



**Street Cleansing Standards
Final Report**

March 2017

1. Introduction

- 1.1 The Council's constitution provides that the Scrutiny Committee can agree a programme of not more than three scrutiny reviews a year. Such reviews are to be an in depth investigation into a specific service area or policy and carried out by a time limited scrutiny panel that will report back to the Scrutiny Committee.
- 1.2 This report outlines the findings and recommendations of a scrutiny review set up in August 2016 to explore the street cleansing standards in Worcester City.
- 1.3 The purpose of the review is to help inform policy development and future decision making by the Council when regarding street cleansing standards in Worcester City.

2. Recommendations

- 2.1 The Scrutiny review group recommends that Scrutiny Committee endorses the following recommendations for future work:
 - a) Explore working in partnership with businesses to reduce the impact of waste on the city
 - b) Explore working in partnership with the University and HOW College to jointly run education and behavioural change campaigns to engage young people in keeping Worcester clean and well kept
 - c) Explore behavioural change campaigns that focus on the allocation of bins, specific bin types and deterring seagulls
 - d) Review the use of licensing and planning to enforce.
 - e) Use social media and technology to help encourage the reporting and locating of waste and fly tipping.
 - f) Use the data defining standards collected prior to the scrutiny as a benchmark by which to measure the effects of current changes to Cleaner and Greener and Community Engagement services.
 - g) Ensures that any change in the way information about standards is collected does not prejudice the ability to measure trends.

3. Terms of reference

- 3.1 The purpose of the Panel was:
- 3.2 The group will investigate the current situation regarding street cleansing standards in Worcester which may include looking at performance (outcomes), activities undertaken by the service (inputs) and customer perception and expectation.
- 3.3 The Panel was made up of the following Councillors:
 - Cllr James Stanley -Chair
 - Cllr Elaine Williams
 - Cllr Matt Lamb
 - Cllr Andy Roberts

4. Methodology

- 4.1 The review group agreed to pursue a holistic view of Street Cleansing Standards rather than focus in one specific area. They agreed:
- Considering standards and output measures for the final quarter of 2015/16
 - Considering the structure, resources and way of working of the Cleaner and Greener City Centre and Neighbourhood teams.
 - Collection of evidence through desktop studies of previous reports and surveys and consideration of examples of good practice used in other areas.
 - Gathering the views of relevant groups and individuals through interviews or other methods.
 - Undertake visits to other Local Authorities to gain an insight into innovation and explore best practice concerning street cleansing standards.
 - Consult the views of Cleaner and Greener staff
 - Consider the evidence gathered and draft a final report including proposals for recommendations for Scrutiny Committee to approve and recommend to Cabinet.

5. Background

National Context

- 5.1 Section 89(1) of the Environmental Protection Act 1990 places a duty on certain bodies to ensure that their land (or land for which they are responsible) is, so far as is practicable, kept clear of litter and refuse.¹
- 5.2 Section 89(2) places a further duty on local authorities in respect of all publicly maintainable highways in their area, to ensure that the highway or road is, so far as is practicable, kept clean. This is in addition to the section 89(1) requirement and therefore means the removal of detritus as well as litter and refuse.²
- 5.3 Further to the duties outlined in the Environmental Protection Act 1990, the DEFRA Code of Practice on Litter and Refuse also provides guidance on grades of cleanliness for the removal of litter and refuse as well as detritus.³

Local Context

- 5.4 The study was carried out during a period of change for Cleaner and Greener services, though this did not form part of the evidence provided. The Community Safety Manager has left the organisation and the post has been deleted with duties being allocated to staff within the Community Engagement Team. The post of Operational Services Manager (which included responsibility

¹DEFRA Code of Practice on Litter and Refuse 2006 page 9

² DEFRA Code of Practice on Litter and Refuse 2006 page 9

³ DEFRA Code of Practice on Litter and Refuse 2006 page 14

for street cleansing) has also been deleted as part of a restructure of C&G senior management and the post holder has left the organisation.

