



Hinckley & Bosworth
Borough Council

A Borough to be proud of

Clean Neighbourhood Strategy 2013-2018

Neighbourhood Strategy 2013-2018	1
Introduction	1
Background	1
Service Review.....	2
The Value of Clean Neighbourhoods	3
How can this be achieved?	4
Our vision	4
The vision will be achieved by the 5 E's:	4
Who will do this?	4
Street Cleansing Service Standards	5

Introduction

The Borough Council's Corporate Plan sets out the council's priorities for the next three years. One of those priorities is clean neighbourhoods.

This strategy sets out the ways in which the council plans to achieve the priorities set out in the Corporate Plan to keep streets and other public spaces in the borough – in other words, our 'neighbourhoods' - clean and tidy.

Background

For the last five years, residents have ranked the council's street cleansing service as one of the top two priority council services. The service employs 20 street cleaners.

Their key responsibilities are:

- providing and emptying litter and dog mess bins
- litter picking
- clearing dog mess
- removing fly-tipping, graffiti and fly posters
- mechanical road sweeping
- town centre cleansing

In addition, three Neighbourhood Wardens and two Clean Neighbourhood Officers work to improve the cleanliness of neighbourhoods. The team remove abandoned and

untaxed vehicles and investigate a whole host of environmental nuisance complaints, using enforcement and education to help to prevent the problems from recurring.

The Neighbourhood Wardens also work with local community groups and volunteers to improve the cleanliness of neighbourhoods by assisting with community litter picks and recruiting litter volunteers.

We have staff working in all areas of the borough.

It's not just the Street Cleansing team who work to keep neighbourhoods tidy. Other council services also contribute:

- Planning enforcement – use section 215 of the Town and Country Planning act to force landowners to tidy/improve the condition of their land (in partnership with the neighbourhood wardens)
- Environmental Health – investigate accumulations of rubbish, control pollution, check businesses are disposing of waste properly, provide a pest control service and a dog warden service
- Green Spaces, Asset Management and Housing – remove litter and other incidents of environmental crime on Hinckley parks, council owned industrial estates and council housing land
- Refuse and recycling – collect waste from households
- Community Safety/Housing – reduce antisocial behaviour in neighbourhoods

Leicestershire County Council:

- Provide the gully emptying service for roads (which help reduce detritus on the roads)
- Remove signs from highways, and keep Market Bosworth Country Park and Bosworth Battlefield clean and tidy
- Provide the Recycling and Household Waste Sites (tips)

Parish Councils – clean parks and cemeteries in their ownership.

The police work with the council to reduce environmental crime resulting from antisocial behaviour such as littering, dog fouling and abandoned vehicles.

The work of all these services is coordinated through Project Endeavour, a multi agency partnership collaborating to reduce antisocial behaviour.

Service Review

The performance of the council's street cleansing services was reviewed (July – December 2011) and the results were as follows:

1. APSE (Association of Public Sector Excellence) compared the council's street cleansing service to that of 65 other similar sized councils. They found that the service provided by the Borough Council is:
 - One of the top 25% of best performing councils

- The six lowest costing service
 - Second quarter of best performing councils for customer satisfaction
 - The service was nominated for the APSE best street cleansing service award
2. Members of the Citizens' Panel were surveyed and invited to rank the importance and performance of different functions of the service. Enforcement and education, bin emptying, gully emptying, footpath cleansing and the cleaning of grass areas were all ranked highly. In terms of performance, all functions were rated as good with the exception of enforcement and education and gully clearing (Leicestershire County Council service) which were rated as average. Overall, the top four priorities for improvement were revealed to be:
- Enforcement and education
 - Cleansing footpaths
 - Frequency of bin emptying
 - Cleansing of grass areas
3. Four citizen panel focus groups were held, covering the whole of the borough. The groups were broadly satisfied with the council's street cleaning service, but expressed a growing sense of impatience with residents who litter, fly-tip and do not clean up after their dogs. Graffiti was not considered to be a problem. The key areas identified for improvement were:
- Hinckley – more enforcement and education, more litter bins, the need for a way to engage the community in taking responsibility for the cleanliness of their neighbourhood
 - Barwell and Earl Shilton – more education, improved cleanliness of Barwell and Earl Shilton centres at weekends, changing the behaviour of dog owners who don't cleanup, reducing fast food and night time economy litter
 - Market Bosworth and surrounding villages – more communication about the help available from the council to volunteers to keep their area tidy, more enforcement and education, more path sweeping, the value of Bosworth in Bloom in improving the cleanliness of Market Bosworth
 - Northern parishes around Markfield, Ratby, Groby, Bagworth – more bins, more enforcement and education, path sweeping
4. Consultation for the enforcement policy for the Neighbourhood Wardens in 2009 identified littering and dog fouling to be residents' main concerns

