



What is the outlook for local government street cleansing services?

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The road to 2020

A manifesto for the Ensuring Council



What will local government look like in 2020?

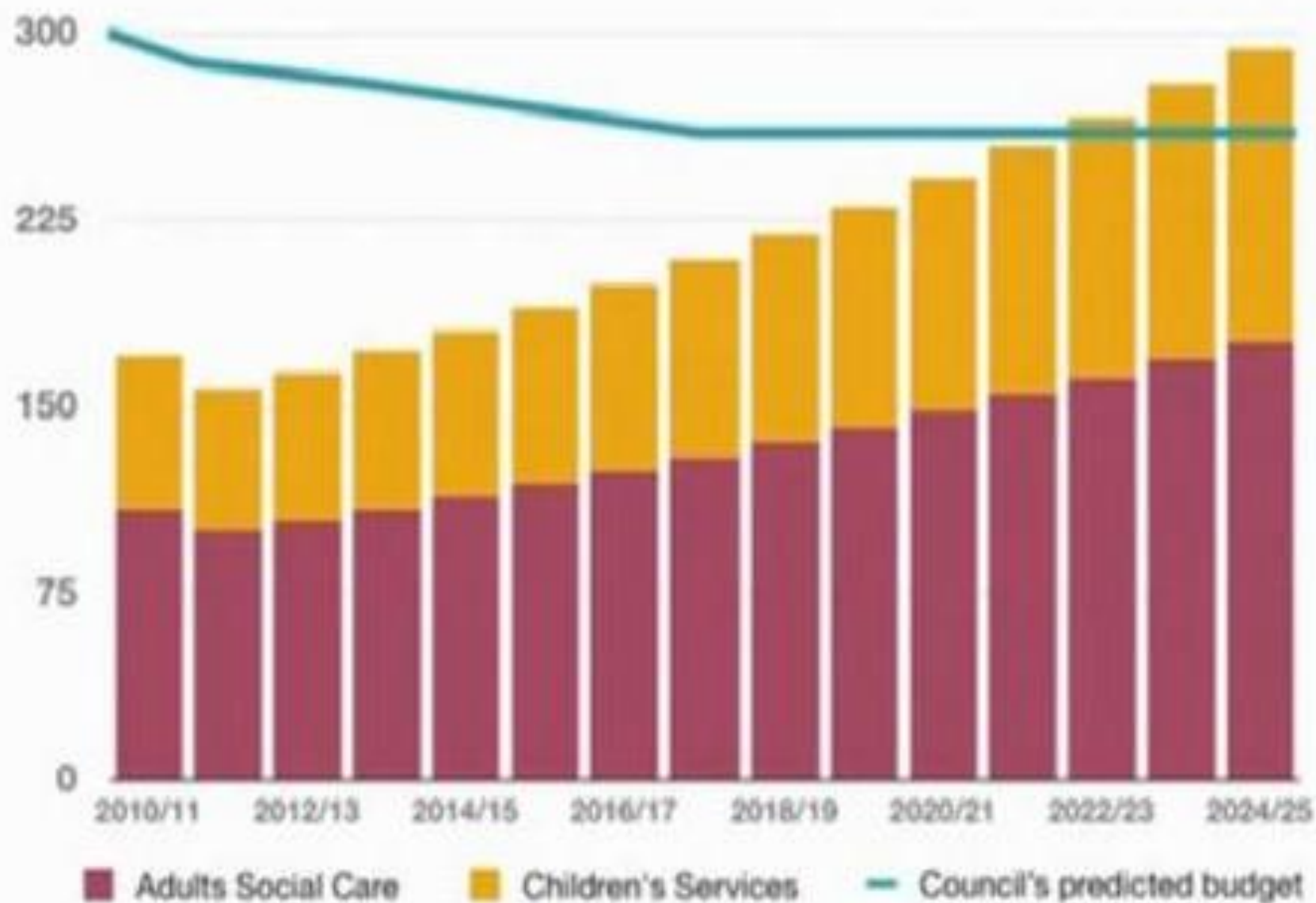


