

Environmental, Performance & Financial Benefits

- **Government Initiatives**
- **Community Volunteers**



Dave Wesson
Street Cleansing Team Manager
Dudley MBC

The Metropolitan Borough of Dudley

- estimated population of 319,419
- 38 square miles (9800 hectares)
- 138,852 occupied households
- 1005.8 km of roads
- 24 electoral wards
- 72 elected members

2019/20 Street Cleansing Budget

- £3,217,300
- £10.07 per head of population
- £23.17 per household



Links to our Council Priorities

Street Cleansing contributes to many national agendas and also to all the Council Plan key priorities and particularly:

- **A Cleaner and Greener Place**
 - Providing clean streets and attractive green spaces
To improve street cleanliness and reduce fly tipping
- **Stronger and Safer Communities**
 - Tackling antisocial behaviour through removal of litter, fly tipping, graffiti and drug paraphernalia
- **Growing the economy and creating jobs**
 - Neighbourhood town and regional economies benefit from clean streets
- **A Community Council**
 - Enabling community action groups to support delivery of services by providing them with information, necessary materials, equipment and waste disposal



February 9th, 1979

Government Initiatives

1990-2000 Compulsory Competitive Tendering

- 2 x Street Cleansing contracts won in-house

2003/4 Best Value Performance Indicator No 199

- Based on COPLAR grades (EPA 1990)
- Identified 10 land class uses
- Scheduled inspection regime
- 900 Inspections (3 cycles)
- Ward specific (Indices of Multiple Deprivation)

2003/4 Flycapture

- DEFRA
- National database
- Number of fly-tipping incidents per month (annually)



Government Initiatives

LPSA Award
2003 - 2006

- Target 9
- Additional £50k budget
- Reduce BV199 detritus score for the 3 highest scoring land classes

Baseline (March 2003)

- High Density Hsg = 36%
- Rural Roads = 58%
- Other Highways = 64%

Achieved (March 2006)

- High Density Hsg = 26%
- Rural Roads = 38%
- Other Highways = 34%

Authority received £500k award for achieving Target 9

The environmental value Performance management

- Increased budget of £225k
- Addition of 3 x intermediate sweepers
- Introduction of fortnightly mechanical sweeping of 36 Priority Neighbourhoods (low density social housing)
 - 2005/6 BV199 score for LD Social Hsg = 26%
 - 2006/7 BV199 score for LD Social Hsg = 12%
- 2005/6 Overall BV199 score = 18%
- 2006/7 Overall BV199 score = 14%





1985



1986

Government Initiatives

FJF Fund (2010/11)

- Young Adults (under 23)
- Unemployed 6 months
- 30 hrs per week (4 days)
- 26 week contract

Cycles 1 & 2 – 2010

- 25 participants
- Monday to Thursday
(30 hrs) x 26 weeks
= 19,500 hours
= £163,605*

Cycles 3 & 4 – 2011

- 20 participants
- Monday to Thursday
(30 hrs) x 26 weeks
= 15,600 hours
= £130,884*

* Based on 2010 basic hourly rate for litter picking operative

The environmental value



Community engagement

- In 2017 conversations started with local organisations, groups and businesses around the borough to create a shared vision for Dudley borough
- One such vision is to make this borough:
 - “a place of healthy, confident and resilient communities with high aspirations and the ability to shape their own future”



One way in which street cleansing supports this vision is through the *love* *your community* campaign

Want to Carry Out Your Own Community Litter Pick?



If you love your community and you want to keep Dudley borough's environment clean and litter free, Dudley Council is here to help.

Get your friends and neighbours together to carry out a community litter pick in your area and we'll provide you with equipment such as litter pickers and bags. We'll also dispose of any waste you collect.

For more details contact the Street Cleansing team on

01384 814591 or
street.cleaning@dudley.gov.uk

- We use every resource we can, as well as attending community events and corporate engagement platforms, to promote this message and to raise awareness of how street cleansing can support anyone who wishes to get involved



We provide our volunteers with safety information, litter picking equipment and waste disposal

- ✓ Refuse sacks
- ✓ Litter pickers (adult's & children's)
- ✓ Bago rings
- ✓ Hi-vis vests (adult's & children's)
- ✓ Gloves (adult's & children's)
- ✓ Sharps kits
- ✓ Handicarts
- ✓ Brooms
- ✓ Shovels
- ✓ Hoes
- ✓ Litter bins



- Equipment can be collected from our Depot, or delivered on site
- It can be on short term loan (one off event) or long term loan for anyone wishing to undertake regular picks
- Waste is collected from an agreed location at an agreed date and time, and is recycled wherever possible





Volunteer Community Litter Pick

I would like to personally thank you and your group of volunteers for organising and carrying out this community litter pick.

