

Report of the Street Scene Manager to the Overview and Scrutiny Committee on Monday 21 May 2018

Cleaner Green Wyre

The Borough is in a fortunate position of being well supplied with green and open spaces. From the long expanse of attractive beach and coastline to the open countryside on the fringes and the parks, recreation grounds and green spaces within, Wyre can boast a pleasant environment. The importance of clean and green spaces cannot be underestimated. Many benefits derive from a pleasant environment:

- Economy / tourist investment
- Healthier lifestyles = physical and mental well being
- Safe places for children to play
- Visually pleasing = community pride
- Preserving habitats, wildlife and water quality

The Council's Life In Wyre Survey undertaken in 2016, shows that resident satisfaction with our front line services, such as refuse collection, recycling facilities, street cleansing, parks and open spaces, is generally high and that residents value the clean and green spaces of Wyre. However, residents indicated that they still feel improvements could be made to their local areas, and highlighted that the condition of roads, street cleanliness including dog fouling and litter/rubbish collection as being some of the highest priorities.

The Council is committed to addressing these issues and creating a better environment for people to enjoy. In order for us to be successful we will need to continue to work with our existing volunteers and recognised community groups that are active in keeping their local area clean and attractive e.g. North West in Bloom Groups, love my beach volunteers, countryside volunteers and Coastal Community Teams but also promote active citizenship and community pride amongst our residents.

We value the work and support from these groups but hope that more businesses, residents and visitors alike can start to have pride in their street, village, town, borough as together we can make a difference.

Programme Scope

A programme of initiatives will be developed to create a cleaner greener Wyre, this will range from engagement, education and targeted enforcement campaigns working with stakeholders to stimulate create community pride

Campaigns and increasing awareness

To support the delivery of projects the Council has signed up to the Keep Britain Tidy Network (KBT).

KBT are a national body promoting similar initiatives and can provide additional support and resources to assist in resident engagement through targeted campaigns following extensive research and the sharing of best practice amongst local authority members.

Priority campaigns for the coming year include:

Key stats from last Life in Wyre Survey (2016)

78% of respondents felt that clean streets were very important in making where you live a good place to live

31% of respondents felt that the cleanliness of streets could be improved. The fourth highest area, yet a decline on the previous survey

Like in the previous two Life in Wyre surveys, dog fouling and irresponsible dog owners are considered the biggest problem by residents in the borough (49%).

35% of respondents felt litter and fly tipping was a problem in their area

Car Litter - Following legislative changes due this year that will make it easier for LA's to take action against those littering from moving cars.

Dog Fouling & Any bin will do - Relaunch the any bin will do campaign to encourage the use of on street litter bins for litter and dog waste.

Cigarette Litter – Cigarette litter is abundant in town centres and outside public houses.

Waste Duty of Care – Raising awareness of the legislative requirements for those disposing of waste.

Cleaner neighbourhoods

A project officer is to be appointed to identify and work within pilot local neighbourhoods to improve the area with the support of local councillors and residents.

Enforcement

To support the delivery of the programme ongoing enforcement action will be required and officers are currently exploring proposals for increased enforcement activity.

Schools

To work with schools / community groups to discuss local environmental concerns, tasking them to design materials to be displayed locally in hot spot areas or engage wider audience. In effect using 'pester power' and the power of young people to spread the message to their grown-ups.

Britain in Bloom / Friends of Groups

Continue to work with the volunteer groups already established to support the cleaner greener agenda.

Challenges of delivering a cleaner greener Wyre

- Customers / businesses expect the Council to sort it e.g. , clean it , fix it, remove it, enforce
- Enforcement is complex. Officers cannot be everywhere all of the time, the support of communities is needed to:
 - speak out and report offenders, stand up and give a statement
 - provide intelligence to enable us to patrol the 'hot spot' areas and make the most of our time e.g. days / times and descriptions of individuals and / or dogs
 - challenge other people's behaviour e.g. offer a dog poop bag or advice on where collection day and when to present a bin
 - Undertake proper checks on anyone they pay to do work for them and take waste away. Householders and businesses have a legal Duty of Care. For example, if you pass waste from your home on to someone and they dump it – the householder would be liable as well.
- Environmental crime offences such as littering, fly tipping, not picking up after your dog are a criminal offence and therefore need the same level of evidence / proof as a police officer making a murder charge – the officers with enforcement powers have to follow the same process and this can take considerable time to undertake interview / make further enquiries etc
- Illegal dumping seems to be becoming facilitated by social media, whereby householders manage to engage and book waste clearance jobs through Facebook
- Behaviour is change required to make it considered unacceptable within society to drop litter, even a cigarette butt, or dump waste etc, the same as it is now considered totally unacceptable to drink and drive or not wear a seatbelt

The role of a Ward Councillor

We need Members to agree how they can support these initiatives, increase awareness and help change behaviours of their constituents to a 'can do' attitude with a feeling of pride for where they live and desire to take control and make a difference to where they live.

Ruth Hunter

Street Scene Manager

3 May 2018