Defining an Ensuring Council

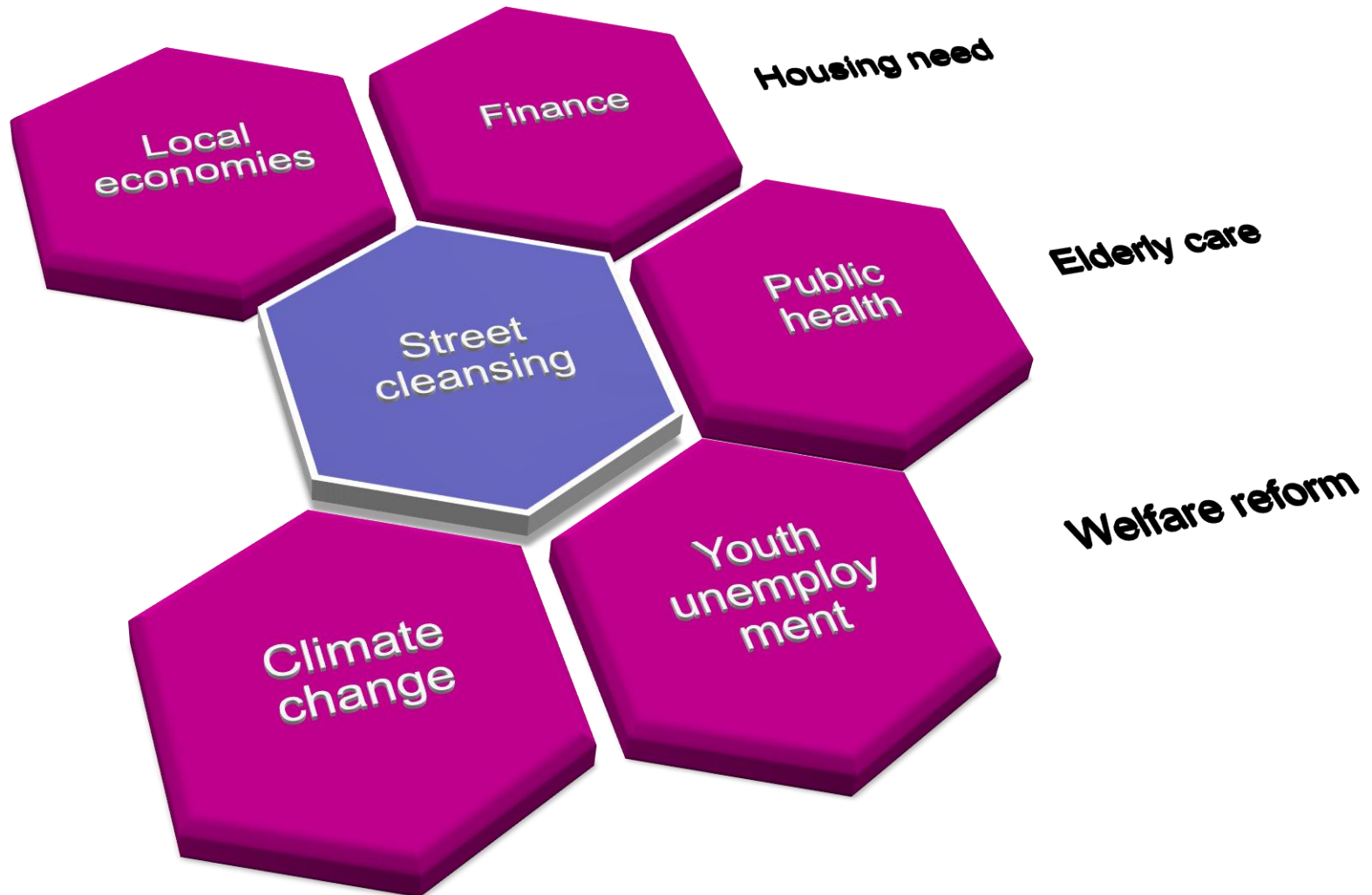


- Exercising stewardship
- Retaining core capacity
- Municipal entrepreneurship
- Collaboration not competition
- Primacy of politics
- Promoting social justice

The 'Graph of Doom'



