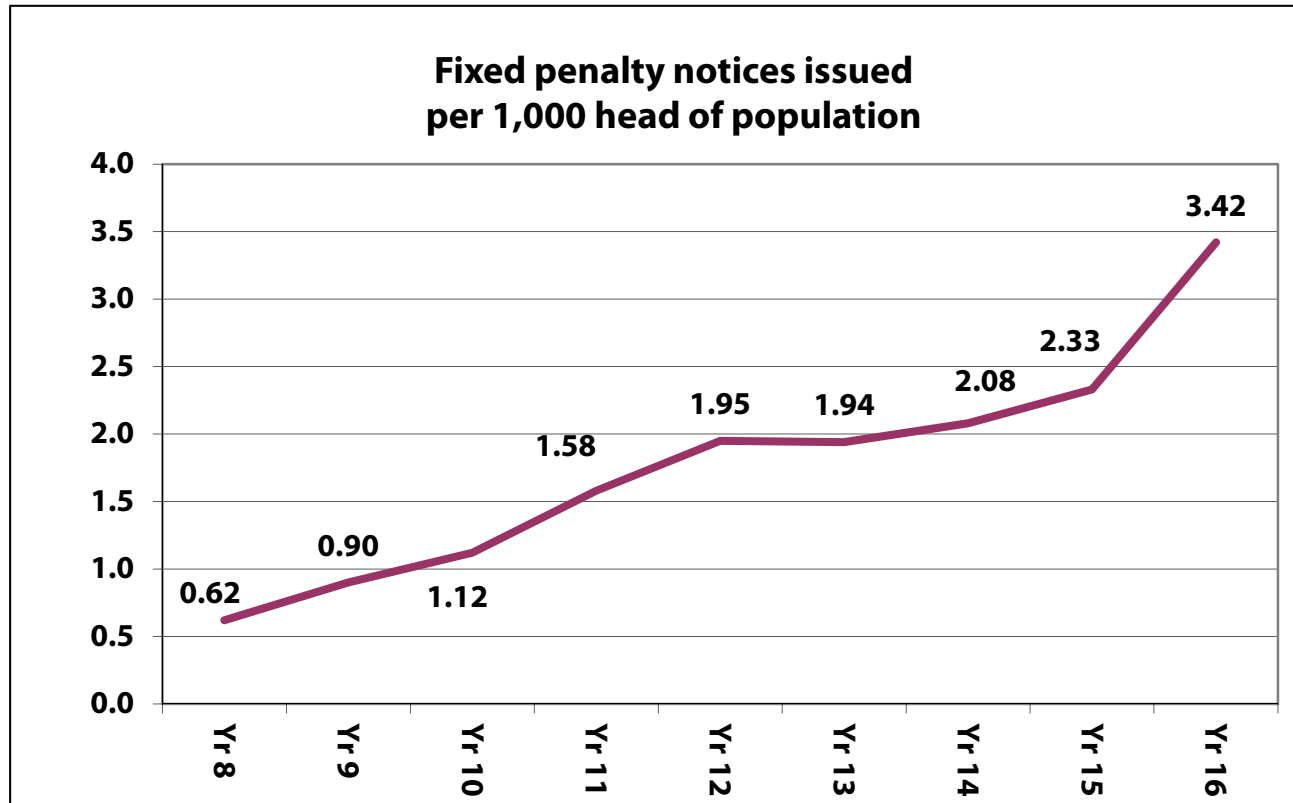
Reduced spending on education and publicity



