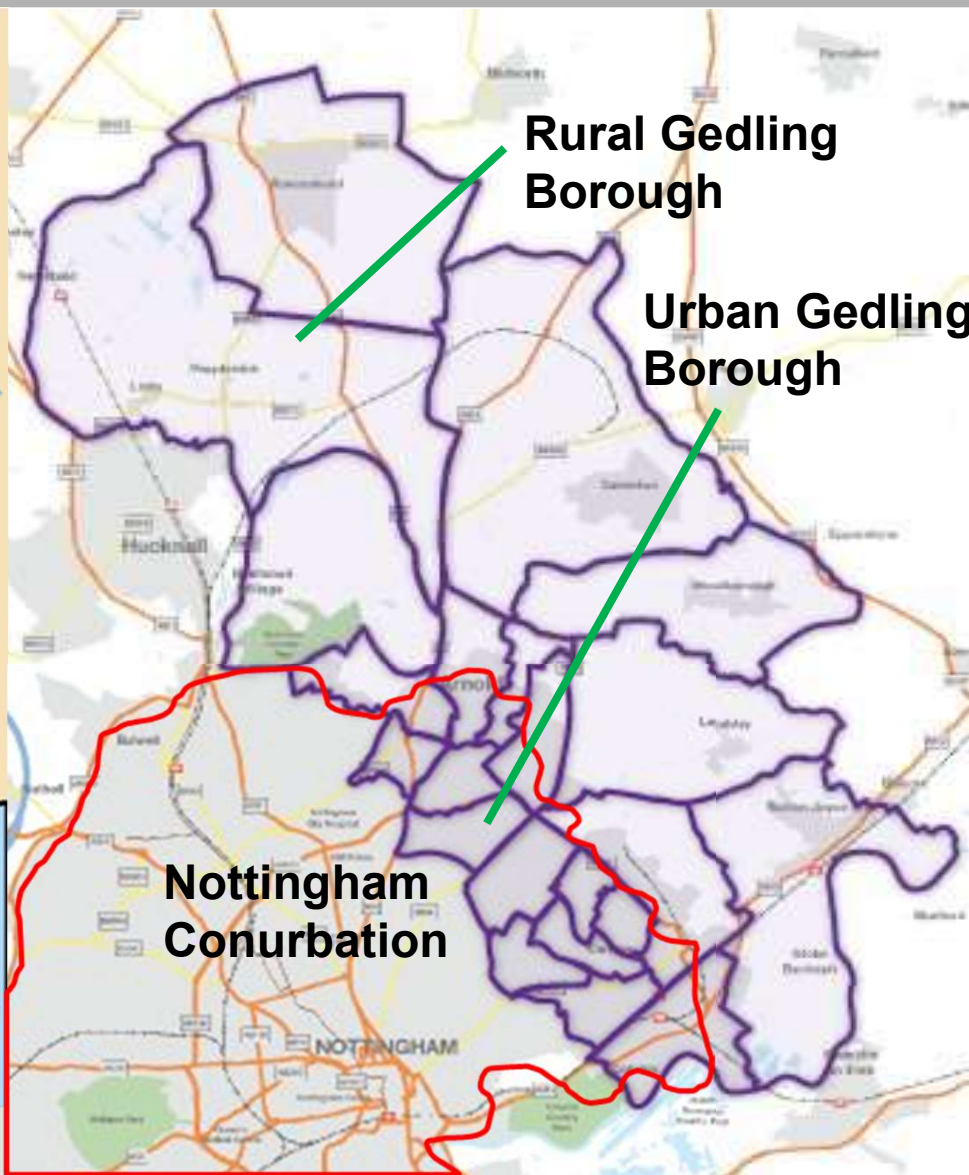




Partnership Working to Improve Environmental Quality

**Speakers – Terry Ball / Melvyn Cryer
Parks and Street Care (PASC)
Gedling Borough Council**



The Street Cleansing Crew



Environmental Operations

- Empty 'mixed waste' litter bins over 58,000 times annually
- Cleanse over 2,000 miles of road gully's, water channels and footpaths
- Daily cleanse 4 large Nottingham conurbation retail town centres and several villages
- Weekly cleansing of main A roads
- Six - Eight weekly cleansing of other road and streets



