

'Clean, Cleaner, Cleanest'

The drive to improve the UK's streetscene through innovation and best practice



Wednesday 13 February 2019

Conference Park, Warwick Conferences

09:00 Registration and Exhibition Viewing

10:00 **Session One**

APSE State of the Market 2018 - Street Cleansing

- Results of the state of the market survey 2018
- Future funding implications
- Income generation: the opportunities

Paul O'Brien, Chief Executive, APSE

WAMITAB - The importance of having qualified staff in today's local authority services

- What is WAMITAB?
- The role of WAMITAB in developing qualifications for cleaning and street cleaning
- New initiatives in ensuring every individual has the opportunity to learn and progress

Chris James Chief Executive WAMITAB

The importance of a shared service culture

- How and why the need for change was identified
- Introducing a new service culture – pro's and cons
- Has it been worthwhile - the benefits achieved

Mark Brazil, Senior Manager, Street Care Services, Cheshire West and Chester Council

11:30 Coffee and Exhibition Viewing

12:00 **Session Two**

Partnership working and citizen engagement: The key to a cleaner environment

- Identifying the different demands on service provision
- Developing appropriate solutions to meet complex needs
- Benefits and successes achieved

John Marsh, Head of Street Scene and Grounds Maintenance, Nottingham City Council

Developing an area management approach to environmental cleaning

- Deciding on the types of cleaning work which needed to be included
- Developing a 'right first time approach'
- The benefits and savings achieved.

Andrew Whittaker, Corporate Lead, Area Management, South Tyneside Council

Hertfordshire's multi-agency approach to reducing fly tipping

- An overview of the work of the Hertfordshire Fly Tipping Group
- The #SCRAPflytipping campaign; a 'toolkit' of communication materials (available to other local authorities free of charge)
- The benefits of a consistent approach between authorities

Jennie Probert, Environmental Strategy Manager, Three Rivers District Council and Vice Chair Hertfordshire Fly Tipping Group

13:15 Lunch and Exhibition Viewing

14:15 **Session Three**

The creation of multi-functional environmental high impact teams to delivery high quality local environments

- Defining the problem needing addressing
- Creating the teams and defining their role
- Outcomes and team successes.

Speakers: Mike Brown Chief Operating Officer & Louise Rice, Business Partner (HR) Liverpool Streetscene Services

Creating a 'virtual' enviro crime team

- Developing a 'can do' attitude to environmental cleansing problems
- Adopting a zero tolerance approach
- Creating the right partnerships, co-ordinating and maximising resources

Shaun Fudge, Environmental Protection Team Leader & Dave Cole, Envirocrime Enforcement Officer, South Gloucestershire Council - *Winners of APSE's 2018 Streetscene Innovation Award*

What's the word on the street?

- Does service structure really make a difference?
- How do we measure and ensure quality?
- Is there a most effective service delivery model?

Dave Henrys, APSE Associate

15:15 Seminar close

About the seminar

Continuing budget cuts are beginning to take their toll with public satisfaction levels falling as local authorities try to cope with less resources. With this in mind the seminar looks at how, through better planning at both national and local level, services can still deliver the quality local environments we all aspire to.

It is widely recognised that clean and pleasant local environments have a wide range of cross-cutting benefits including improving public health and well-being and promoting the image of the area in its drive to develop economically sustainable communities through the attraction of new business and residents.

Linked to this is the growing realisation that due to diminishing local authority resources, there is a need to manage increasing demands for service by adopting behavioural change methodologies, such as education, public engagement and ultimately enforcement when necessary. However more and more local authorities are now realising because of the variety of factors which influence an areas cleanliness there is a need to develop working partnerships with like-minded agencies and through the sharing of resources develop more effective solutions to shared problems.

The seminar will therefore show how local authorities are meeting these challenges by changing service delivery in innovative ways - thus allowing more sustainable services to be delivered. As well as managing reduced service budgets more effectively, the seminar will also consider how behavioural change, whether it be education, engagement or enforcement, is being used more innovatively and effectively.

The aim of the seminar is therefore to provide delegates with the latest information, examples of innovation and real life case studies, which together will equip local authorities for the forthcoming challenges facing their services.

APSE has brought together a wide variety of speakers who will explain to delegates how they have transformed policy into practice to achieve these changes.

Experienced speakers will address key issues including:

- Outlining the latest research data on how local authorities are managing their services
- The importance of training provision and clear career pathways to ensuring future service sustainability
- The way new technologies are improving resource allocation and service efficiency in the war against fly-tipping
- How the development of a defined and shared culture can improve service delivery and outcomes both to staff and for residents.
- The use of multi-functional teams and behavioural change techniques to address local environmental cleanliness problems
- How local authorities are using a wide variety of

innovative techniques ranging from the real to the virtual to address environmental crimes in particular fly-tipping.

- The benefits of delivering cross cutting services over a 7 day working week, 20 hours a day!
- Identifying the importance of a clean environment to an areas' economic success.
- The success of adopting a clean-all approach

The seminar is planned to allow considerable time for debate and questions.

Who should attend?

- Chief Executives
- Directors of Environment
- Heads of Service in Street Cleansing, Streetscene and Public Realm
- Policy and Performance Officer
- Environmental Enforcement and Education Officers
- Cabinet Members and Elected Members with an interest in the local environment, public realm and streetscene services

Reserve your place now by completing the booking form and emailing it back to Alistair Holcroft at aholcroft@apse.org.uk or by completing the online booking form at www.apse.org.uk/events

The venue

**Rootes Building,
University of Warwick,
Coventry
CV4 7AL**

Car: Easily accessible from many major routes: M1, M6, M5, M42, A5 and A14.

Train: Coventry is on the West Coast Mainline and serviced by regular trains, 7 days a week.

Air: Birmingham International Airport is approximately 20 minutes away

What's included?

The delegate fee covers attendance, delegates' documentation, lunch and light refreshments. Please note that hotel accommodation is not included. A list of recommended hotels in the area is available on request from aholcroft@apse.org.uk

Contact details

Contact name	Authority
Address	
Postcode	
Email	Telephone

Please detail any special dietary or access requirements for the delegates listed below (including vegetarian/vegan)

Delegate Packages Exclusive of VAT

Whats included?

The delegate fee covers attendance, delegates' documentation, lunch and light refreshments. Please note that hotel accommodation is not included.

APSE member delegate fee:	£175 + VAT
Non member delegates fee:	£259 + VAT
Commercial delegates:	£375 + VAT

Payment details

Please find enclosed cheque made payable to APSE

Please invoice me

(if required please include purchase order number) _____

VAT registration number 519 286 915

Delegate details

Delegate name	Position	Email

- Please confirm that you are happy for APSE to retain your details so that we can send you information relevant to your area of interest. Your data will be used for sign in sheets, delegate lists and hotel lists (where relevant). If you are making a booking on behalf of other delegates please confirm that you have their permission to be included on our database. Our GDPR policy is available on our website: www.apse.org.uk.**

CANCELLATION & REFUND POLICY: Reservation is a contract. Substitution of delegates is acceptable any time in writing by post, email to aholcroft@apse.org.uk or fax to 0161 772 1811. Cancellations must be made in writing at least 10 working days before the event, and will incur a 20% administration fee. No refunds can be given for cancellations received less than 10 working days before the event or for non-attendance. In the unlikely event of cancellation by the organisers, liability will be restricted to the refund of fees paid. The organisers reserve the right to make changes to the programme, speakers or venue should this become necessary.

Register for the seminar:

1

Online form:
www.apse.org.uk

2

Email this form to:
aholcroft@apse.org.uk