PI 40 Percentage of street cleansing budget allocated to education/publicity



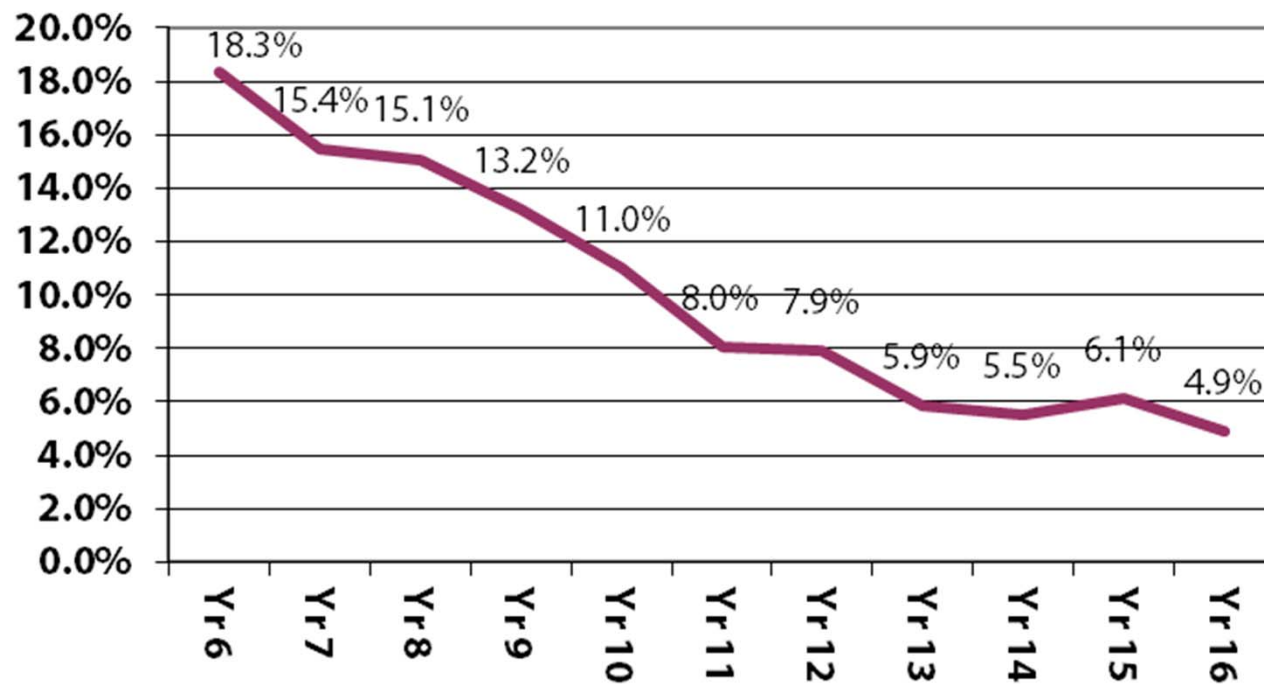
Increased enforcement



Quality still improving



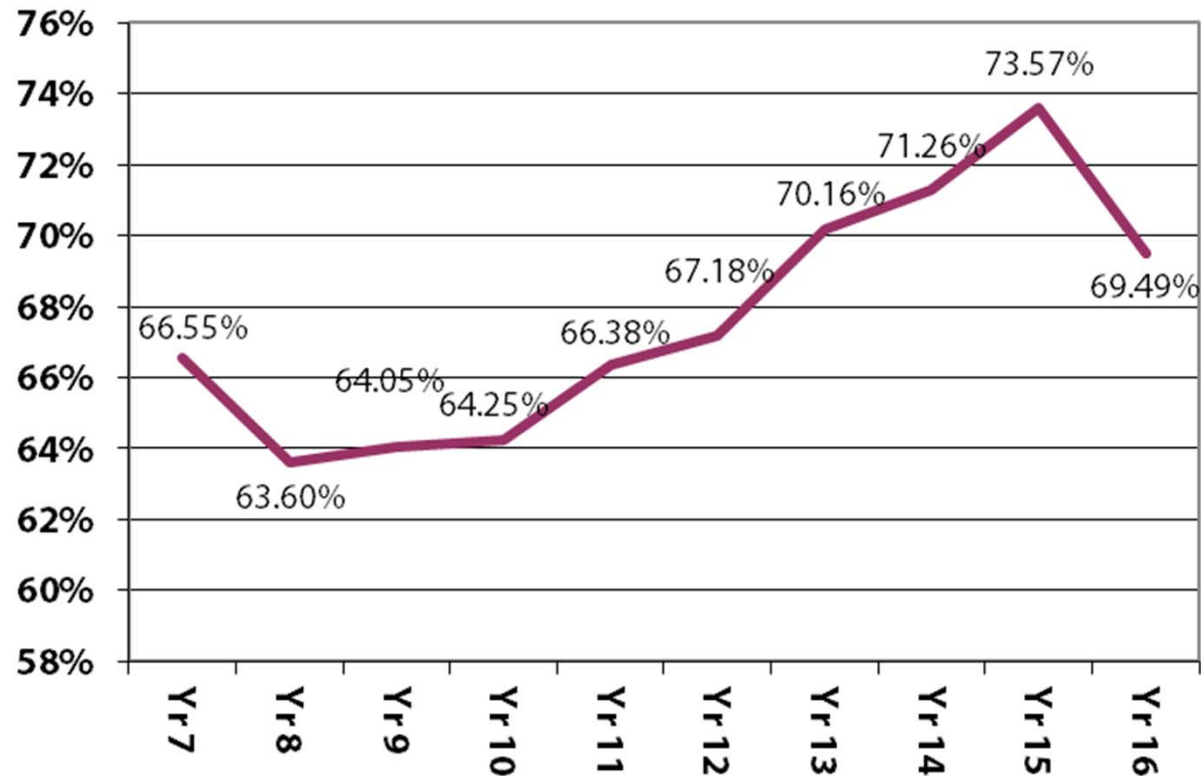
**PI 37a NI195 percentage of sites that fall below grade B
(England only - full inspections)**



Customer perceptions?