Environmental Operations

- Cleans public toilets over 4000 times annually
- Remove Graffiti and hazardous waste (including asbestos)
- Remove fly tipped waste
- Clear up after road traffic accidents and spillages
- Remove dead animals from the highway



Background

- In these times of perma-austerity, the Council like others is having to cut millions from their budgets
- Whilst Customer demand for Street Cleansing remains a high priority, scoring high in public expectation surveys.
- We dropped significantly and were asked to improve quality



Creation of a Environmental Task Group

Created a cross departmental team of staff, using their professional knowledge and expertise, made up of representatives from:

Street Cleansing Staff

Parks and Street Care Management

Public Protection & Environmental Health

Neighbourhood Wardens &

Area Neighbourhood Co-ordinators &

Town Centre Management

Tasked with finding solutions to environmental issues,

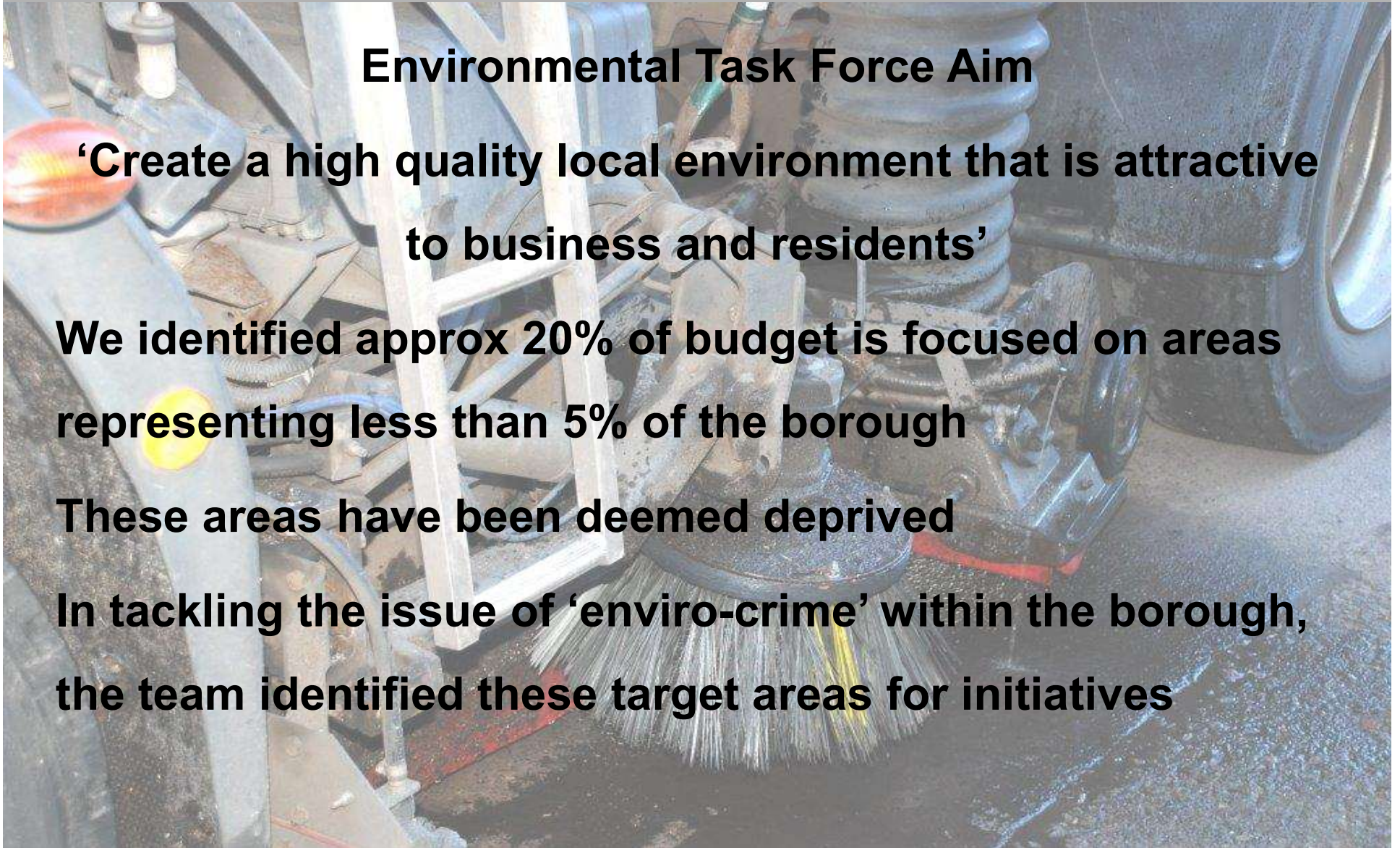
Environmental Task Force Aim

‘Create a high quality local environment that is attractive to business and residents’