Public policy challenges



The challenges for street cleansing



- The funding situation:
 - 77% think that funding will decrease by over 5% in the next 5 years
 - Over 20% think that it will decrease by more than 20%.
- Standards of cleanliness
 - 77% think that cleanliness standards have decreased or stayed the same during the past year
 - 83% expect standards of cleanliness to stay the same or decrease

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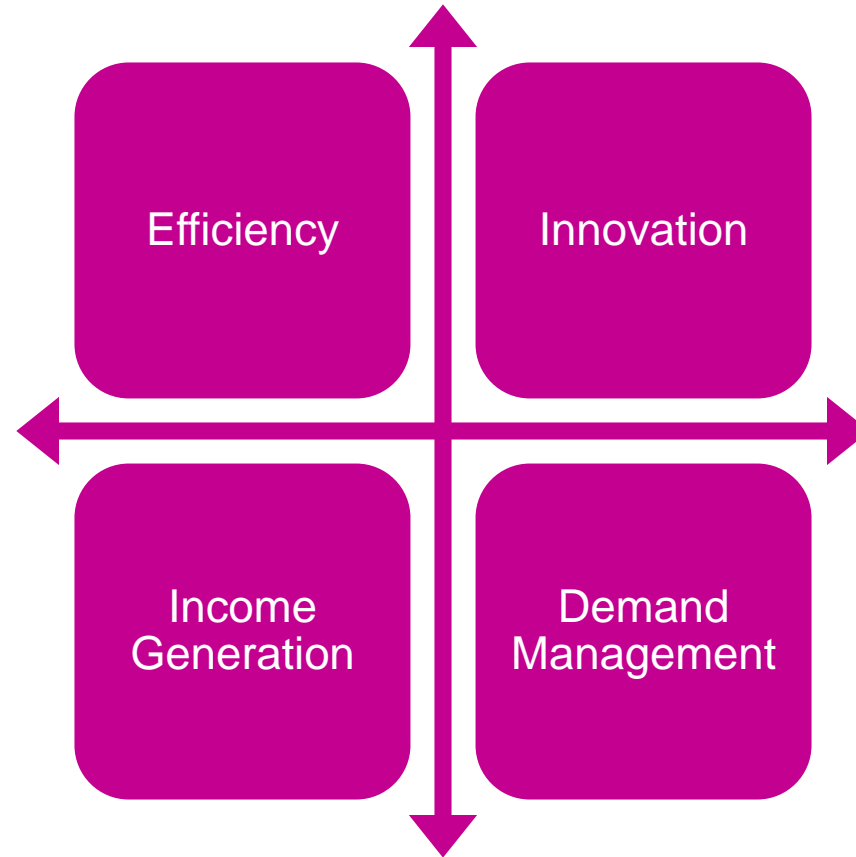
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Financial Armageddon or Managed Transformation?

*Where next for local government's
front line?*



The pillars of excellence



Efficiency



- Changing shift patterns/working days, overtime and staff reductions
- Review of mobile teams and a reduction in barrow staff
- Review of mechanical sweeping
- More reactive working
- Scheduling service based on need rather than frequency
- Reduction in frequency
- Review of cleansing routes/ route optimisation
- Review of plant, vehicles and equipment
- Alternative service delivery models and shared services/merging services e.g. with grounds maintenance
- Systems thinking and lean working
- Stopping certain services e.g. graffiti removal, cleanliness inspections

Where the costs are...



Cost	Proportion of total
Staff	62%
Transport	19%
Central establishment charges	7%
Premises	3%
External	3%
Departmental admin.	2%
Waste disposal	2%
Subcontracting	1%

Income generation



- Providing property clearance and cleaning services to the ALMO
- Private sector cleansing e.g. car parks, road sweeping, weed killing, removal of syringes and dead animals from commercial land, etc
- Cleanse on behalf of developers for unadopted highway
- Renting available space within our depots to local businesses
- Sponsorship and advertising panels in litter bins
- Events e.g. sporting events
- Care of garden charging
- Charging to other in-house sections e.g. parks and cemeteries
- Offering services to Parish Councils
- Provide services to other public services e.g. NHS, educational establishments, Fire services and Military