PI 39 Community / customer surveys undertaken
Satisfaction Levels



What ComRes told APSE



PUBLIC UNDERSTANDING OF THE CHALLENGE?



Can we raise more income?



But they are worried..!



PUBLIC UNDERSTANDING OF THE CHALLENGE?

57% not happy to accept less from local council to help pay national debt

64% not be happy to pay more council tax to maintain current services

63% worried, 52% angry at cuts made to public services

What does the data tells us?

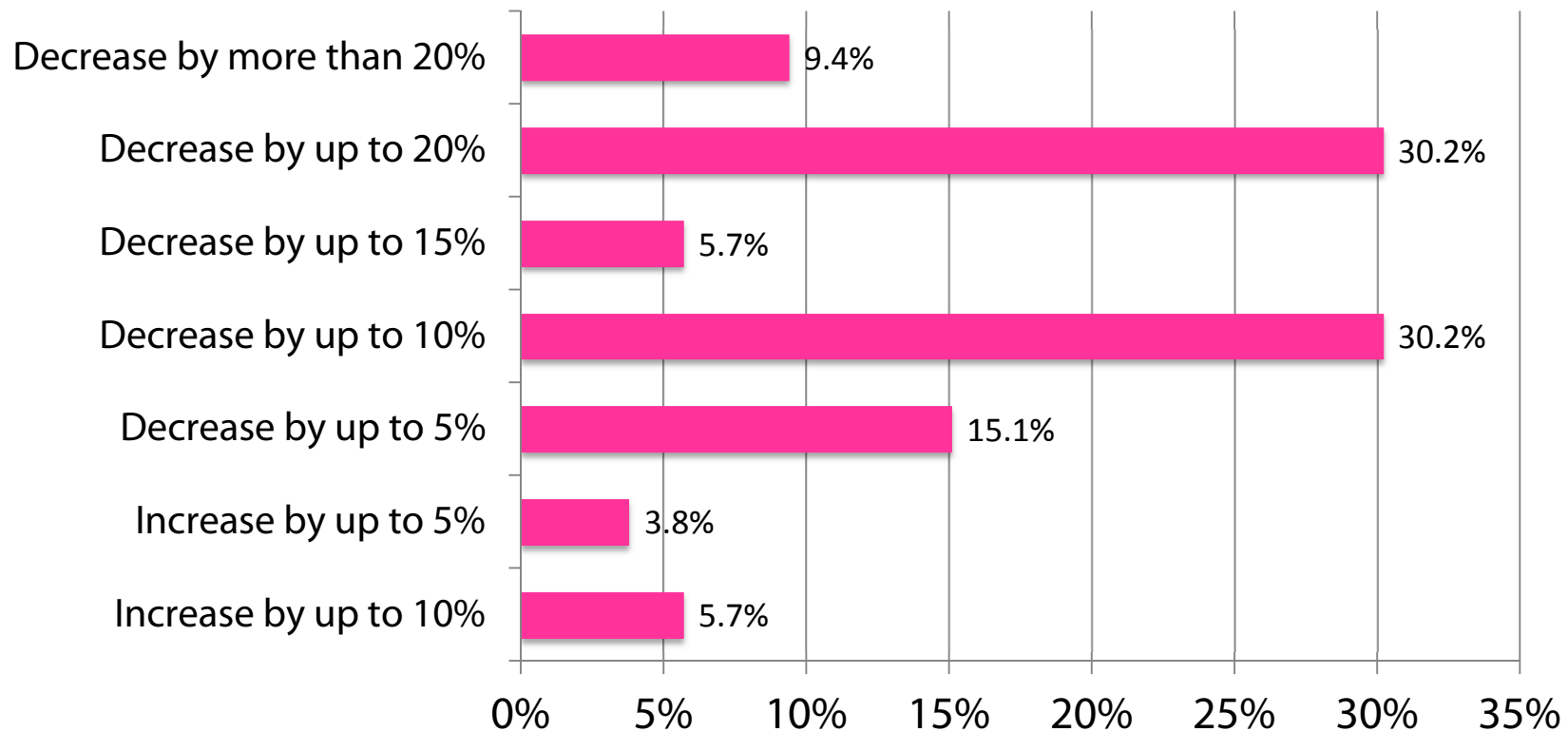


- Public perception of cuts and the impact on frontline services is mismatched
- More 'visible' areas are starting to be impacted
- Education budgets diminishing whilst councils are turning more towards enforcement.