Could I ask you to take a few minutes to complete this short survey form concerning today's event, thus helping us to continue to support groups such as yourselves.

Information supplied will be used within Street Cleansing and will not be passed on to any third parties.

Thank you.

Dave Wesson (Team Manager – Street Cleansing)

1. Name of voluntary / community group:
2. Date of community litter pick event:
3. Area in which litter pick taking place:
4. How many volunteers were in your group today: **Adults** **Children**
(16 & under)
5. How long were your group litter picking today: **Hours** **Minutes**
6. How many sacks of waste did your group collect today: **Number**
7. If your group collected any other type of waste which couldn't be bagged up, please describe:
.....
.....
8. Could you please give a general indication of the type of waste you collected during your litter pick today, by ticking all that apply:
Fast Food Wrappers **Cigarette Waste** **Drinks Cans & Bottles** **Confectionary Wrappers**
Other (please specify):
9. Is this the first time your group have carried out a community litter pick? **YES / NO**
10. Is your group considering carrying out further litter picks? **YES / NO**

Please accept our thanks for carrying out this voluntary litter pick and for taking the time to complete our survey. If we can support you in any further way with any future event, please give details below (including contact details for reply):

.....
.....
.....

Monitoring the results

- Volunteers asked to complete questionnaire, telling us how many adults and children took part, for how long and the type and amount of waste they collected
- From this we record who is active, the number of picks each carried out and for how long, the numbers who participated and the amount of waste which was removed from our streets and parks



An exert from the spreadsheet (2019/20) on which the questionnaire information is recorded

Name of Group	L/pick No	Date of Event	Ward	Location Of Litter Pick	# Adults	# Children	Time Spent (hours)	Total Hours Spent	# Sacks	Description of Waste Collected				First Time		Do Again?		
										Fuel Food Wrappers	Cigarette Litter	Drinks Cans/Bottles	Confectionery Wrappers	Other (description)	Yes	No	Yes	No
Woodsetton Charitable Trust	2	06/04/2019	Upper Gornal and Woodsetton	Swanbrook Valley	12		3.5	42.00	30	1	1	1	1	1		1	1	
Black Country Party and Bham Girls Parade	11	08/04/2019	Halesowen South	Leasowes Park	16	17	1.50	49.50	11	1		1	1			1	1	
Friends of Wrens Nest National NR		09/04/2019	Castle and Priory	Wrens Nest National NR	6		2	12.00	36	1	1	1	1			1	1	
R Poole (local L/picker)	L13	06/04/2019	St Thomas's		1		0.5	0.50	2	1	1	1	1			1	1	
J Wythes	L28	10/04/2019	Hayley Green and Cradley South	ledley school area park and pub and island	1		2.0	2.00	1	1	1	1	1			1	1	
Wrens Nest NNR		11/06/2019	Castle and Priory	Wrens Nest National NR	10		2	15.00	35	1	1	1	1			1	1	
R Poole (local L/picker)	26	01/06/2019	St Thomas's	Russells Hall Park	12	5	1	17.00	29	1	1	1	1			1	1	
V Priest	L54	30/03/2019	Halesowen North		1		1.0	1.00	1	1		1	1			1	1	
St James Cllrs	16	20/04/2019	St James's	Russells Hall Park	6		1.0	6.00	10	1	1	1	1			1	1	
Gigmill Primary School	7	11/04/2019	Norton	Gigmill Primary School grounds and area	18	90	2.5	270.00	10	1		1	1			1	1	
Sedgley Pickers	4	06/04/2019	Sedgley		4		2.0	8.00	6	1	1	1	1			1	1	
R Poole (local L/picker)	L13	20/04/2019	St Thomas's		1		0.5	0.50	1	1	1	1	1			1	1	
J Wythes (local L/picker)	L28	04/05/2019	Hayley Green and Cradley South		1		1.0	1.00	1	1	1	1	1			1	1	
Friends of Wrens Nest National NR		14/05/2019	Castle and Priory	Wrens Nest National NR	4		2.0	8.00	30	1	1	1	1			1	1	
Friends of Wrens Nest National NR		09/07/2019	Castle and Priory	Wrens Nest National NR	9		2.0	18.00	34	1	1	1	1			1	1	
Dudley Park Run	32	29/06/2019	Brockmoor and Pensnett	Canal and woods near to The Dell	20	1	1.5	31.50	15	1	1	1	1			1	1	
Armstrong, Mucklow Hill, Halesowen	31	21/06/2019	Halesowen North	Armstrong, Mucklow Hill, Halesowen	12		1.0	12.00	6	1	1	1	1			1	1	
R Poole (local L/picker)	L13	02/07/2019	St Thomas's		1		0.5	0.50	2	1	1	1	1			1	1	
Kingswinford Charity Champ	45	03/08/2019	Kingswinford North and Wall Heath	King Georges VI Park, Park Lane, K.ford	10	2	3.0	36.00	11	1	1	1	1			1	1	
2nd Amblecote Brownies	35	25/06/2019	Amblecote	Area Around Scout Hut - School Drive, Amblecote	5	17	0.7	14.74	5	1	1	1	1			1	1	
St James Cllrs	39	06/07/2019	St James's	Middle park Rd Russells Hall	4	1	1.0	5.00	5	1	1	1	1			1	1	
Sedgley Evering Town Women's Guild	44	20/07/2019	Sedgley	Centre of Sedgley	11		2.0	22.00	15	1	1	1	1			1	1	

