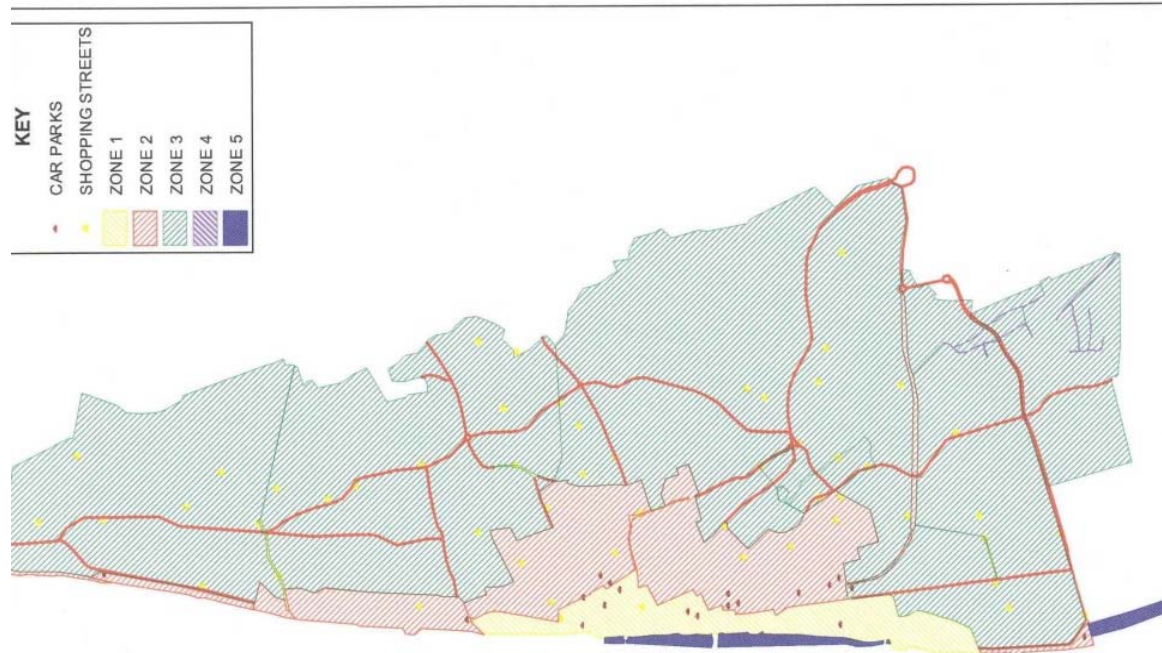


Keeping Britain's No.1 Tourist Resort Clean

A multi-disciplinary approach

John-Paul Lovie
Jez Evans

OVERVIEW OF THE SERVICE



- Cleaning of the Streets, Beach and Car Parks in Zones 1-5 within the Borough to meet the prescribed standards of the Environmental Protection Act 1990 Code of Practice on Litter and Refuse.

Stakeholders Priorities

Resilient
Communities

Stronger
Economy



Cleanliness Standards Matrix (statutory timeframes)

CLEANLINESS STANDARDS – SUMMARY OF MAXIMUM TIME LIMITS FOR RESTORING TO AN ACCEPTABLE GRADE OF CLEANLINESS

CATEGORY ZONE		CLEANLINESS STANDARD			
		A	B	C	D
1	TOWN CENTRES	< --- < --- < ---	----6 hrs ----- -----	----3 hrs -----	----1 hr
2	HIGH DENSITY RESIDENTIAL	< --- < --- < ---	--12 hrs ----- -----	----6 hrs -----	----3 hrs
3	LOW DENSITY RESIDENTIAL	< --- < ---	2 weeks	--12 hrs -----	----6 hrs
4	ALL OTHER AREAS	< --- < ---	2 weeks	--1 week -----	---60 hrs
5	AMENITY BEACHES	< ---	-----	MAY TO OCTOBER	

CLEANLINESS OF STANDARDS “A to D”



CLEANLINESS STANDARD "A"



CLEANLINESS STANDARD "B"



CLEANLINESS STANDARD "C"

