



**Parks and Street Care**  
Tree, Ground Maintenance and  
Street Cleaning Services

**Call 0115 901 3802 for a free quote**

[www.gedling.gov.uk](http://www.gedling.gov.uk)

**Gedling**  
Borough Council 

**Speaker – Terry Ball**  
**Operation Manager, Parks and Street Care**  
**(PASC)**  
**Gedling Borough Council**

- councils are having millions cut from their budgets
- Customer demand for street cleansing remains a high priority, scoring high in public expectation surveys

## **Creation of a environmental task force**

- created from a cross departmental team of staff, tasked with finding solutions to cleanliness issues, made up of representatives from:

Street cleansing staff

Parks and street care management

Public protection Management

Neighbourhood wardens

# The Street Cleansing Team

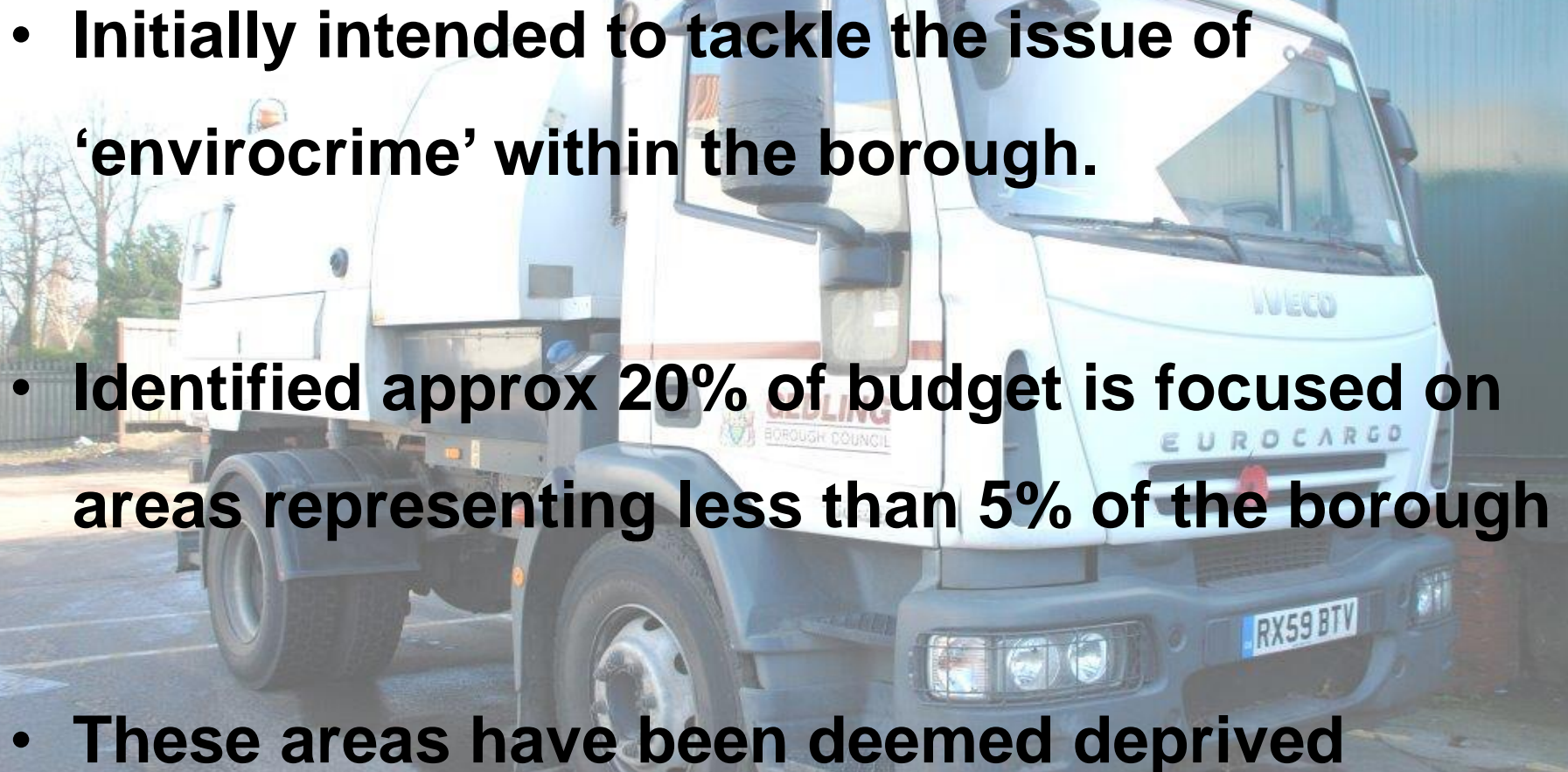




# The Parks Team





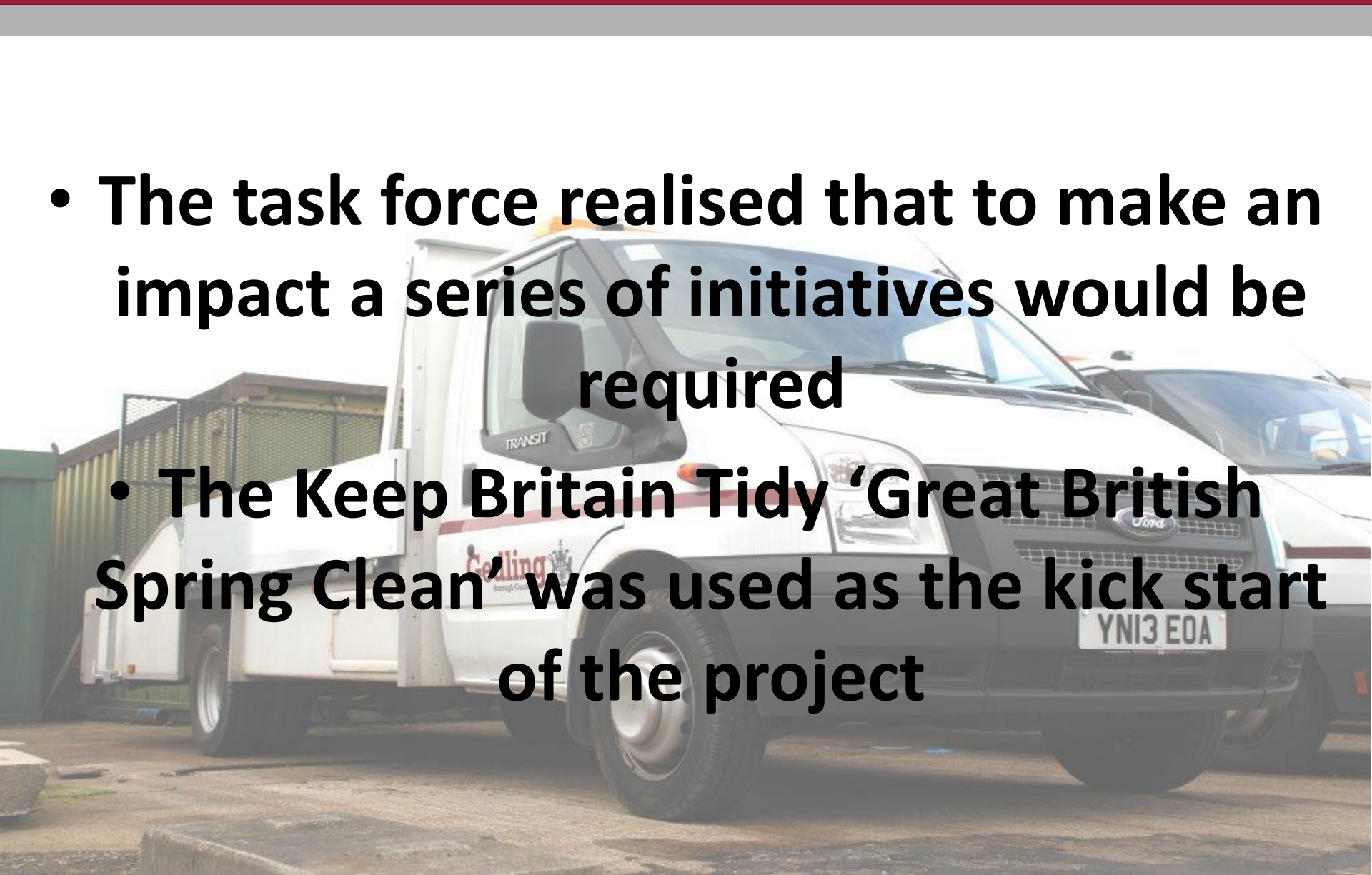
- **Initially intended to tackle the issue of 'envirocrime' within the borough.**
  - **Identified approx 20% of budget is focused on areas representing less than 5% of the borough**
  - **These areas have been deemed deprived**
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## **Include but not limited to :**

