

**Subject: Street Cleansing Improvement Plan update**

**Report to: Environment Committee - Wednesday 9<sup>TH</sup> June 2021**

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## **SUBJECT MATTER/RECOMMENDATIONS**

### **Overview:**

This report provides an update on the Street Cleansing Improvement Plan actions discussed at the Environment Committee on the 4<sup>th</sup> November 2020.

### **Recommendations:**

- 1. The Committee notes the findings and updates on Street Cleansing Improvement Plan.**

## **1. INTRODUCTION / BACKGROUND**

- 1.1 At the Environment Committee 4th November 2020, Street Cleansing Improvement Plan actions were discussed due to previous concerns raised over the cleanliness of the streets across Yarmouth town and the wider Borough. Its aim addressed some of the key issues to improve cleanliness of the town.
- 1.2 Following on from the meeting in November, the following activities have been undertaken:
  - New records of lists of assets and bin locations;
  - Temporary Increased bin capacity from Easter 2021 at key locations;
  - Progressing procurement of New Bins housings for 1100 bins and portable lockable frames holding 240ltr bins for Yarmouth seafront;
  - Working with Highways England (HE) and NCC Highways to litter pick trunk roads;
  - Plastic Bodied Utility Vehicles (PBUV) to be delivered in June 2021;
  - GYBS management restructure;
  - Funding secured for the Hit squad, toilet cleaner and cleaning of Market Gates;

- Street Scene Operations Plan 2021/22 approval;
- 1.5 An audit has been completed across the range of GYBS services which has led to a number of recommendations associated with reviewing and strengthening the evidence base for a new set of Key Performance Indicators (KPIs). This work continues as part of the fortnightly operational meetings held with GYBS.

## **2. THE CURRENT POSITION**

- 2.1 Street cleansing is undertaken on a zonal basis with the borough split into five zones; each with a different cleansing regime. The zones together with the significant differences in seasonal cleansing both influence the frequency, method and regularity of the current cleansing operation in a street by street, area by area approach.
- 2.2 An overview of the cleansing is as below:
- Market place and surrounding streets – early morning mechanical sweep starting at 4am, followed up by daily coverage via an operative with a hand barrow litter picking starting at 5am. Bin emptying using Bradshaw throughout the day. Main coverage for litter picking and manual sweeping is between 6am- 2pm however there is presence until 5pm.
  - High footfall sites such as Gorleston High Street, Magdalen Shops - daily cleanse.
  - Yarmouth residential outside of Zone A - weekly litter pick and annual mechanical sweep.
  - Parishes and other residential parts of the Borough – High footfall sites weekly litter pick. Residential areas receive a monthly litter pick and annual mechanical sweep.
  - Main Roads – 12 weekly mechanical sweeping cycle.
- 2.3 Litter bin emptying schedules have been revised in the urban and rural towns due to high volume of waste generated after COVID-19 lockdown restrictions were relaxed, changes are:
- Rural Areas – from 1-3 times per week to daily with seasonal fluctuations.
  - Urban Yarmouth – from once Daily to and up to 5 times daily.
  - High footfall sites such as Market and Yarmouth seafront - Multiple times daily dependent on season, footfall and weather forecast.
- 2.6 Since this relaxation of lockdown on 17<sup>th</sup> may we have had a number of local community groups wanting to restart litter picks, we are supportive of these and will arrange to collect waste as before, we are juts working through a process of if we can hand out litter picking equipment safely.

## **3. STREET CLEANSING IMPROVEMENT PLAN**

### **Litter Bin – actions**

- 3.1 **LB1. Undertake review of litter bins and their locations across borough.**

- As previously reported the Council didn't have a list of assets and bin locations, this is work now in progress starting on Great Yarmouth seafront.
- Great Yarmouth seafront bin locations have been reviewed as part of the FACET project which will involve the removal of the current 45 x 40ltr bins to be replaced by 30 x 240ltr bins held in portable lockable frames increasing the capacity to meet the new demand. This will also include the future facility to start recycling on the go related litter.
- Bins housings holding 100 bins are to be sited a key pinch points on the GY seafront.

### **3.2 LB2. Cost new bin housing options for litter bins across the borough in high-profile locations.**

- As previously discussed, the summer season of 2020 was very different which led to different pressures on the bin capacity and locations within the Borough. The increase in takeaway litter across both Yarmouth, Gorleston and other seafront locations has been unprecedented. We have identified some areas where we have increased capacity from Easter 2021.
- The FACET project is leading on the procurement of the litter bin frames and housing for the larger waste bins on the seafront. This is in chain and should be in place later in the summer.
- Until the new bin frames have been put into place, as we have done over the past few summers seasons extra bins have been deployed in all the high volume areas keeping this capacity.

### **3.3 LB3. Investigate use of smart technology on existing litter bins.**

- As part of the FACET project, we are looking to undertake a pilot project of smart bin technology at Hemsby.
- A consultant has recently been appointed to the project to deliver a number of these pilot schemes including the Hemsby scheme, which will be delivered in time of summer season 2022.
- The FACET project will also look at wider issues around the use of technology and innovation in the tourist trade and will look to trial a number of interventions to promote the circular economy in this sector.
- We look at reducing the amount waste produces from this sector as well as we can handle this in the most efficient way possible and give people the choice to reduce and then recycle before disposing of as waste.

### **3.4 LB4. Review of planning policy and section 106 agreement in relation to bin provision and design on new developments.**

- Discussions have started with colleagues within the planning service to establish what we can put within both the local plan and also within specific 106 agreements to ensure we have new bins costs covered which already takes place on most of the larger developments.