We identified approx 20% of budget is focused on areas representing less than 5% of the borough

These areas have been deemed deprived

In tackling the issue of ‘enviro-crime’ within the borough, the team identified these target areas for initiatives



The task force realised that to make an impact, a series of cross agency 'action weeks' would be required

The Keep Britain Tidy 'Great British Spring Clean' was used to kick start the project



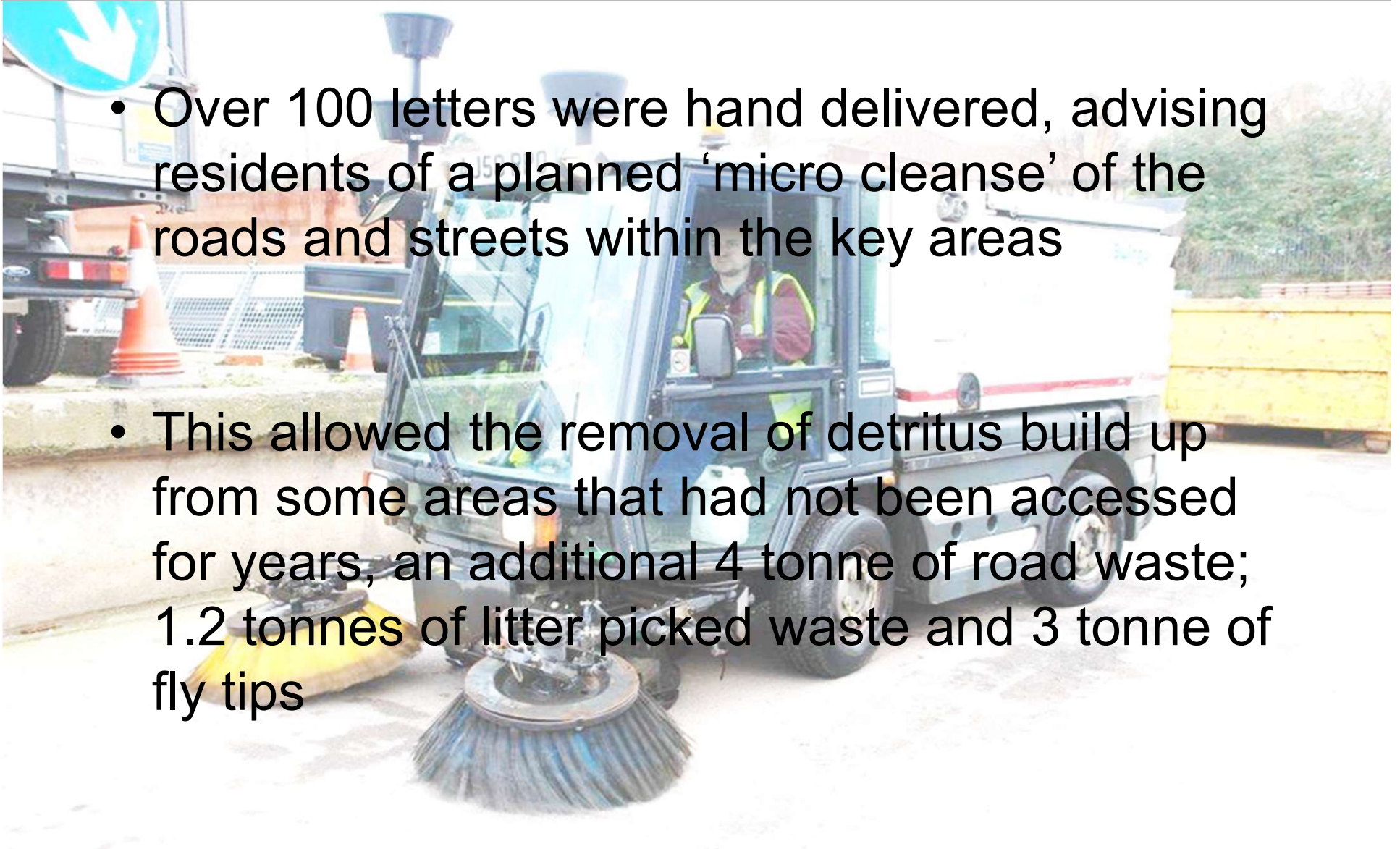
Initiatives (1)