What can we expect?



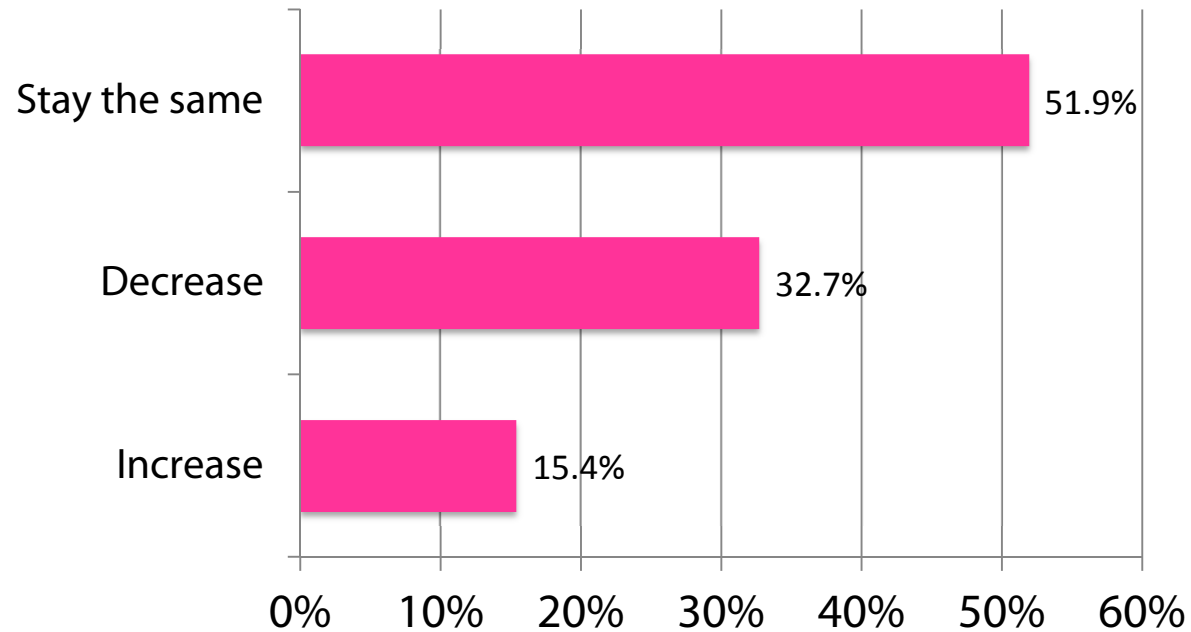
What is your expectation of the level of funding in your service budget in the coming five years?



What can we expect?