- 5.5 It should be noted that there are no national measures for the level of street cleansing, but Worcester City Council have adapted the former national indicators on litter and detritus, while adding grass and hedge maintenance to form our own indicators. These are measures of the street scene and so include private land as well as that managed and maintained by the Council.
- 5.6 Worcester City Council's Cleaner and Greener service fulfils its obligations under the Environmental Protection Act 1990 by providing the following cleansing services:
- Street cleansing
 - Litter bin and dog bin emptying and maintenance
 - Street furniture washing
 - Fly tipping removal
 - Fly-posting and graffiti removal
 - Grass cutting
 - Hedge maintenance

The service aims to achieve a high level of service delivery for citizens and visitors by operating in a targeted way. Cleansing services are operated across zones in the City with frequency of activities driven by demand as well as adherence to the grades of cleanliness outlined in the DEFRA Code of Practice on Litter and Refuse.

6. Research and Call for evidence

Performance

- 6.1 Street cleansing performance is included in the Council's quarterly and annual performance and feedback reports. Quarterly figures include data relating to litter, detritus, removal of graffiti, grass cutting and hedge maintenance as well as the annual Viewpoint results concerning public satisfaction with parks and open spaces and keeping public land clear of litter and refuse.
- 6.2 The performance of the service had been good, which is reflected in the below table that confirms that the service has met or exceeded its targets in all but one measures for the past two years.

Measure	Data								
	2014 /15	Q1 15/16	Q2 15/16	Q3 15/16	Q4 15/16	2015 /16	Q1 16/17	Q2 16/17	Q3 16/17
% of areas surveyed which are assessed to be of an acceptable level for detritus	78.9	79	67	81	89	79	88	77	79
Detritus - TARGET	74	75	75	75	75	75	80	80	80
% of areas surveyed which are assessed to be of an acceptable level for litter	88.2	86	93	92	89	90	94	87	87
Litter - TARGET	88	85	85	85	85	85	85	85	85
% of areas surveyed which are assessed to be of an acceptable level for grass cutting	89	92	89	84	84	89	83	84	90
Grass cutting - TARGET	75	85	85	85	85	85	85	85	85
% of areas surveyed which are assessed to be of an acceptable level for hedges	80.3	78	91	94	95	90	87	92	96
Hedge - TARGET	67	79	75	75	75	75	80	80	80
% of reported incidents of graffiti removed within the agreed timescales : 24hr - offensive, 28 day - non offensive	87	100	100	100	100	100	100	0	86
Graffiti - TARGET	100	100	100	100	100	100	100	100	100

Monitoring Performance

- 6.3 In order to monitor the quality of the cleansing services and adherence to the grades of cleanliness outlined in the DEFRA Code of Practice on Litter and Refuse, a quarterly survey is undertaken by a representative from the community supported by a Worcester City Council officer. Twelve surveys are undertaken each quarter for each zone. This information is used to provide performance data for Councillors and the public. The data is also used to inform how we manage neighbourhood cleanliness to ensure that standards are met and levels of acceptable cleanliness are maintained or improved. Furthermore, they aim to engage the community in monitoring cleanliness standards in their neighbourhoods

Collection and Methodology

- 6.4 Surveys should represent the variety of land uses within each neighbourhood zone.

- 6.3 Land uses include:

- **Main retail / Commercial** – This includes the City Centre retail and commercial centres. Containing a choice of outlets in a range of different retail and commercial sectors (such as fashion clothing, financial services,

restaurants, bars and entertainments), and popular tourist spots within the City e.g. City Centre, The Tything and St John's centre.