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



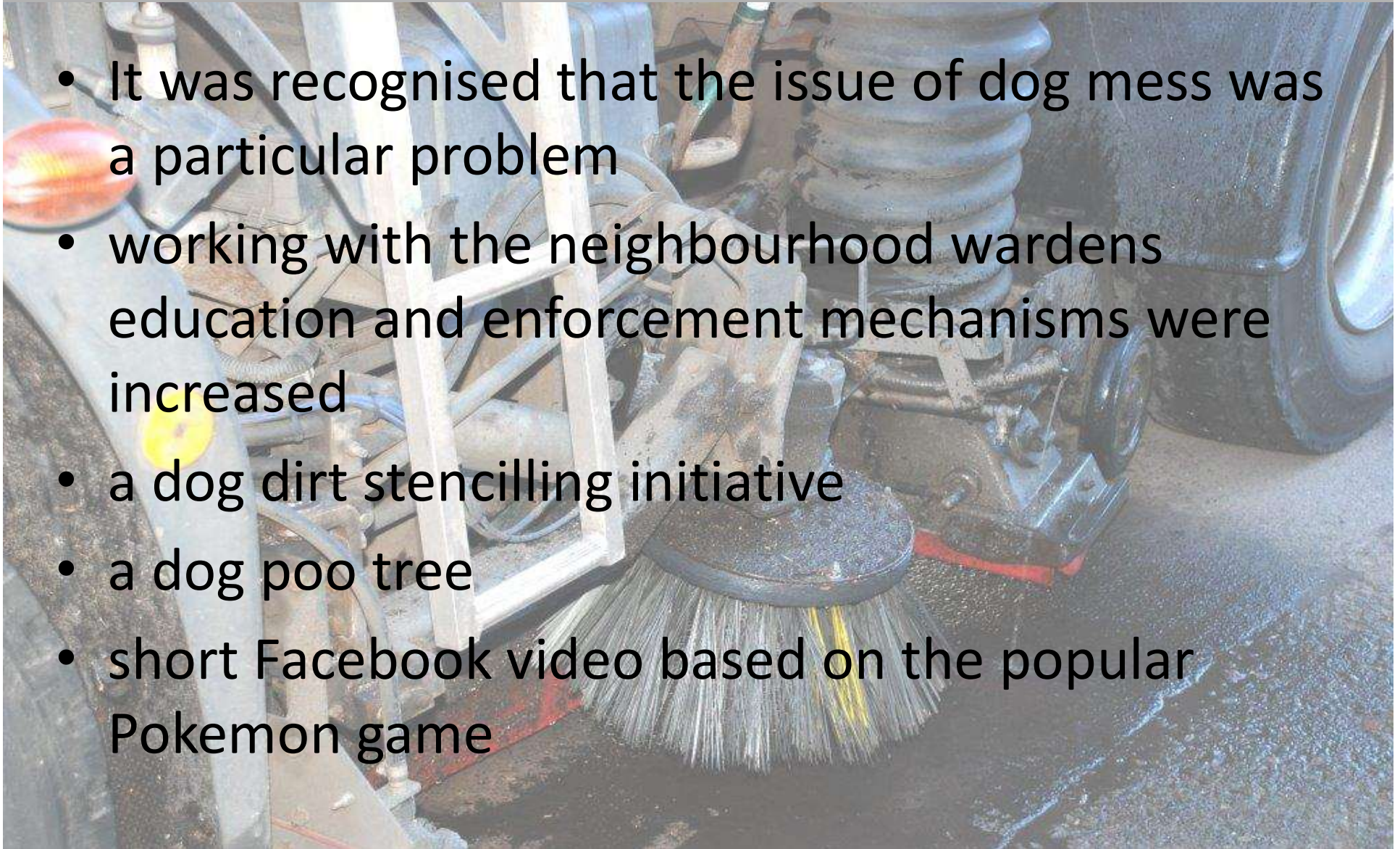
Initiatives (2)