# Litter Picks supported April 19 to Jan 20	# Adults Participating	# Children Participating	# Hours Spent	# Bags Collected	# First Time Participants	# Intending to Repeat
404	668	234	1544	1162	12	336



The financial value

- April 2018 to March 2019
 - 1756 hours of adhoc voluntary litter clearance (with 1502 bags of litter removed)
 - **1756 x £10.00** (basic hourly cost of local authority litter picker)
 - = **£17,560.00** equivalent benefit cost to the authority

- April 2019 to January 2020
 - 1544 hours of adhoc voluntary litter clearance (with 1162 bags of litter removed)
 - **1544 x £10.00** (basic hourly cost of local authority litter picker)
 - = **£15,440.00** equivalent benefit cost to the authority



The environmental value

- Our street cleansing team are proud to support a number of regular and adhoc volunteer groups operating across the borough, recognising the value of working together to achieve a cleaner, greener, safer environment for everyone to enjoy
- Such an environment can help boost our local economy by encouraging businesses to relocate here and tourists to visit the many attractions our borough has to offer



The environmental value In bloom volunteers



- **Quarry Bank**
 - First entry in 2017
 - 2019 achieved their first Gold Award
 - Volunteers maintain daily cleansing of high street on behalf of the authority (aided by a daily bag collection and a weekly mechanical sweep)
- **Stourbridge**
 - In bloom suspended in 2016 due to major regeneration of the town
 - Re-entered in 2019 and achieved Gold Award
 - Committee of volunteers made up of local residents, businesses and Friends of Parks groups



The environmental value In bloom volunteers



- **Halesowen**

- 2017 Gold Award and Winner of Urban Community category
- 2018 Gold Award also Britain In Bloom Winners Urban Community category
- 2019 entry into International Communities In Bloom and achieved Bronze Award, second only to two Canadian towns
- 2019 Gold Award

- **Overall Success**

- 1 x Bronze
- 2 x Silver Gilt
- 16 x Gold



The environmental value Performance management

BV199 / NI195 / LEQSE Pro

Prior to 2003, through the CCT years, there was no performance management tool by which street cleanliness could be established

Year	Litter	Detritus	Combined
2003/4	11%	32%	21.5%
2004/5	15%	33%	24%
2005/6	11%	25%	18%
2006/7	10%	17%	13.5%
2007/8	6%	10%	8%
2008/9	4%	8%	6%
2009/10	4%	9%	6.5%
2010/11	5%	7%	6%
2011/12	2.61%	5.85%	4.23%

Year	Litter	Detritus	Combined
2012/13	3.34%	6.33%	4.83%
2013/14	3.44%	5.15%	4.30%
2014/15	2.28%	2.75%	2.52%
2015/16	2.73%	4.93%	3.85%
2016/17	3.90%	6.43%	5.17%
2017/18	4.33%	6.79%	5.56%
2018/19	2.67%	3.89%	3.28%
2019/20*	2.50%	4.88%	3.69%

