

WTF 127  
FOR INFORMATION  
WARD(S): WINCHESTER TOWN

WINCHESTER TOWN FORUM

13 JANUARY 2009

CITYPRIDE CAMPAIGN

REPORT OF HEAD OF ENVIRONMENT

Contact Officer: Rob Heathcock Tel No: 01962 848476

rheathcock@winchester.gov.uk

RECENT REFERENCES:

WTF 120 Neighbourhood Wardens – update report – 9 October 2008

EXECUTIVE SUMMARY:

The City Council and Town Forum have always attached great importance to the issue of streetscene issues particularly within the City Centre which ensure that the city's streets are attractive to residents and visitors alike

Whilst performance in street cleanliness continues to be strong (a recent DEFRA Local Environmental Quality Survey confirmed this) Members and service managers are always looking for opportunities to further enhance performance and in particular to address the problem at source rather than after the event.

This report provides detail of a forthcoming 'CityPride' campaign which will build upon existing working practices and initiatives in addition to the litter workshop held during 2008 to consider ways in which the problems could be tackled.

The Town Forum is asked to review the planned content of the campaign and comment on any additional areas or priorities they would like to see included.

RECOMMENDATION:

That Town Forum review the proposals for the CityPride Campaign and comment on any additional areas or priorities they would like to see included.

## WINCHESTER TOWN FORUM

13-JANUARY 2009

### CITYPRIDE CAMPAIGN

#### REPORT OF HEAD OF ENVIRONMENT

##### DETAIL:

##### 1 Introduction

- 1.1 The City Council and Town Forum have always attached great importance to the issue of streetscene issues particularly within the City Centre which ensure that the city's streets are attractive to residents and visitors alike.
- 1.2 Whilst performance in street cleanliness continues to be strong (a recent DEFRA Local Environmental Quality Survey confirmed this) Members and service managers are always looking for opportunities to further enhance performance and in particular to address the problem at source rather than after the event.
- 1.3 This report provides detail of a forthcoming 'CityPride' campaign which will build upon existing working practices and initiatives in addition to the litter workshop help during 2008 to consider ways in which the problems could be tackled.

##### 2. Progress to date

- 2.1 During 2008 a litter summit hosted by the Mayor of Winchester was held in Abbey House and attended by various stakeholders from across the City. It resulted in an action plan being developed to address areas of concern. The action plan focused on four main areas of attention.
- 2.2 **Technical Issues** including the following areas:
  - (a) A review collection times / routes for trade waste in City centre and consider options to reduce amount of waste left on pavements overnight
  - (b) A review of existing litter bin provision including numbers, location and emptying frequencies Investigate the possibility of providing community skips for spring clean campaigns on housing estates
  - (c) Investigation into the feasibility of providing recycling bins for litter
  - (d) A review provision of cigarette butt bins including consideration of switch to rectangular units to address vandalism

### 2.3 Enforcement Issues

- (a) A review current approach to enforcement and adopt a multi-agency solution using Community wardens, PCSOs / ACSOs / police. Issue fixed penalty tickets for tackling offenders
- (b) Identification of the worst sources of litter and tackling them individually. E.g. trade waste breaches, fast food outlets etc
- (c) An increase in the visibility and number of patrols at peak times in high profile locations such as Abbey Gardens and Cathedral
- (d) A review the use of CCTV to assist enforcement to improve effectiveness

### 2.4 Education and awareness raising

- (a) Raising of awareness of businesses in relation to problems caused by trade waste Trade waste: Encourage them to cut down on packaging.
- (b) Issuing of a press release on litter issues and role of enforcement
- (c) Investigation into options for developing a Litter Campaign in schools targeted at primary school age children.
- (d) Encouragement of traders to adopt a street pride approach for the area outside their premises including a specific approach to the railway station
- (e) Working with the BID to investigate feasibility of City adopting a no plastic carrier bags policy.

### 2.5 Other Options

- (a) Increasing the usage of Probation Service to clear up litter hotspots.
- (b) Investigation into the feasibility of an annual Spring Clean campaign in the City to support the existing rural programme
- (c) Development of a programme of annual cleans ups of high profile areas outside the City such as river banks and open spaces

2.6 Progress with these action points has begun but has been delayed because of staff shortages within the Environment Team during the year. With staffing levels now at normal level the development of a CityPride project allows their incorporation into this programme in order to give some clear branding to the overall campaign. This will also provide the opportunity to incorporate additional proposals as set out within this report.