- **High levels of social housing with poorly maintained communal / public spaces**
- **Regular fly tipping, especially in communal bin areas**
- **A build-up of detritus due to parked cars blocking sweeper access**
- **Domestic bins left on the streets, often getting knocked over and the contents being spread**
- **Traveller Encampment issues**

- **The task force realised that to make an impact a series of initiatives would be required**
- **The Keep Britain Tidy ‘Great British Spring Clean’ was used as the kick start of the project**



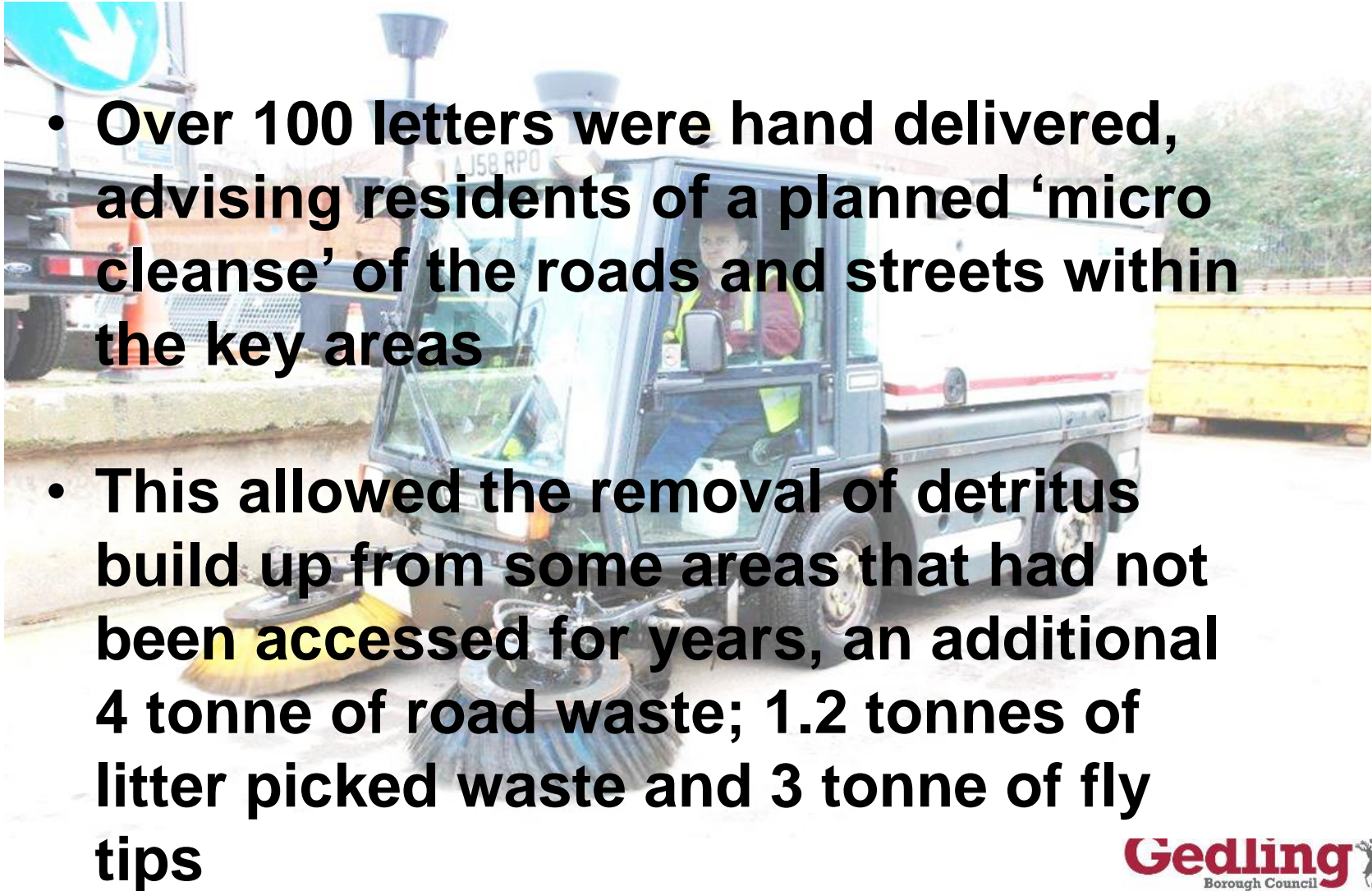


# Initiatives (1)

- a series of litter picks were organised, involving local residents and businesses to install a sense of local ownership to the issue of litter
- encourage future community clean ups and promote recycling and taking rubbish home



# Initiatives (2)



- **Over 100 letters were hand delivered, advising residents of a planned ‘micro cleanse’ of the roads and streets within the key areas**
- **This allowed the removal of detritus build up from some areas that had not been accessed for years, an additional 4 tonne of road waste; 1.2 tonnes of litter picked waste and 3 tonne of fly tips**



# Initiatives (3)

- It was recognised that the problem of dog mess was a particular problem
- working with the neighbourhood wardens education and enforcement mechanisms were increased
- dog dirt stencilling initiative
- a dog poo tree
- short video based on the popular Pokemon game





# Initiative (4)

educating school age children about the problems of littering and encouraging recycling has a positive long term effect