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



Initiatives (4)



Initiatives (5)

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



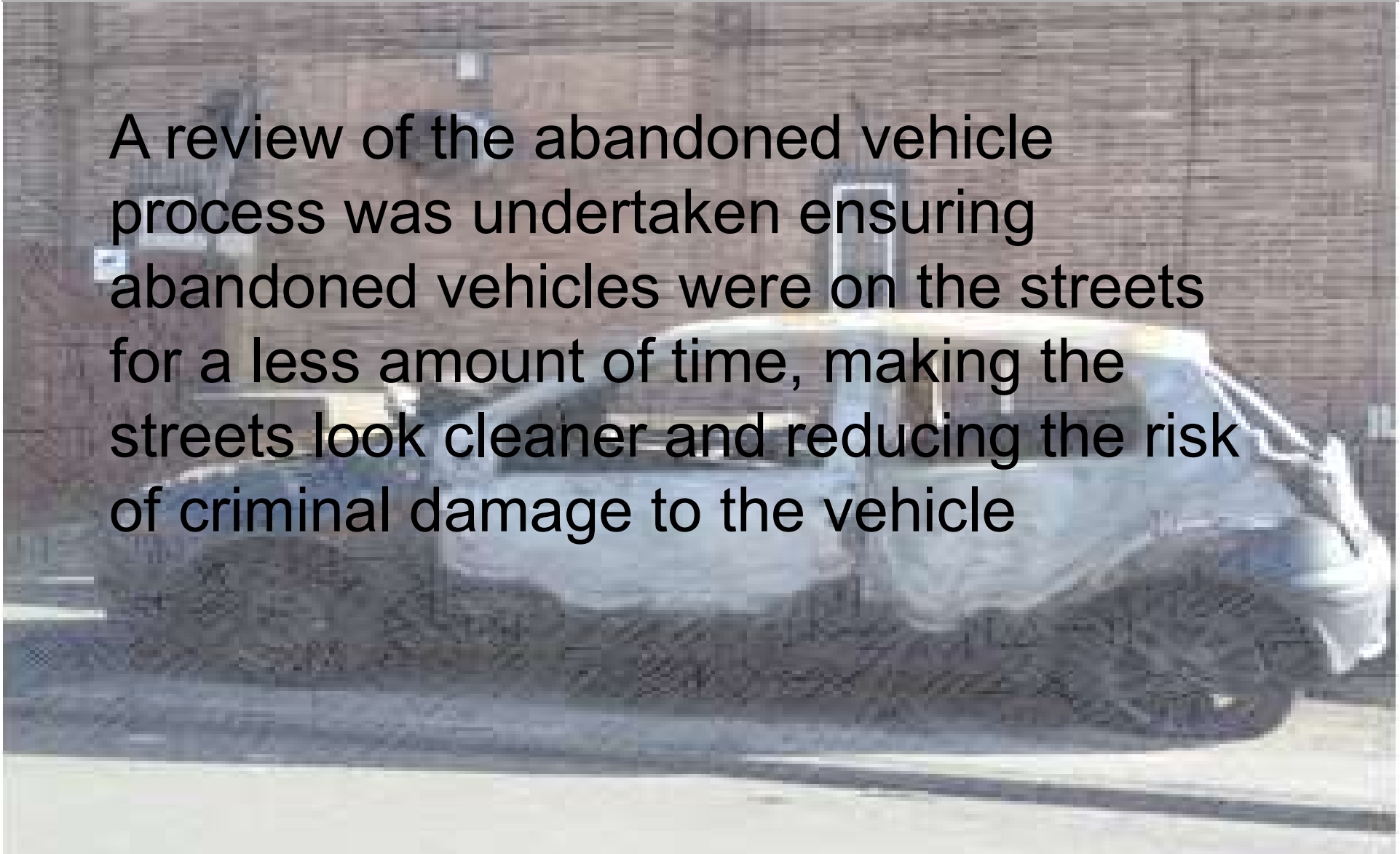
Initiatives (6)