## 3. Proposal for a Winchester 'CityPride' Campaign

3.1 The CityPride campaign will provide the opportunity to incorporate a wide variety of initiatives under the umbrella of the campaign branding. The aims will be to:

1. improve public perception of Winchester and work already undertaken to address environmental cleanliness
  2. work with partners to tackle 'grot spots' where problems are known to occur
  3. ensure co-ordinated approach between staff dealing with envirocrime issues and usual mobile workforce as eyes and ears to ensure early reporting of problems
  4. encourage external organisations and business to play their part in improving environmental standards
- 3.2 The campaign will be led by The Environment Team and will focus on 4 main priority areas as described below.
4. Campaign content
- 4.1 The campaign will consist of 4 elements as follows
- 4.2 Co-ordination of services
- 4.2.1 Proposals will be developed to tackle known problem locations ('Grot Spots') using the combined resources of PCSOs, ACSOs, Neighbourhood wardens and cleansing services. The aim will be early identification of problems in order to ensure prompt cleaning which is known to reduce the potential for further problems and tackling offenders either through informal warnings or Fixed Penalty Notices as appropriate.
- 4.2.2 Consideration is also being given to the use of Civil Enforcement Officers (Car Parking Wardens) to report problems during routine patrols and to include routine monitoring of cleansing performance in areas where problems are known to recur provided this can be incorporated within existing duties and responsibilities.
- 4.3 Partnerships
- 4.3.1 There are a number of opportunities to use partnership based approaches to deal with specific problem areas. Potential partners include the following:
- 4.3.2 **Winchester BID** who have funding available to support campaigns or initiatives identified by the business community as priorities. Such funding should enable additional cleansing services to be delivered over and above the acceptable standard.
- 4.3.3 **The Voluntary Sector** including groups like the Winchester Litter pickers who can be used to identify 'grot spots' and assist with community clean up events in problem areas.
- 4.3.4 **Fast Food Outlets** who can become involved with specific initiatives to tackle this well established source of litter within town centres.

4.3.5 **Winchester Cathedral** in tackling littering of the Outer Close and Cathedral grounds areas which are of high amenity value and well used particularly during the summer months.

4.3.6 **Schools and Colleges** who can help with campaigns within their establishments to tackle littering of routes to and from their premises and littering of other areas during holiday periods.

4.3.7 **Licensed Premises and Bus and Rail Stations** in delivering a 'No Ifs and Butts' campaign to address smoking related littering outside their premises; a problem which has been exacerbated by the smoking ban in premises.

#### 4.4 Other Initiatives

4.4.1 In addition to the action plan identified during the litter summit consideration is being given to other initiatives which could support the CityPride campaign including the following:

- Weekly Patrols by staff to spot problems as early as possible
- The development of volunteer 'CityPride Champions' who would monitor grotspots and have direct access to streetscene staff in order to report problems in a quick and simple manner
- Development of a Freephone CityPride Hotline for reporting of other problems across the district

#### 4.5 Publicity

4.5.1 Publicity will play an important role if raising awareness of the CityPride campaign and outcomes. In this respect it will be important to develop specific branding for the campaign which is readily identifiable. Once this has been done it is proposed to build upon existing publicity mechanisms which can be used at minimal or no cost including:

- Website with online reporting facility
- Press releases
- Perspectives articles

4.5.2 Other options for publicity would have cost implications and can only be implemented if funding can be secured and include the following:

- Inclusion of CityPride branding in streetscene cleansing staff clothing and street carts, street furniture etc
- An advertising campaign including radio adverts, display panels for refuse freighters and panels at bus stops etc.

### 5. Conclusions

5.1 Whilst current street cleanliness performance is recognised as being satisfactory, the development of the CityPride campaign will provide further evidence of the City Council's commitment to not only continue this performance but also to seek opportunities to improve matters further,

particularly in terms of trying to get 'upstream' of the problem by tackling it at source.

- 5.2 In this respect the role of education, enforcement and publicity play important roles as well ensuring that the breadths of resources available to tackle the problem are properly co-ordinated. The CityPride campaign provides an ideal framework with which to tackle this challenge.
- 5.3 Ultimately, however, whilst it will be commendable that the City Council is playing its part to address these issues this only forms part of a complicated patchwork of responsibilities in terms of the overall streetscene. The City Council can only address the areas it has responsibilities for and it will be important for partners and other agencies to play their part if the streets of Winchester are to be properly maintained in a condition for all to enjoy.

#### OTHER CONSIDERATIONS:

#### 6 CORPORATE STRATEGY (RELEVANCE TO):

6.1 The City Council's Corporate Priorities include

- a **High Quality Environment** for everyone
- **Communities** that feel **Safe and Strong** across the district

6.2 A key aim supporting these priorities is

**Ensure that streets and open spaces are clean, attractive and accessible**

#### 7 RESOURCE IMPLICATIONS:

7.1 Whilst the detailed proposals are still being developed, it is believed that many can be incorporated within existing budgets, particularly where they involve better co-ordination of services or re-allocation of existing priorities. However, for some items such as publicity there will be resource implications dependant upon the level of service chosen. Where such funding cannot be met from within existing resources then an attempt will be made to secure funding through either the Winchester BID or for the use of LABGI monies to support a particular initiative.

#### BACKGROUND DOCUMENTS:

None

#### APPENDICES:

None