Municipal entrepreneurship



Local authority

Innovative public services ahead

NO

Bureaucracy

Inefficiency

Stick-in-the-mud attitudes

Municipal Entrepreneurship



- West Lindsey – the entrepreneurial council
- Tayside Contracts – shared services
- Wrexham – renewable energy
- Shropshire – shire services trading
- Hertsmere – Elstree studios
- Hull – Kingstown works limited
- Swansea – service redesign

Innovation

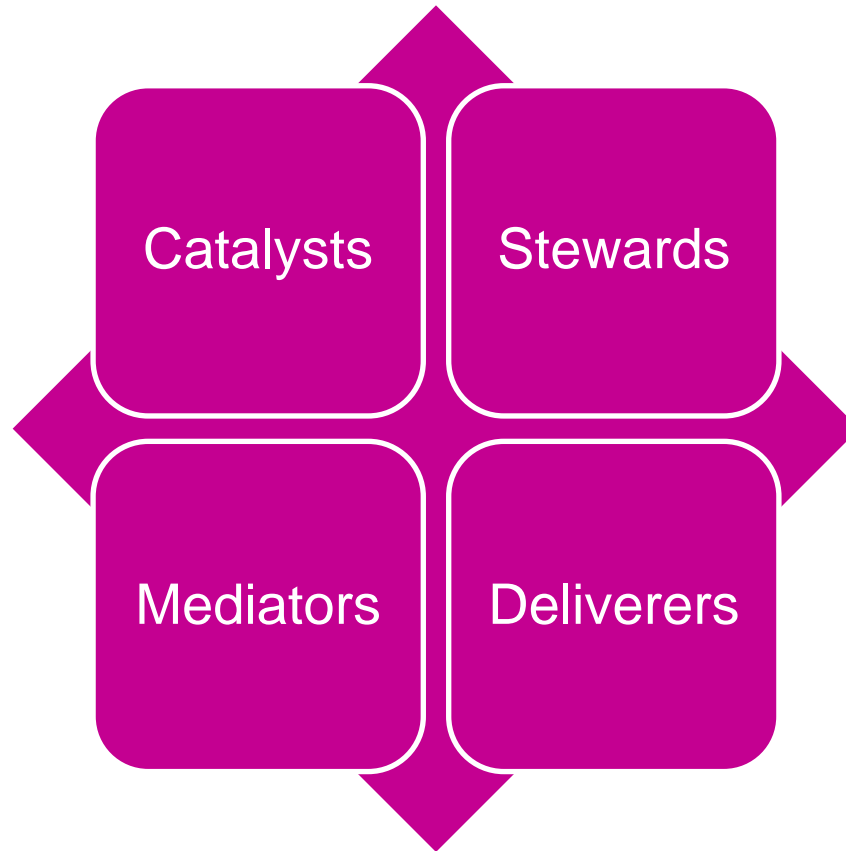


Innovation on the frontline:

How engagement with the local government workforce can improve service delivery in austere times



Who are the public entrepreneurs and innovators?



Demand management

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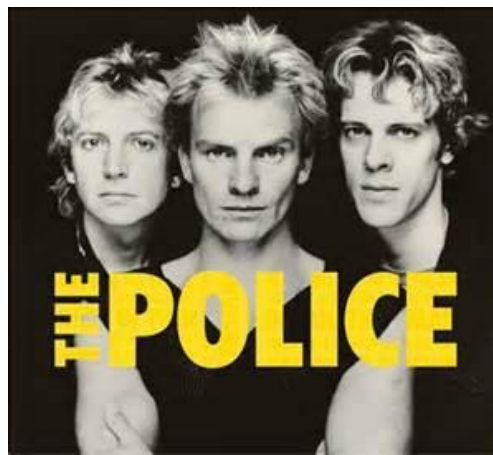
Education

- Litter campaigns (78%)
- Educational awareness in schools (74%)
- Dog fouling campaigns (67%)
- Smoking-related litter campaigns (41%)
- Chewing gum campaigns (26.5%)
- National Love Where You Live campaign (26.5%)
- Graffiti campaigns (22%)
- Junior citizen events (16%)
- Community wardens (14%)