* Up to Tranche 2 (Nov 2019)

Austerity - the financial impact

Service delivery

Community Budget	£71,000
Reduction of 2 Footway Sweepers	£200,000
Fuel & Overhead Efficiencies	£35,000
Closure of Stourbridge Public Toilets	£20,000
No New Dog / Litter Bins or Signage	£20,000
Stop Cleansing of PROW	£25,000
Stop Sunday Cleansing (Except 4 Major Towns)	£30,000
2017/18	
Closure of 3 Public Toilets (Sedgley / Netherton / Wollaston)	£25,000
Total Savings	£426,000

- Reduction of 2 x intermediate mechanical sweepers
- Suspension of fortnightly sweeping of 36 priority neighbourhoods
- Reduced mechanical sweeping in towns
- Scheduled cleansing of PROW's reduced to request basis only
- Reduced Sunday service

Austerity - the environmental impact

Performance management

Combined litter and detritus per land class

Year	Main Retail	Other Retail	High Ob Hsg	Med Ob Hsg	Low Ob Hsg	Ind & W/hsg	Main Roads	Rural Roads	Other H/ways	Rec	All Areas
2014/15	0%	1.11%	4.73%	3.33%	1.39%	2.22%	1.12%	1.95%	5.59%	3.86%	2.52%
2015/16	0%	2.5%	3.33%	8.89%	0.83%	6.67%	4.77%	5.28%	2.99%	2.94%	3.85%
2016/17	0%	2.80%	6.11%	6.46%	1.11%	10%	3.33%	8.89%	4.96%	8.12%	5.17%
2017/18	0.55%	1.95%	8.05%	6.39%	0.28%	11.11%	6.11%	8.33%	5.53%	7.53%	5.56%
2018/19	0%	0.83%	3.33%	3.37%	0.28%	6.11%	5.83%	7.5%	1.71%	3.77%	3.28%
2019/20*	0%	3.33%	4.58%	2.08%	0%	10.42%	0.41%	6.25%	1.68%	6.25%	3.69%

The benefits of community volunteers however, was offset by the reduction in the Street Cleansing budget, as a result of spending cuts through the austere years. The effects of which were clearly visible via LEQSE Pro.

* Up to Tranche 2 (Nov 2019)

Austerity - the environmental impact

Performance management

- 2016 zero based budgeting presentation
- Elected members
- Budget cuts = service delivery = dip in performance



- 2017-19 £275k = additional 2 x intermediate mechanical sweepers
- Reintroduction of scheduled sweeping in priority neighbourhoods and trunk roads



- 2019/20 £100k
- Reintroduction of scheduled cleansing of PROW's
- Increased waste disposal budget (fly tipping)



- 2020/21 £250k
- Increased mechanical cleansing of arterial routes across the borough
- Scheduled cleansing of CR's & KL refuges (arterial routes)



The performance value

Benchmarking

APSE – National Service Awards

- 2006 – Top 4 Finalist in Service Team
- 2010 – Winner Internal Service Team (Street Scene & Public Realm)
- 2014 – Winner Best Community & Neighbourhood Initiative
- 2014 – Finalist in Best Service Team (Street Cleansing)

APSE – National Performance Awards

- 2005 & 2006 Finalist in Best Performer Category
- 2006 Top 4 Finalist in Most Improved Category
- 2007 Winner of Best Performer Award
- 2007 Finalist Best Service Team
- 2008 Finalist in Best Performer Category
- 2009 Winner of Best Performer Award
- 2010 Winner Best Performer Award

Cont'd



The performance value Benchmarking

APSE – National Performance Awards

- 2011 Finalist in Best Performer Category
- 2012 Finalist in Best Performer Award & Most Improved Performer Award
- 2013 Finalist in Best Performer
- 2014 Finalist in Best Performer Award & Most Improved Performer Award
- 2015 Finalist in Best Performer
- 2016 Finalist in Best Performer Award & Most Improved Performer Award
- 2017 Finalist in Best Performer Award & Most Improved Performer Award
- 2018 Finalist in Best Performer Award
- 2019 Finalist in Best Performer Award



Throughout CCT and austerity, Dudley's in-house street cleansing service has prevailed.

By utilising effective monitoring systems and performance management tools, we have been able to evidence our successes and our disappointments.

This has helped us secure what we need to ensure the service continues to meet the expectations of our elected members and borough residents, now and in the future.

Thank you