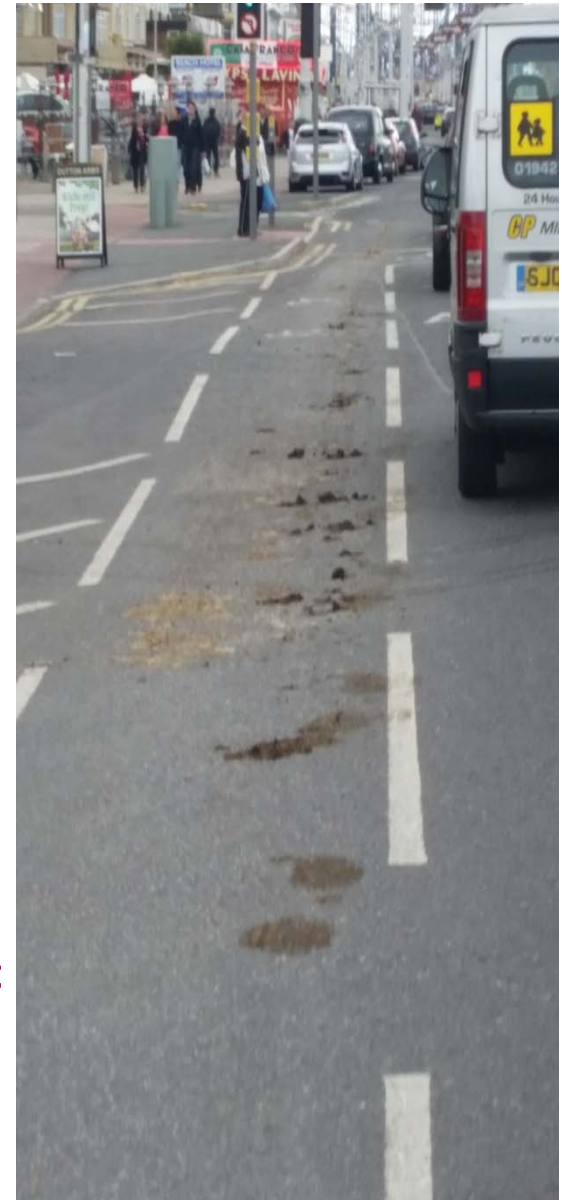


Dealing With Fluctuating Demand



Dealing With Fluctuating Demand

- **Seasonal variations – 13 million visitors 14/15**
 - 52 weekend resort destination
 - Core summer July – August
 - Half terms (October in particular)
- **Special Events**
 - Illuminations Switch-on Festival
 - Red Arrows Air show
 - International Fireworks
 - Marathons
 - Manchester to Blackpool Cycle Event
 - Concerts
 - TV/Media Broadcasts