- **Other retail / Commercial** – Local neighbourhood shopping centre eg. Ombersley Road, Lower Wick shops, Cranham Drive and industrial areas e.g. Cotswold Way, Weir Lane and Blackpole.
- **High Obstruction Housing** – Less than 50% of housing has off street parking facilities, e.g. Terraced houses such as the arboretum. In these areas there is a high risk of mechanical channel sweeping operations being obstructed.
- **Medium Obstruction Housing** – More than 50% of housing has off street parking for 1 or 2 cars (including garages) e.g. Tolladine Road and Brickfields estates. In these areas, there is a moderate risk of mechanical channel sweeping operations being significantly obstructed. This risk can vary according to the time of day.
- **Low Obstruction Housing** – More than 50% of dwellings have purpose-made off-street parking/garage facilities within the property boundary for three or more family cars e.g. St Peters.
- **Main Roads** – Comprised of 'A' roads where available in the zone, or 'B' roads if predominant in a zone e.g. A449 Ombersley Road or B4636 Newtown Road.
- **Other Highways** – Formal and informal lay-bys on main and rural roads; pedestrian over bridges and underpasses; cycleway/footpath alleyways e.g. Warndon cycle paths.
- **Recreational / Greenspace Areas** – This includes a wide range of open spaces that are freely accessible to the public and which are maintained by a local authority. Sites include parks, picnic sites, play areas, riversides and municipal cemeteries e.g. Gheluvelt Park.

6.4 Neighbourhood Zones included in the survey are:

- Brickfields
- Henwick
- St Peters
- Barbourne
- Rainbow Hill / Astwood
- Claines / Northwick
- Lower Wick / St Johns
- Ronkswood
- Warndon
- Warndon Villages

6.5 Each area is assessed for litter, detritus, hedge cutting and grass cutting and graded. Where there isn't a category present, it is recorded as not applicable.

Measures and Definitions

6.6 The measures are collected in four categories: litter, detritus, grass cutting and hedge cutting. Each element is assessed and graded from A - D according to the level of cleanliness. Acceptable levels of cleanliness are grades A and B.

6.7 Definitions of each element are provided below:

Litter – includes mainly synthetic materials, often associated with smoking, eating and drinking, that are improperly discarded and left by members of the public; or are spilt during waste management operations.

- Grade A - there is no litter or refuse
- Grade B - predominantly free of litter and refuse except for some small items
- Grade C - a widespread distribution of litter and refuse, with minor accumulations
- Grade D - heavily littered, with significant accumulations

Detritus – comprises dust, mud, soil, grit, gravel, stones, rotted leaf and vegetable residues, and fragments of twigs, glass, plastic and other finely divided materials. Detritus includes leaf and blossom falls when they have substantially lost their structure and have become mushy or fragmented.

- Grade A - there is no detritus present
- Grade B - predominantly free of detritus except for some light scattering
- Grade C - a widespread distribution of detritus with minor accumulations
- Grade D - extensively covered with detritus with significant accumulations.

Grass cutting – includes the two meters adjacent to highway verge, pedway and footpath where there is grass growing. The surveyor is looking to see if the grass has been cut, how even and tidy it was cut and if clippings are visible.

- Grade A – Up to 2"/5cm in height and an even cut with no obvious clippings left. There is a clearly defined boundary between amenity and wildlife cutting and kerb edging visible.
- Grade B – Up to 4"/10cm in height and even cut, with few clippings left. Kerb edges are partial visible.
- Grade C – Longer than 4"/10cm or uneven cut, with significant clippings left on the grass or adjacent path/highway.
- Grade D – Uncut/ over 6" in height or uneven cut with obvious tufts or scalp and/or clippings covering 50% of grass area and /or path/ highway is narrowed by collapsing vegetation.

Hedge cutting – includes formally planted hedges and shrubs adjacent to the highway verge, pedway and footpath. The surveyor is looking to see if the vegetation has been cut and, if so, how even or tidy it is left.

- Grade A – Cut back behind path edge or less than 2"/5cm growth over highway/path edge, with green foliage. Or neatly edged and topped shrubs beds.
- Grade B – Cut but not neatly or encroaching over the highway/path by 2-6"/5-15cm.
- Grade C – Encroaching onto path by up to a third of the path width, or an untidy cut and debris left behind.

- Grade D – Overhanging branches at or below head height, encroaching into path by more than a third of the path width.

Measurement Calculation

6.8 Number of areas assessed as Grade A or B / Total number of areas assessed x 100

Example: Number of areas assessed as Grade A or B (194) / Total number of areas assessed (294) x 100

$194 / 294 \times 100 = 66\%$

Customer Feedback and Perception

6.9 Having reviewed how the Council have adapted the former national indicators to form our own indicators and the associated performance, the group wanted to understand what residents, visitors and businesses thought about the cleanliness of Worcester.