- a competition was run inviting school children to design a litter super hero



# Initiative (5)

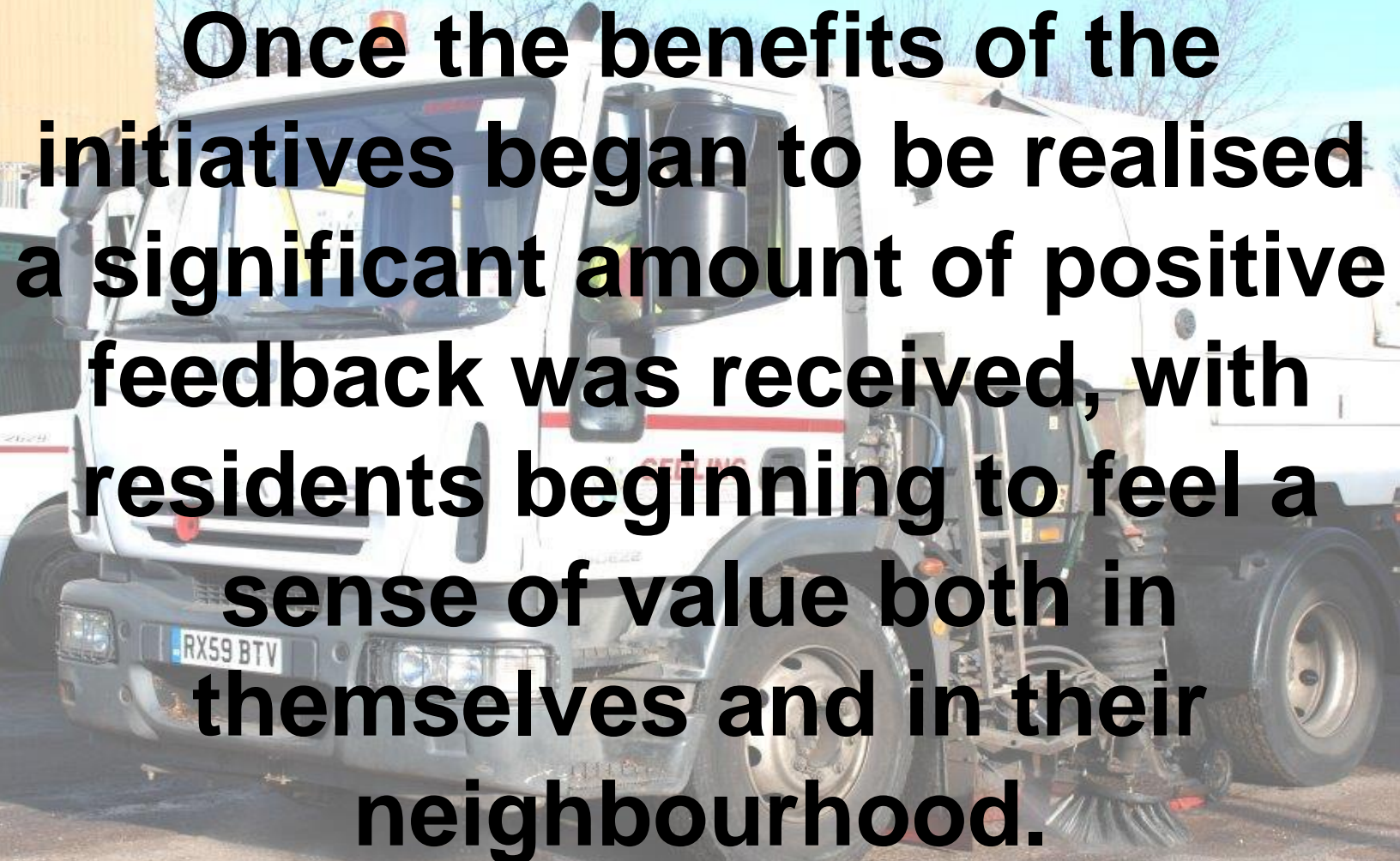
- It is reported nationwide that fly tipping is becoming a consistent problem
- Gedling Borough Council are committed to the Keep Britain Tidy #crimenottocare campaign
- annual bulky waste amnesty
- Neighbourhood wardens have undertaken a number of successful prosecutions following the installation of covalent cameras





- Heavily used to promote the activities
- Facebook was used as a platform for residents to suggest potential litter pick locations and the then subsequently voted on.





**Once the benefits of the initiatives began to be realised a significant amount of positive feedback was received, with residents beginning to feel a sense of value both in themselves and in their neighbourhood.**



## Improvements for Customers and Borough Residents

- Residents of the key areas have been given the opportunity to feel a sense of pride and a feeling of ownership over their neighbourhoods.
  - Local businesses and citizens from other areas have also expressed their pleasure in the work undertaken in these areas
  - delivery of the best service possible
  - delivered in the spirit of 'Best Value'
  - work in partnership with other private, public and third sector organisations, thereby collectively helping to improve the borough for residents.
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# Future Targets and Goals

- continually review and revise the services provided
- to include a member of the licencing team within the task force with a view to approaching local landlords
- Further education is recognised as a necessity, including bin contamination prevention
- Commitment to educating the next generation about sustainable waste management

**Thank You**