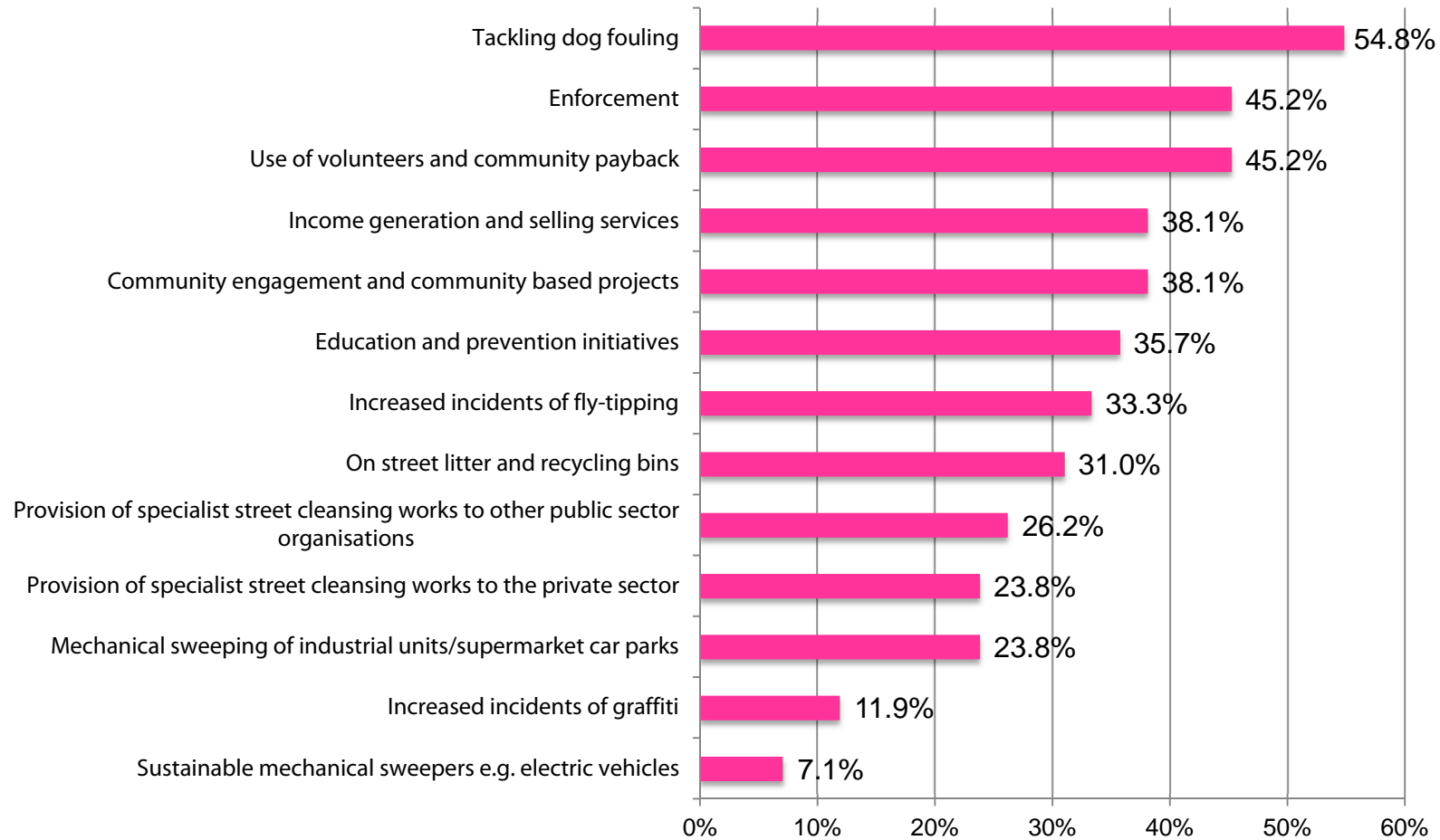


Do you expect standards of cleanliness over the next year to:

