

NEEDS LED COMMUNITY CLEAN UP EDUCATION INITIATIVE

REPORT TO THE EXECUTIVE



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PORTFOLIO	Community Services
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PURPOSE

1. To seek approval to Implement a needs led community clean-up campaign across the borough during 2017/18.

RECOMMENDATION

2. That the Executive approves the implementation of a programme of 'targeted' ward activities that aim to challenge and change behaviours and improve the awareness of the impacts of fly tipping and environmental crime across the borough for 2017/18.

REASONS FOR RECOMMENDATION

3. To enable the Council to;
 - (1) Continue to deliver its 'Clean Burnley' strategic priorities
 - (2) To support ongoing cleansing work and the recent appointment of Kingdom Environmental Services to undertake additional environmental enforcement action across the Borough
 - (3) To promote greater community involvement in local ward initiatives aimed at reducing littering, dog fouling and fly tipping incidents.

SUMMARY OF KEY POINTS

4. Background

In September 2016, the Council, approved the budget provision for the delivery of a borough-wide community clean up education initiative to be delivered during 2017/18.

Over recent years, the Council has consistently being recognised nationally as a 'top performer' for its robust and pro-active approach in tackling environmental crime (In 2015/16 the Council was identified as the 4th most successful nationally for its environmental prosecutions). However, the borough is still affected by high levels of fly tipping, predominantly in its inner urban areas. The Council delivers and supports a range of measures for residents and local businesses and remains pro-active in;

- the enforcement of refuse and recycling presentations
- commercial waste audits
- littering and dog fouling patrols
- offering support to residents to assist with recycling
- the delivery of awareness raising campaigns

Despite this comprehensive work, residents still report environmental issues as their key concern across the borough. The pilot work with Kingdom Environmental Services planned for 2017 will further build on the Council's existing approach, but further focus is required at the ward level to continue to be effective.

The additional 'needs lead community clean up education initiative' resource will build on pro-active work that is already undertaken to change and challenge behaviours via prevention, education and enforcement. The initiative will also provide the opportunity to delivery greater targeted and flexible 'community identified solutions' to environmental issues occurring at the ward level.

5. Scope for the Community Clean Up Education Initiative

A review has been undertaken of existing frontline operational resident and ward level environmental activities and the following scope has been identified for the delivery of the Initiative during 2017/18;

- Work with the community and local Ward Members to devise ward based action plans. These may include; community clean ups, volunteering, local activities to reduce fly tipping and dog fouling, innovative pilot work to increase re-cycling, local publicity campaigns and the engagement of schools and key community groups.
- Build on existing pilot work in Streetscene of targeting the borough's challenging cleansing areas and offering 'lighter touch' support to other wards that wish to deliver community based education and clean-up activities.
- The activity will require a demonstrable community element in improving the environmental appearance of the chosen area and in working with the community to change behaviours.

6. Delivery model

The Initiative will be delivered within existing Council staffing resources. For instance, Streetscene Operational Officers will provide ward support with additional support

provided, when appropriate by the Council's Community Engagement Officer.

The Council and its Strategic Partner Urbaser will provide support to develop the campaign activity and also practical support. For instance, to;

- provide clean-up equipment, e.g. gloves, litter pickers
- promotional materials
- collection and disposal of waste

Assistance for any community environmental clearance activities could also be supported via the Council's ongoing Community Payback work and other key partners.

Proposed activity will be delivered from a 'menu' of support available to Parish Councils, Ward Members and recognised community groups. The activities should look to positively engage both adults and children (E.G schools in the identified areas) and represent the diversity of the local community.

Activities may include (for the intense action plans) the use of community engagement and communication interventions. (These activities may include; coffee mornings, focus groups, residents recruited at local fun days etc...). Activities will be publicised as appropriate through press releases and social media issued by the Council.

All initiatives that are to be delivered by utilising the Community Clean Up Education resources would be delivered in compliance with agreed operating and health and safety procedures provided by the Council for the Initiative.

7. Timescales

During 2017/18, planned activity would be delivered as follows;

- 6 intense actions plans developed and delivered across the key cleansing challenge areas
- Up to 10 'light touch' initiatives / community support

A review of the initiative and outcomes will be undertaken at the end of 2017/18.

FINANCIAL IMPLICATIONS AND BUDGET PROVISION

8. The work to be delivered during 2017/18 will be resourced as follows;
- £30k 'one off' budget allocation (Approved by Full Council in September 2016)
 - £13k Operational budget (Community Skip allocation)

In kind officer support will be provided to the Initiative via Existing Council Operational Officer resources.

POLICY IMPLICATIONS

9. None.

DETAILS OF CONSULTATION

10. None.

BACKGROUND PAPERS

11. None.

FURTHER INFORMATION

PLEASE CONTACT: Joanne Swift

ALSO: Mick Cartledge