The Value of Clean Neighbourhoods

1. Health and Wellbeing – a clean neighbourhood can increase the quality of life and improve the physical and mental wellbeing of residents by reducing rodents, bacteria and disease
2. Amenity – clean neighbourhoods engender social pride, add vibrancy to the local economy, increase house prices, and reduce crime and antisocial behaviour, all of which are essential to the development of strong prosperous neighbourhoods

How can this be achieved?

1. Ensure residents and businesses act responsibly and dispose of their litter/waste correctly
2. Effective and efficient removal and correct disposal of litter, dog fouling, graffiti fly-tipping, fly posters, detritus and other environmental nuisances by the council
3. Change the behaviour of residents who create litter, dog fouling, graffiti fly-tips by using education and enforcement

Our vision

“Hinckley and Bosworth is a place with clean, tidy and litter free neighbourhoods where everyone takes responsibility for their waste and the surrounding environment”

The vision will be achieved by the 5 E's:

1. Efficient - we will work efficiently and effectively to remove litter, dog fouling, fly-tipping, graffiti, fly posters, abandoned vehicles
2. Education – we will work with all ages and sectors of the community to increase awareness of the benefits of clean neighbourhoods and of the harm litter, dog fouling and other forms of environmental nuisance can cause
3. Engagement – we will encourage, support and work in partnership with local communities to improve the cleanliness of their neighbourhood
4. Environment – we will act to remove the sources of litter and other nuisances and create environments where everyone can act responsibly to achieve a clean neighbourhoods
5. Enforcement – we will use enforcement to change the behaviour of the minority of people who fail to take personal responsibility to keep Hinckley and Bosworth clean, tidy and litter free

Who will do this?

This strategy will be resourced in the following ways:

1. Individual responsibility: Every resident and visitor is encouraged to behave responsibly by using litter bins, cleaning up after their dog and disposing of waste properly
2. Community resources: Volunteers, neighbourhood watch groups, residents groups, churches, Parish Councils, 'In Bloom' groups, schools, community centres – all sectors of the community working to generate a climate where littering, dog fouling, fly tipping and so on are not socially acceptable
3. Physical: The council's cleansing services must have the right tools and equipment to meet resident's priorities for clean neighbourhoods. Includes bins, sweepers, vehicles, brooms, blowers and so on
4. Human: A motivated, efficient and effective workforce, focussing on delivering residents priorities and raising standards of cleanliness in the borough

5. Partnership: Working with businesses and other public bodies such as the police and British waterways and neighbouring local authorities to keep neighbourhoods clean. A key partnership will be the Endeavour Community and Protection Team (ECaPT)

Street Cleansing Service Standards

In order to make the service as efficient and effective as possible, the council will operate the following service standards:

- All urban and residential roads (adopted highways) will be swept by a mechanical sweeper at least every 13 weeks (except during the main leaf fall and gritting periods)
- The A50, A5 and rural A, B and C roads (with channels) will be swept at least twice a year
- Retail areas in Hinckley will be swept daily, Barwell and Earl Shilton weekly and Market Bosworth monthly
- Footpaths with high footfall and regular accumulations of detritus (leaf fall etc) will be swept at least once a year
- Retail areas in village centres will be swept at least 12 times a year (Markfield, Ratby, Groby, Newbold Verdon, and Desford)
- All council litter and dog waste bins will be emptied as required to prevent overflowing
- Requests for new litter bins will be responded to within five days
- Needles and other drug related litter will be removed as top priority and always within one working day. This service will apply 365 days a year
- Clinical waste will be collected once a week (service needs to be arranged through a district nurse)

Where residents request a service or report an incident the following will apply:

- Dog fouling will be removed within one working day
- Litter will be removed within two working days if on public land. Private land will take longer as the land owner will need to be identified and asked to clear the land
- Offensive graffiti will be removed within one working day. All other graffiti on public land will be removed within two to five working days, private land will take longer
- Fly tipping will be removed within one to five working days. Hazardous and large fly tips may take longer but will be removed as soon as practical

- Abandoned vehicles will be removed with two working days of the vehicle being confirmed as abandoned
- Dead animals will be removed within two working days
- Broken glass will be removed within one working day; priority will be given to play areas