Cleansing Methodology



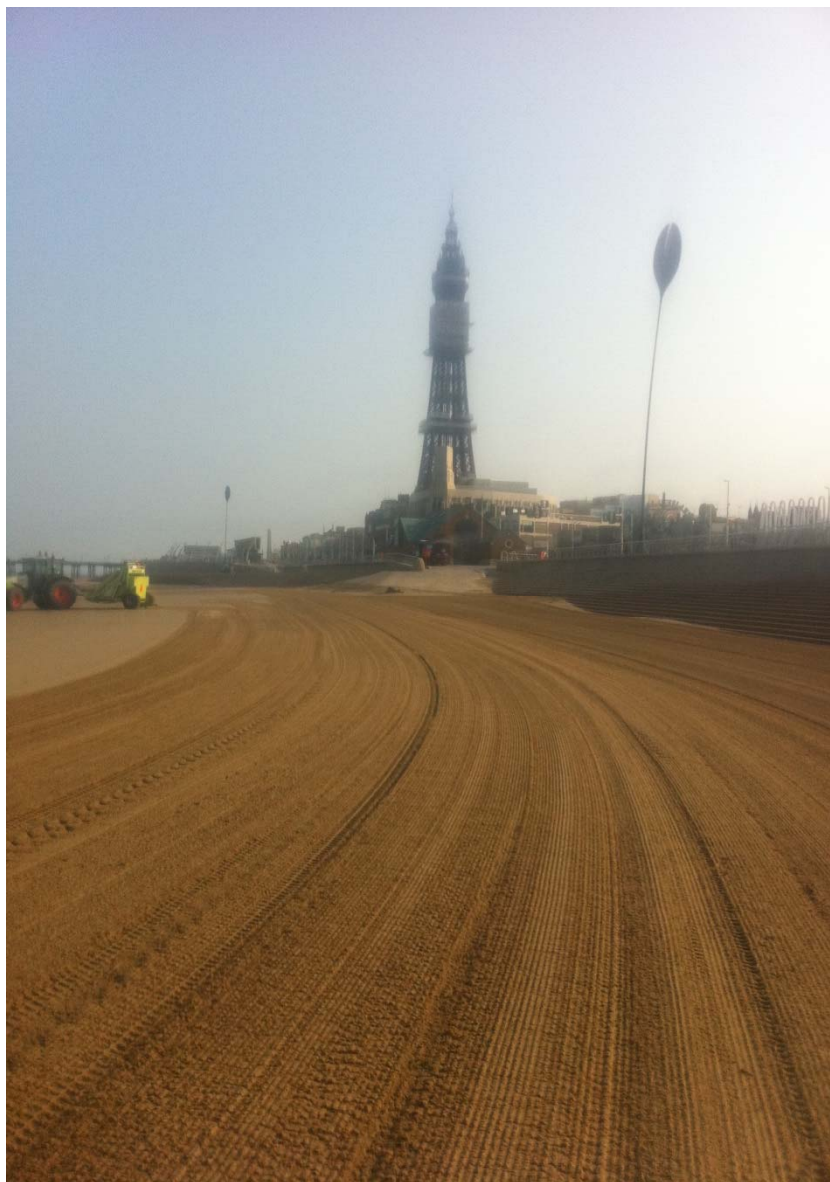
Cleansing Methodology - Resource

- Funding CSR £800k
- Additional £150k to be cut in 16/17, leading to an overall reduction of 33% since 2010
- Review 2015, service re-design...
- 68 x Employees / 3 shift systems
- 40 x Mon – Fri core street cleansing activities (zones 1 – 5)
- 14 x Wed – Sat core town centre & Promenade (zone 1 & 2)
- 14 x Sun - Wed core town centre & Promenade (zone 1 & 2)
- Multi-skilled (NEAT Officers x 8)

Cleansing Methodology

- **Mechanical sweeping – 6 x compact sweepers, 1 x Johnson 600**
- **Manual sweeping – 5 Pedestrian Controlled Vehicles (elec. trailer) for town centre**
- **12 x cage tippers**
- **2 x beach tractors and mechanical surf-rakes**
- **Street Washing including revetment steps (prom) and graffiti removal**
- **7 x quad bikes for weed spraying**
- **800+ litter bins**
- **Additional resource – voluntary groups, Partnership agreements with Community Payback**





Love My Beach

- **Blue Flag status**
- **Fylde Water Management Group**
- **UU Infrastructure investment and upgrade**
- **Love My Beach campaign (KBT)**
- **Focus on business engagement**

Cleansing Methodology – Review, Challenges & Solutions

- Employee contract consultation (shift system vs overtime and seasonal casuals)
- NJC T&C's vs individual local agreements (weekend working)
- Reduced hours of working (evening sweeping)
- Till 6pm in season at weekends (9pm)
- Mon – Fri 6pm in season (8pm)
- Heavily invested in larger capacity litter bins, reducing frequency and preventing full and overflowing bins. (250 x 360ltr housing units – nexus 360 on Prom) with continued investment for the towns secondary shopping areas. (investment in regeneration...)
- Multi-skilled approach with focus on core cleansing and enforcement activities (“Officers in Overalls”)
- PSPO, CPW before issuing a CPN
- [Video]

Environmental education and enforcement with a transient population

- Core Street Cleansing enforcement carried out within team
- Littering, dog fouling, dumped rubbish, enforcement stickers, RIA's, FPN's, etc..
- Links to EVH, Licensing, Trading Standards



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Environmental education and enforcement with a transient population

- **KBT Campaign – 5 year litter campaign**
- **16/17 programme to include fast-food establishments**
- **Closer working with Environmental Protection Officers (public vs private land – same process & procedures)**
- **Issuing CPW & CPN to any private landowner (incl. HMO's)**
- **Selective Licensing Scheme (incl. waste storage & collection)**
- **PSPO's (public drinking, travellers, littering)**

Finced £220...for throwing empty bottle from car



A woman who dropped an empty plastic drinks bottle from her moving car will have to pay £220 – as Blackpool Council clamps down on litter in the town.

Kelly Beardsworth, 26, Amberbanks Grove, South Shore, was seen by a council anti-litter officer when she dropped the bottle from the car as it travelled down the Promenade in September last year at 6.40am. It is the first time a person has been prosecuted for dropping litter from a moving vehicle in the resort.

Victoria Cartmell, prosecuting for Blackpool Council, said council officer Stephen Roberts followed Beardsworth's car onto a construction site.

She added: "She was issued with a £50 fixed penalty ticket which should be paid in 14 days. However, the ticket was not paid .“She did not respond to a further letter so the defendant was summonsed to appear at court.”

Beardsworth, who admitted the offence brought under the Environment Act, said:“It was just a mistake.

“I am not usually a person who drops litter.“I did not pay the original ticket because I put it to the back of my mind.“My grandmother has just died and my head has been all over the place.”

She was fined £80 and ordered to pay £140 court costs.

Coun Gillian Campbell, deputy leader of Blackpool Council, said: “Littering is one of my biggest bugbears and I can't stand people who throw rubbish on the ground with complete disregard for the cleanliness of the town.“Our staff work really hard to keep Blackpool looking as tidy as possible but incidents like this just make it so much more difficult.“When budgets are being squeezed we need everybody to play their part in keeping Blackpool clean and tidy.

“Nobody is ever too far from a litter bin or, in this instance, it's not hard to keep the rubbish in your car and take it home with you to throw away.”

Flooding...









Questions...

