

Managing the Public Realm

Richard Bradley

Interim Executive Director of
Economy, Environment & Culture

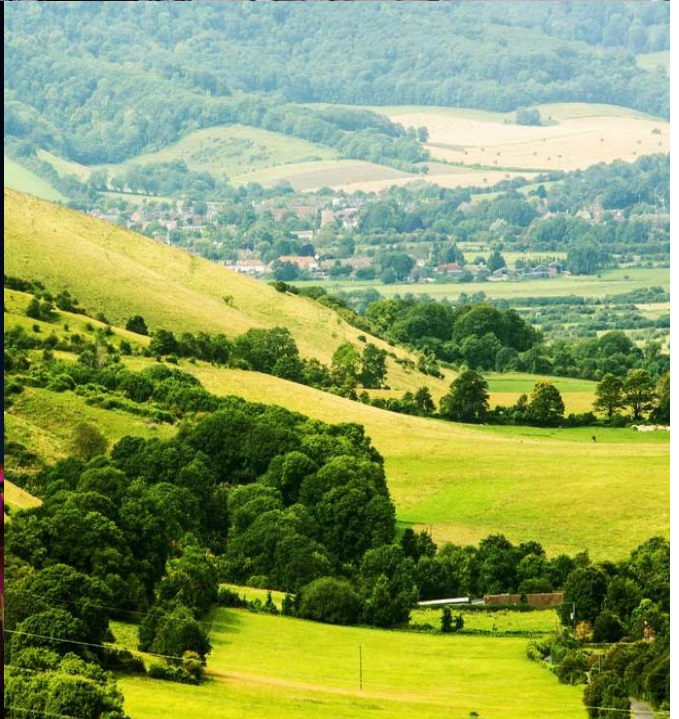
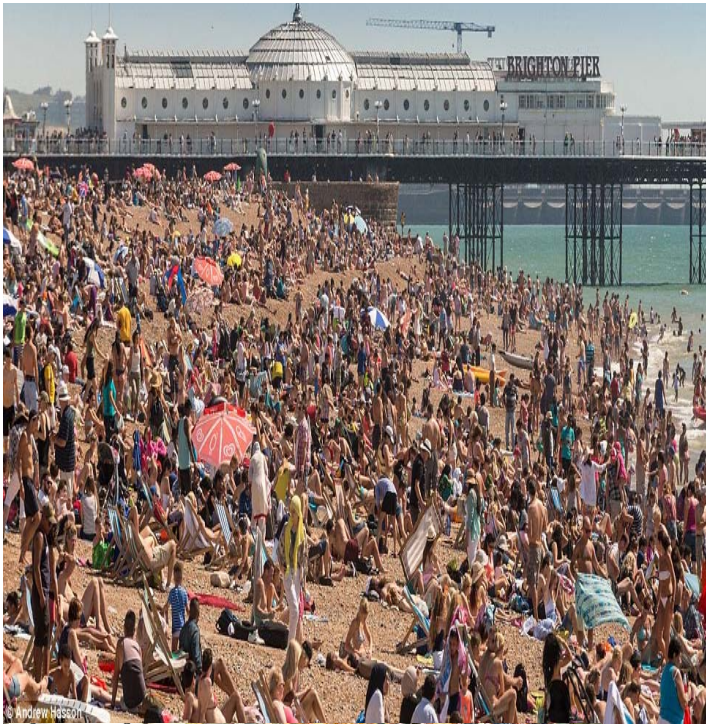
Brighton & Hove City Council



Brighton & Hove City Council

- 3rd largest city in south of England
- 2012 population = 275k. Est 2020 population 290k
- 12 million annual visitors
- 70k train passengers to London each day
- 35k student population
- High density (126k properties) & surrounded by 10 miles of coastline & South Downs National Park





Brighton & Hove City Council



- £1bn private sector led seafront investment programme
- £500m Waterfront project
- British Airways I360
- City Plan – c30,000 additional homes



Managing the Public Realm

- 146 street cleansing staff
- Supplemented by 20 seasonal beach cleaners
- 5am – 10pm, 365 days a year
- Enforcement & Education
- Spend more vs managing demand differently



Demand & Technologies



Communal Refuse & Recycling

- Used in areas of high density housing
- One communal refuse bin = 40 domestic properties
- c200 refuse collections per day, 7 days a week x 2 rounds = equivalent of 100,000 properties
- Sensor technology / round configuration



Demand & Technologies

- Chargeable Garden Waste
 - £180k via on line payment
 - 90% channel shift
- 80% reduction in collections
 - 6-8 staff released



Digital Marketing

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BREAKING NEWS » [see home requires improvement, says official report](#) » [Sex attacker strikes twice in a week in Brighton suburb](#) » [Missing teenager found safe in Brighton](#) » [Police release](#)

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August 2016

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Prime Minister sends message of support to Brighton Pride

Posted On 04 Aug 2016 at 10:12 pm By: Frank le Duc Comment: 0

Prime Minister Theresa May has sent a message of support to Brighton Pride.

Brighton Kempdown MP Simon Kirby, a fellow Conservative and a Treasury minister in her government, said: "I have been asked to pass on this message of support for Brighton Pride from the Prime Minister."

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- Sex attacker strikes twice in a week in Brighton suburb
- Police release Mile Oak murder suspect on bail
- Boy, 15, stabbed on Brighton seafront this morning
- Hove care home requires improvement, says official report
- Brighton woman's death sparks short-lived murder investigation
- Missing teenager found safe in Brighton
- Momma Chem helps open soul food fusion restaurant in Croydon
- Family pay tribute to murdered Portslade teenager
- Man held over murder of 19-year-old woman in Portslade

for just £1 a week

Mrs May said: "I want to send my very best wishes to the many thousands who will come together for Brighton Pride this weekend.

"It is absolutely fitting that the UK's biggest Pride festival should be in a city so famous for its tolerance and diversity.

"Brighton has led the way in campaigning for LGBT rights and equal marriage was brilliantly championed by all three of your MPs – Peter Kyle, Caroline Lucas and Simon Kirby – each from different political parties.

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Corbyn pledges to harness power of new Labour members as he addresses TUC at Brighton

Posted On 15 Sep 2015 at 3:28 pm By: Jo Wadsworth Comment: 1

WITH VIDEO: The surge in Labour membership since the election of Jeremy Corbyn has reached 30,000, the new leader told the TUC at its conference in Brighton today.

Mr Corbyn arrived at the Brighton Centre shortly after 2pm today, to a rousing welcome from scores of people, many of them members of the People's Republic of Brighton and Hove.

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Find out more at brighton-hove.gov.uk/gardenwaste

As he arrived at the back of the centre, they chanted "Jez we can! Jez we can!" while camera crews and photographers looked on.

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Corbyn greeted by the People's Republic of Brighton and Hove at the TUC Congress



Any Questions

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Brighton & Hove City Council