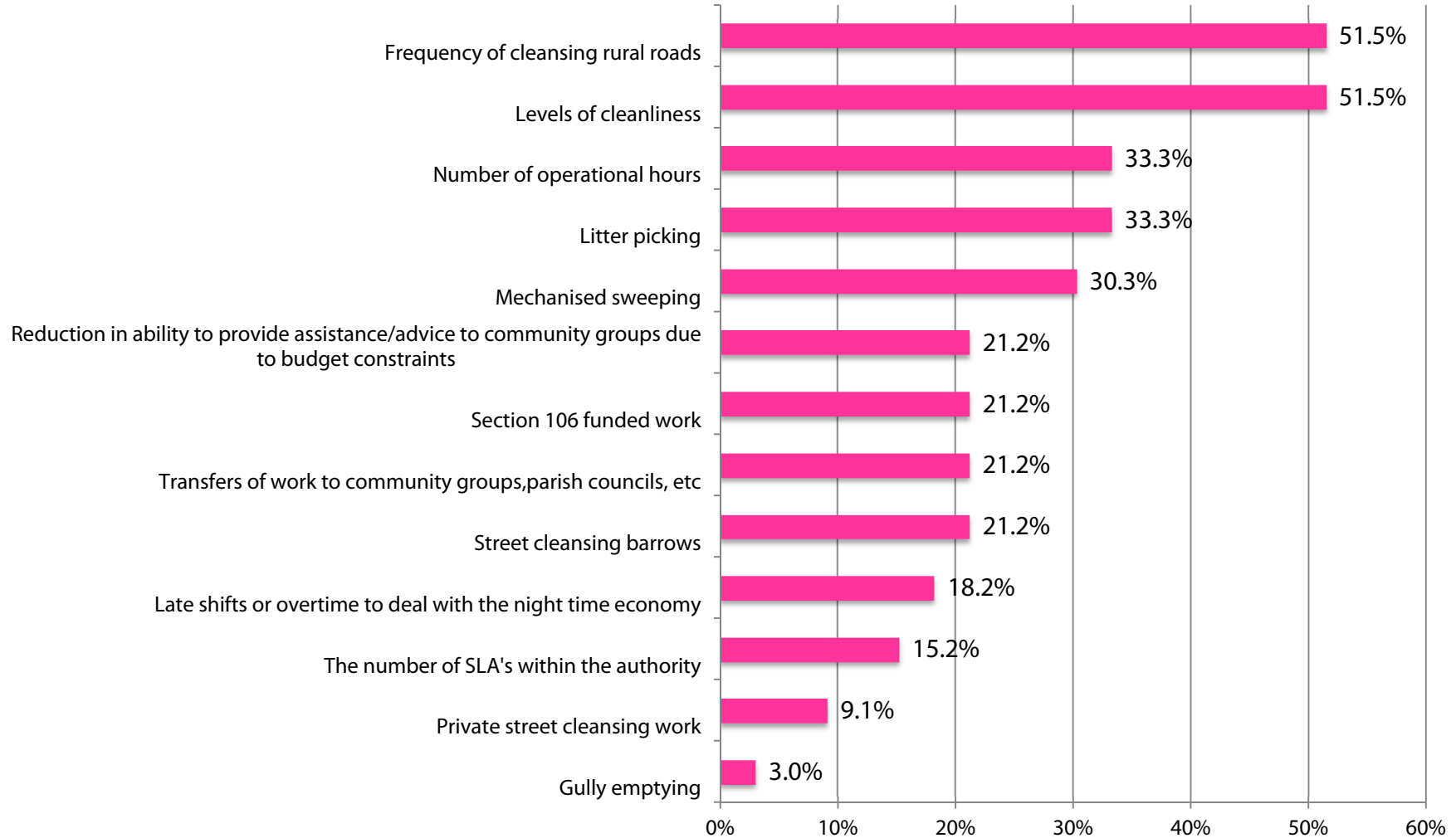




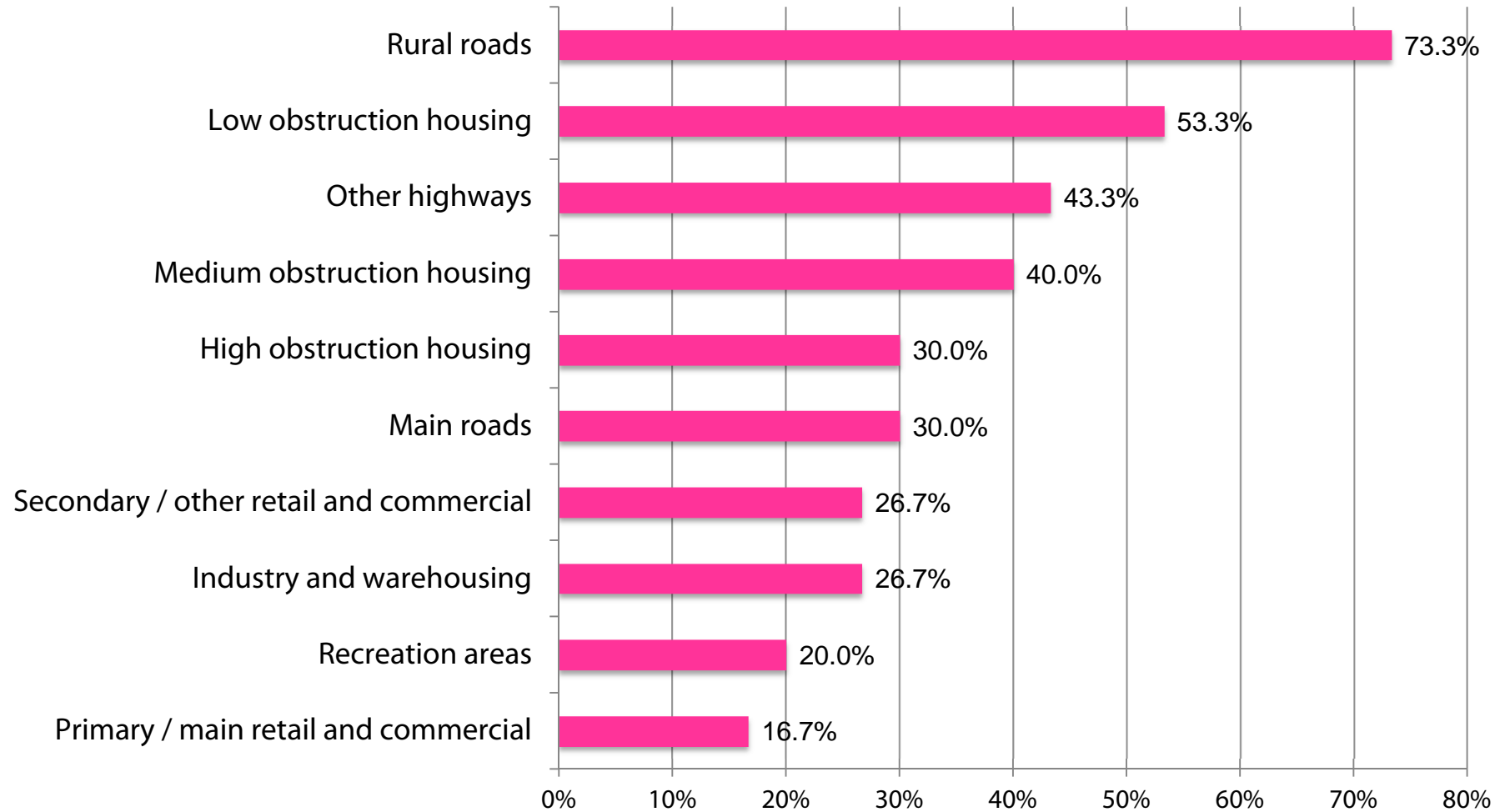
Where do you see growth for the service over the next 12 months?