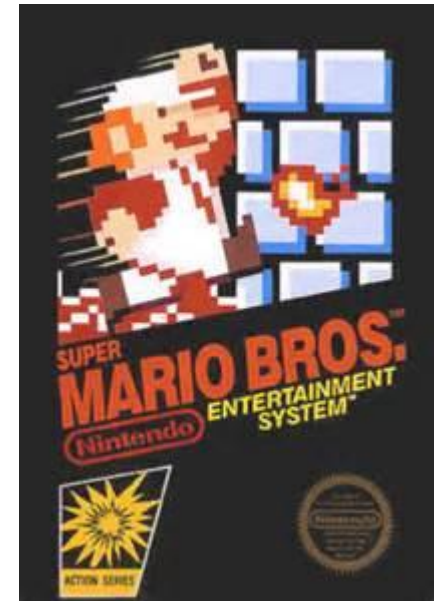
Enforcement

- On the spot fines for littering (80%)
- Issue of FPNs to businesses not registered to carry waste (61%)
- Issue of litter clearing notices (54%)
- Use of dog control orders (47%)
- Issue of street litter control notices (40%)
- On the spot fines for fly-posting (36%)
- Control/prevention of the sale of vehicles on the road (36%)
- On the spot fines where waste is left out at the wrong times (34.5%)

I ♥ 80s



Beyond Enabling



Principles of the Ensuring Council



Principles

What does this mean in practice?

Stewardship

Ensuring the social, economic and environmental well-being of the local area

Core capacity

Maintaining advantages of in-house services to meet local needs

Municipal entrepreneurship

Opportunities for innovation and income generation

Collaboration

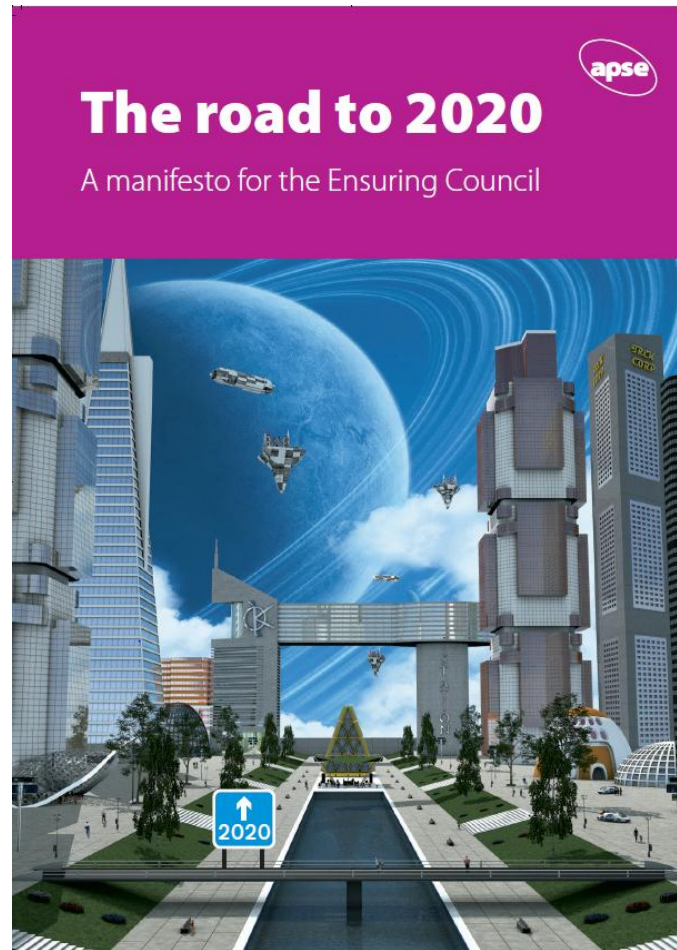
Working with other providers on a collaborative basis rather than through competition

Politics

Grounding local decision making in political accountability

Social justice

Meeting the needs of the community



LOCAL SERVICES

LOCAL SOLUTIONS



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