#### **4. Street Cleansing - actions**

##### **4.1 SC1. Review the cleaning schedule to ensure co-ordination with other functions (i.e. grass cutting, refuse collection).**

- Review of litter bin schedules is underway providing extra capacity to meet the new demand;
- Clearance of hotspot refuse communal bin collection points continue to be cleared and are being monitored;
- Weekend Cleansing shift patterns started in April to ensure adequate cleansing provision in the afternoons;
- GYBS continue to work with Highways England (HE) and NCC Highways utilising road closures to litterpick the main arterial roads into the Towns. Staff have completed the statutory training required to work on the trunk roads;
- Street Scene & Open Spaces are now more coordinated and joined up in their approach with regard to Cleansing, Grounds, HE & NCC Highways to eliminate grass cutting before litter picking;
- The Hit Squad are now funded until March 2022 through the Norfolk Strategic Fund;
- Crews have WHATSAPP groups taking before after photos, available for communications, social media etc.

##### **4.2 SC2. Ensure that staff and equipment are highly visible when working.**

- Cleansing team in full Orange PPE as per HE guidelines, Risk Assessment and Method Statement;
- Hit Squad, all in Orange PPE with a new branded vehicle;
- Meetings have commenced with NCC Highways officer to discuss and plan maintaining the current cleansing standards, weed treatment etc.

##### **4.3 SC3. Review of cleansing equipment (including mechanical) and methodology.**

- A new Mechanical Sweeper, delivery is imminent;
- Plastic Bodied Utility Vehicles (PBUV) increased payload with side bin lifter which lifts and empties 240L bins completely eliminating manual handling issues and increasing bin capacity to be delivered in June 2021;
- Electric sweeping machines are now being used in the Street Cleansing service.
- Bin housings for 240L bins with restricted apertures preventing misuse by traders.
- New 1100L bins with a newly designed lockable bins with apertures for use, again preventing misuse.

**4.4 SC4. Review best practice from other similar Councils (to include parking restrictions for cleansing, litterbins, methods of working, timings etc).**

- Continue to be more proactive instead of reactive;
- Litter bin review, one size doesn't fit all;
- More benchmarking with other seaside towns and Local Authorities;

**4.5 SC5. Review Ops Plans to ensure fit for purpose for 21/22 onwards.**

- GYBS management restructure, new structure started 3 May 2021;
- Fortnightly GYBS managers meetings;
- Fortnightly GYBS/GYBC operations meetings;
- Updated and reviewed cleansing schedules;
- More communication with supervisors and frontline staff;
- Forward planning to prevent reoccurring issues:
  - Weed treatment commencing late spring 2021
  - Adding areas onto schedules
  - Vehicle / Plant renewal programme under constant review
- Street Scene Operations Plan 2021/22 approved and now operational.

**5. Communication Plan – actions**

**5.1 CP1. Hotspot campaign, using education, information and enforcement.**

- Monitoring of specific alleyways in and around Churchill Road has been undertaken and 2 alleyways have been identified for a pilot hotspots project in relation to residents taking ownership of their bins and reducing fly tipping in these areas. The initial work will start on 1<sup>st</sup> June and we will update members verbally on the progress to date at the meeting.

**5.2 CP2. Targeted media campaign based on specific issues in identified areas.**

- As above

**5.3 CP3. Key borough wide messages disseminated as part of sustained campaign.**

- As above, although we continue to send out messaging in line with Norfolk Waste partnership communications plan around responsible waste disposal and recycling. Recently relaunched SCRAP campaign and also new Recycle Right campaigns.

**6. IMPROVEMENTS DELIVERED**

**6.1 Street Cleansing standards across the Borough have vastly improved with very few complaints, some of the improvements delivered so far are:**

- More litter bin capacity now built into the system;
- Borough was ready for the opening of the season and lockdown;
- Hit Squad having a high profile, targeting and cleaning areas across the Borough;

- Gapton Hall verge clearance;
- Market Gates deep clean in November and cleaned again April in preparation for the season;
- Ferry Hill clearance, very well received by residents;
- Sand clearance at Caister;
- Road sweeping on Newport & Hemsby Roads;
- Clearance at Manor Gardens , Seafields Drive and Misburgh Way Hopton;
- Working with Highways England (HE) and NCC Highways litter picking the main arterial roads.

## **7. FINANCIAL IMPLICATIONS**

- 7.1 We have utilised external funding provided by the Norfolk Strategic fund to support our work around opening the high street and tourism sector safely and have. This has paid for increased Street Cleansing staff by four until March 2022.
- 7.2 Funding for the extra toilet cleaner extended until October 2021.
- 7.3 NCC agreed to fund the cleaning of market gates 4 times per year.

## **8. RISK IMPLICATIONS**

- 8.1 Adverse publicity and risk of failure – members are fully aware of the anecdotal evidence and compounded perceptions that an unclean town can attract. There is always a risk of adverse publicity whether the council agrees to take a stand or not in terms of cleanliness.
- 8.2 In respect to littering and maintaining clean streets, Great Yarmouth shares similar social issues with many towns and cities in the UK. The key is to boldly demonstrate that unclean streets are not tolerated in the borough and work with local media and other stakeholders who want to improve the quality of the local environment.

## **9. RECOMMENDATIONS**

- 1. The Committee notes the findings and updates of the Street Cleansing Improvement Plan.**

*Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?*

Area for consideration	Comment
Monitoring Officer Consultation:	None
Section 151 Officer Consultation:	None
Existing Council Policies:	
Financial Implications (including VAT and tax):	None
Legal Implications (including human rights):	None
Risk Implications:	None
Equality Issues/EQIA assessment:	None
Crime & Disorder:	None
Every Child Matters:	None