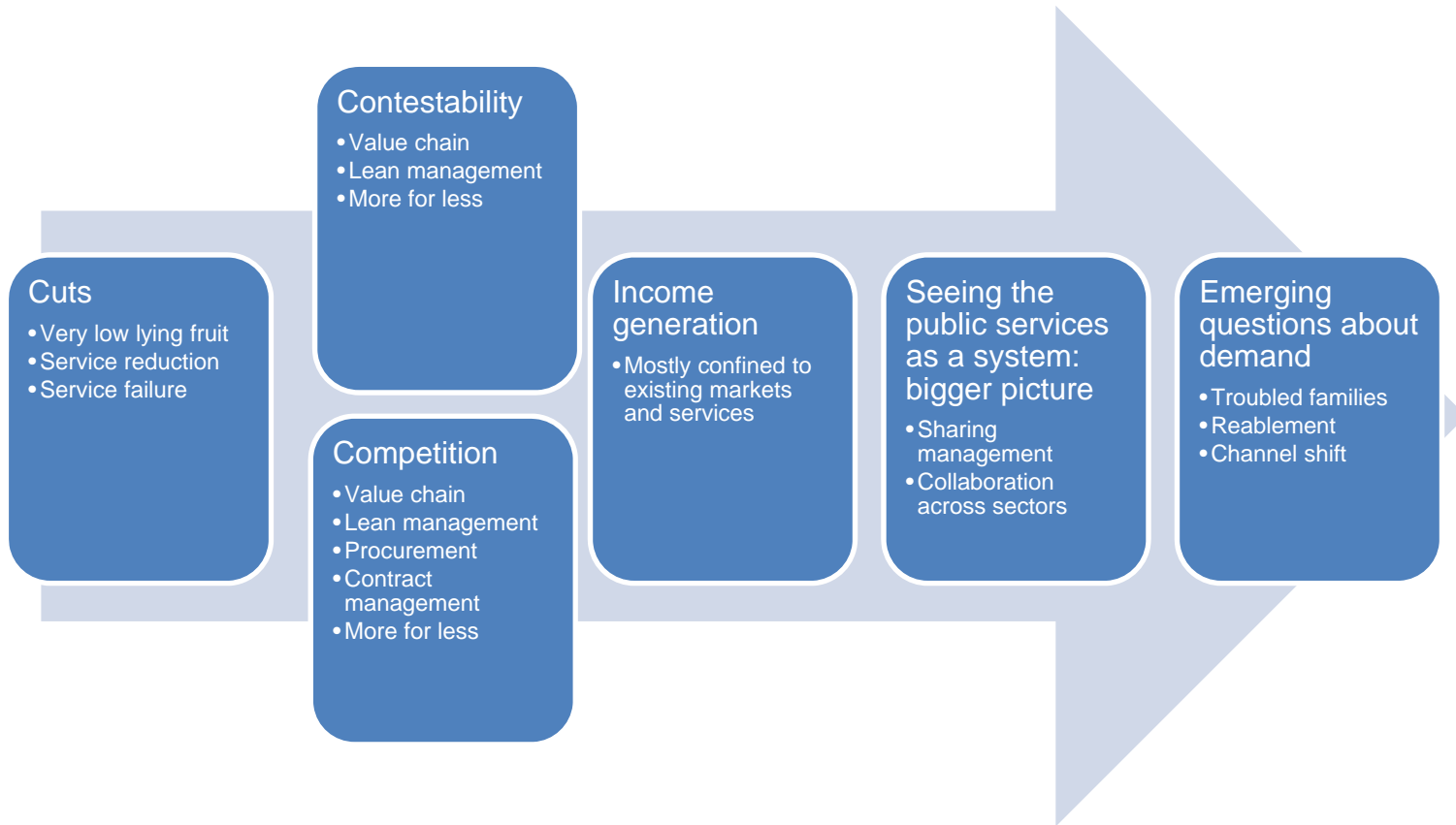
Where do you see future decreases in work for the service?