- 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 covert cameras



Initiatives (7)

A review of the abandoned vehicle process was undertaken ensuring abandoned vehicles were on the streets for a less amount of time, making the streets look cleaner and reducing the risk of criminal damage to the vehicle



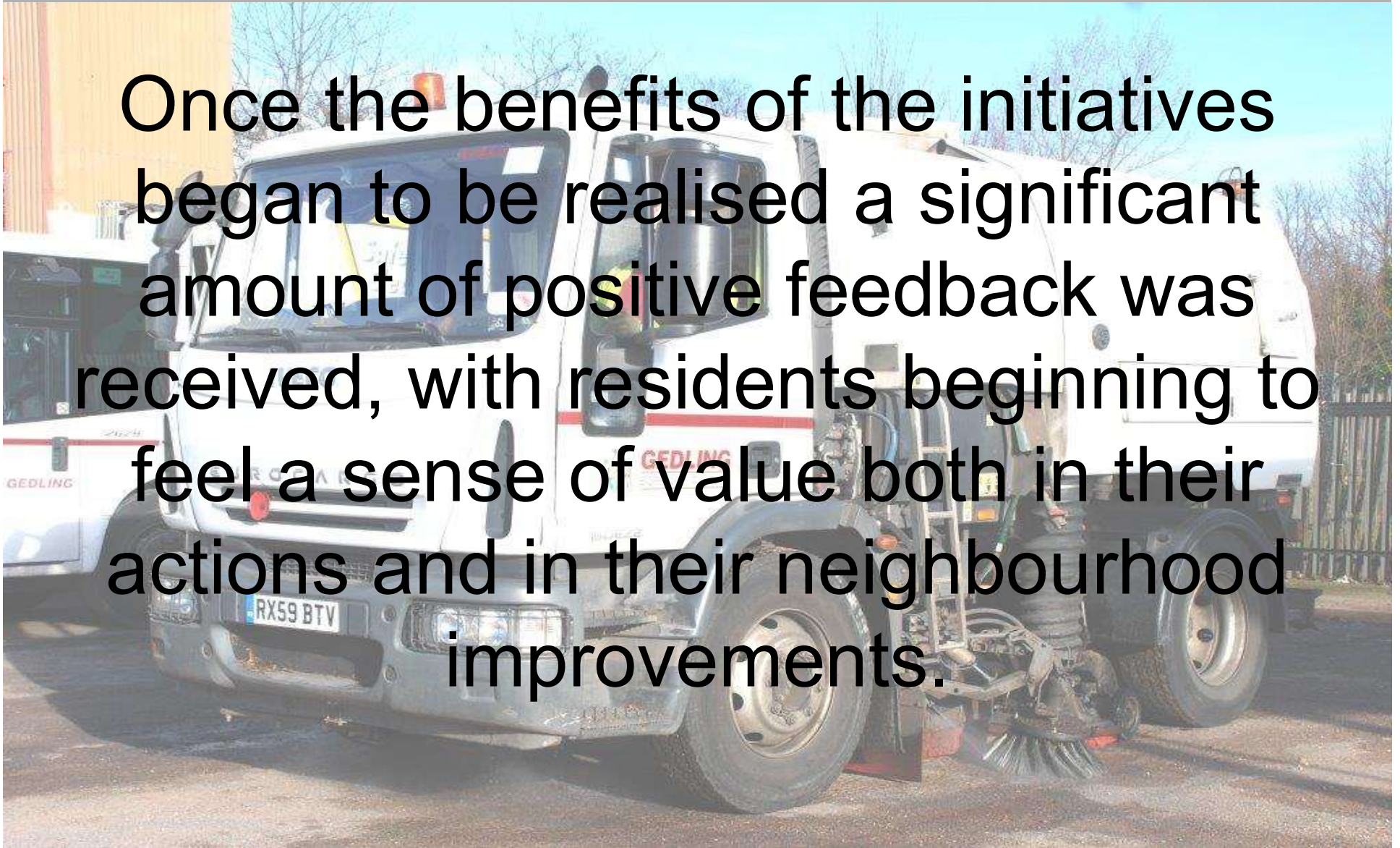
Publicity / Social Media

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



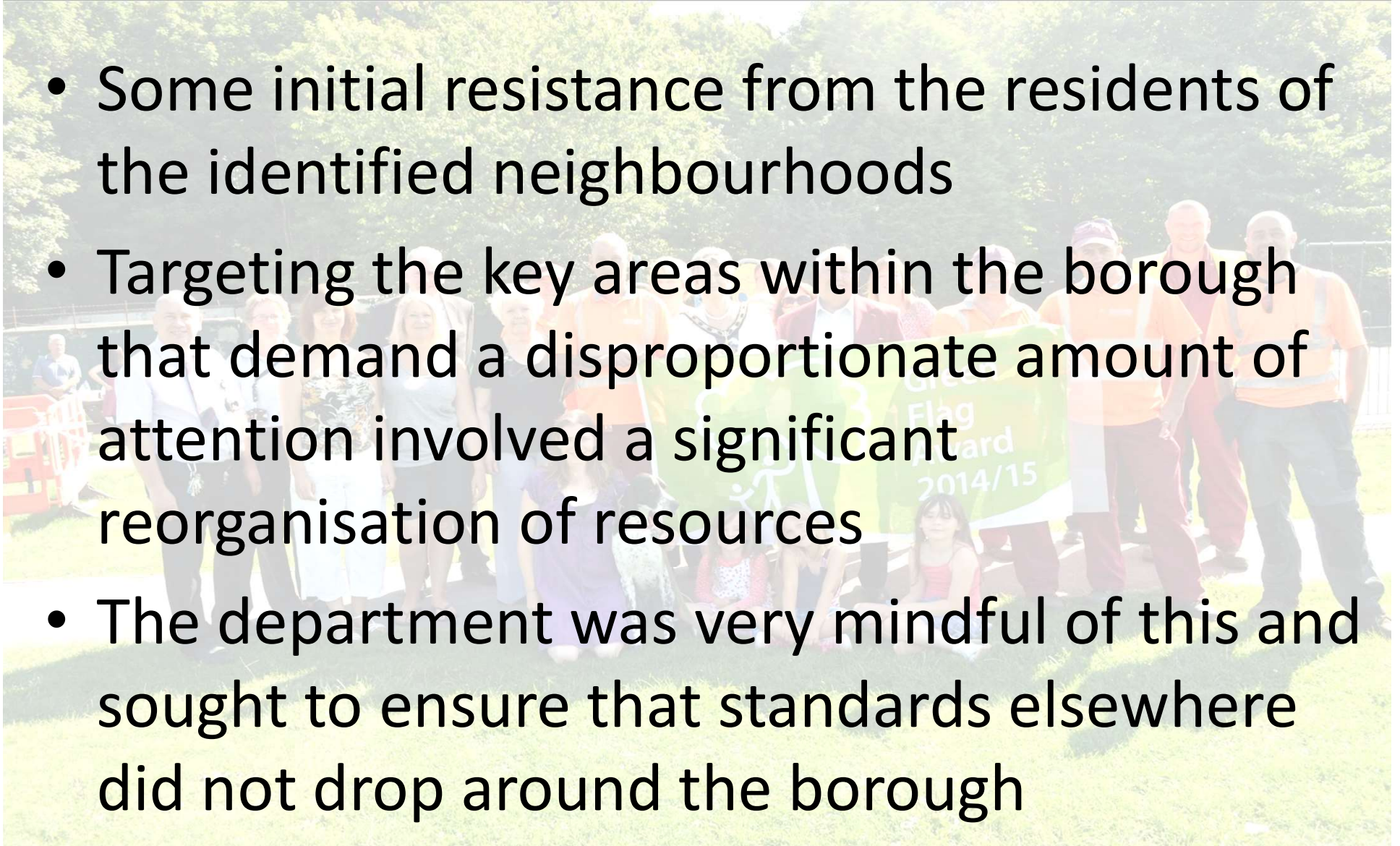
Success !

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 their actions and in their neighbourhood improvements.



Challenges Overcome

- Some initial resistance from the residents of the identified neighbourhoods
- Targeting the key areas within the borough that demand a disproportionate amount of attention involved a significant reorganisation of resources
- The department was very mindful of this and sought to ensure that standards elsewhere did not drop around the borough



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, side waste and bins on streets.
- Commitment to educating the next generation about sustainable waste management