If you are anticipating future reductions in sweeping and litter picking work, which areas of land do you think this will relate to?



The response so far



So we need to be more efficient in the way we use resources?



- **Right first time approaches**
 - ✓ Work planning
 - ✓ Process engineering
- **Placing resources in the areas of highest demand?**
 - ✓ Differentiating on grass cutting and street cleansing frequencies by post code?
 - ✓ Avoiding reactive rather than planned responses



- Better to prevent than to cure
- Education
- Enforcement
- Behaviour change

“If a man sees a fly, he aims at it”

“Schhpillage was down by 80%...”

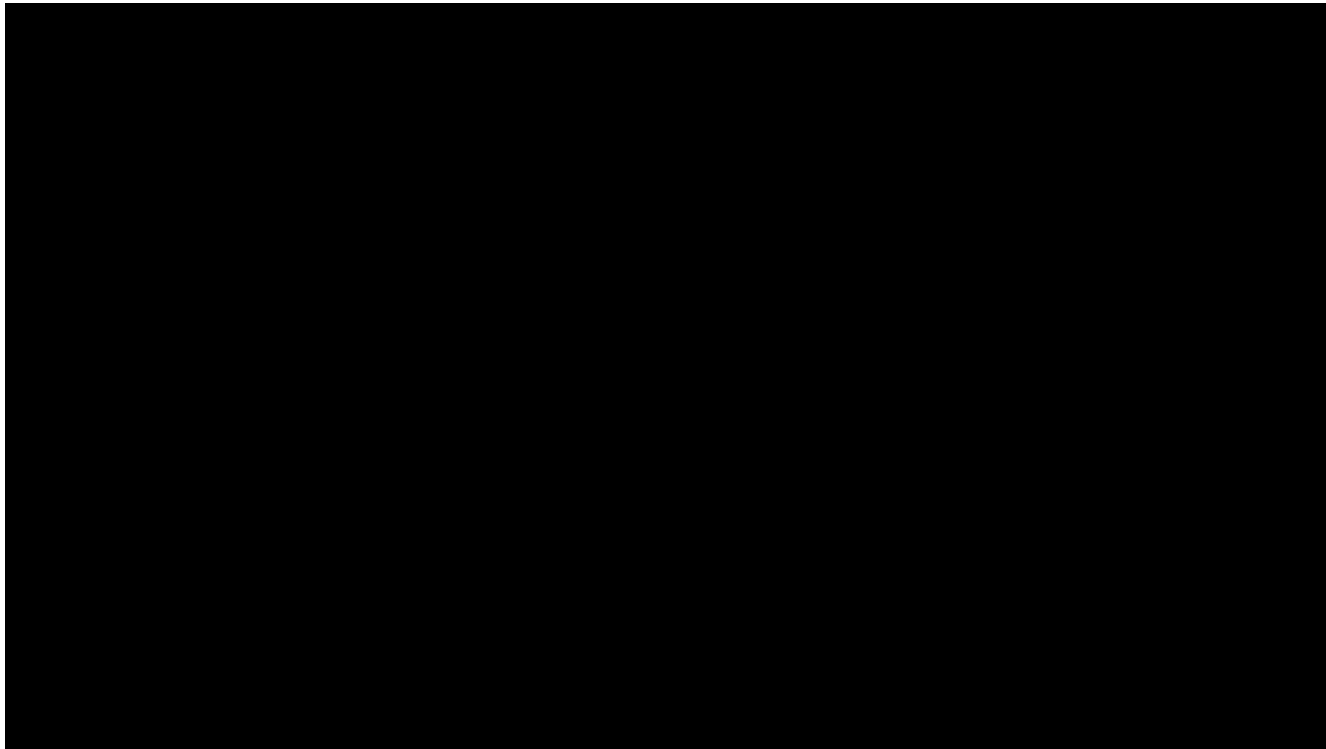


Changing behaviour



- Original experiment in Copenhagen reduced littering by 46%

Innovative approaches



Developing a systematic approach



- Understanding demand
- Changing the nature of demand
 - Reducing it?
 - Growing it?
 - Redirecting it?
- Looking to the future

LOCAL SERVICES

LOCAL SOLUTIONS



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