Resident perception- Viewpoint

6.10 Worcester City Council is currently part of the Worcestershire Viewpoint partnership between Worcestershire County Council, Malvern Hills, Wychavon and Wyre Forest District Councils and the three NHS Clinical Commissioning Groups in Worcestershire.

6.11 A Worcestershire Viewpoint resident perception survey is undertaken annually and delivered by Worcestershire County Council. The survey is sent to panel members and promoted more widely through local and social media.

6.12 The latest survey was conducted between 16th May and 10th June 2016 and included tracking questions covering satisfaction with the local area, local services and the Council. Several questions are derived from the Place Survey conducted in 2008/09 and allow us to examine trends over time. The survey was conducted via a postal and online self-completion approach.

6.13 Questions relevant to this review include the following along with the results from the 2015 and 2016 survey:

- *Thinking generally, which of the things below would you say are most important in making somewhere a good place to live? (List of options includes 'Clean Streets')*

'Clean Streets' was the fourth highest answer from a list of 25 options in both the 2015 and 2016 survey. There was a slight increase in the percentage of respondents who considered 'Clean Streets' most important from 2015 and 2016 (from 33 – 37%).

Top 5 most important things in making somewhere a good place to live?

Year	1	2	3	4	5
2016	Health service (53%)	Level of crime (45%)	Education provision (39%)	Clean Streets (37%)	Affordable decent housing (35%)
2015	Health service (40%)	Level of crime (38%)	Parks and open spaces (36%)	Clean Streets (33%)	= Education provision/ affordable decent housing (31%)

- *Thinking about this local area, which of the things below, if any, do you think most need improving? (List of options includes 'Clean Streets')*

'Clean Streets' was the seventh highest answer from a list of 25 options in both 2015 and 2016.

- *How satisfied or dissatisfied are you with each of the following services provided or supported by Worcester City District Council? (Keeping public land clear of litter and refuse)*

The results were as follows indicating that the majority of respondents are satisfied with how Worcester City council are keeping public land clear of litter and refuse although the level of satisfaction has slightly decreased from 61% in 2015 to 56% in 2016:

Keeping public land clear of litter and refuse	2016 Results	2015 Results
'Satisfied'	56%	61%

- *Thinking about this local area, how much of a problem do you think each of the following are? (Rubbish and litter lying around)*

The majority of respondents felt that rubbish and litter lying around was not a very big problem

Answer	2016 Results	2015 Results
A very big problem	11%	8%
A fairly big problem	24%	24%
Not a very big problem	45%	51%
Not a problem at all	21%	18%

- *Thinking about this local area, how much of a problem do you think each of the following are? (Vandalism, graffiti and other deliberate damage to property or vehicles)*

The majority of respondents felt that vandalism, graffiti and other deliberate damage to property or vehicles was not a very big problem

Answer	2016 Results	2015 Results
A very big problem	6%	5%
A fairly big problem	10%	13%
Not a very big problem	50%	48%
Not a problem at all	33%	34%

- 6.14 According to the results clean streets are one of the top five most important things in making somewhere a good place to live. There are some residents who consider there is room for improvement in terms of Clean Streets' but there is no further data or details of what this might be or any specific issues. The majority of respondents are satisfied with how Worcester City council are keeping public land clear of litter and refuse and don't think rubbish and litter lying around or vandalism, graffiti and other deliberate damage to property or vehicles are an issue.
- 6.15 Viewpoint provides us with a snapshot in time from a small relatively non-diverse group of respondents and it is worth noting that the majority of respondents to the Viewpoint survey tend to be from a male, white, background aged 45+. We can draw some broad conclusions from the results but it should also be noted that the results are based on perception so may be influenced by factors outside of the Council's control including national and local media coverage and the activities of other organisations.
- 6.16 Due to the recognised limitations of the Viewpoint data it should not be used in isolation but alongside other data sources including performance information and other consultations.

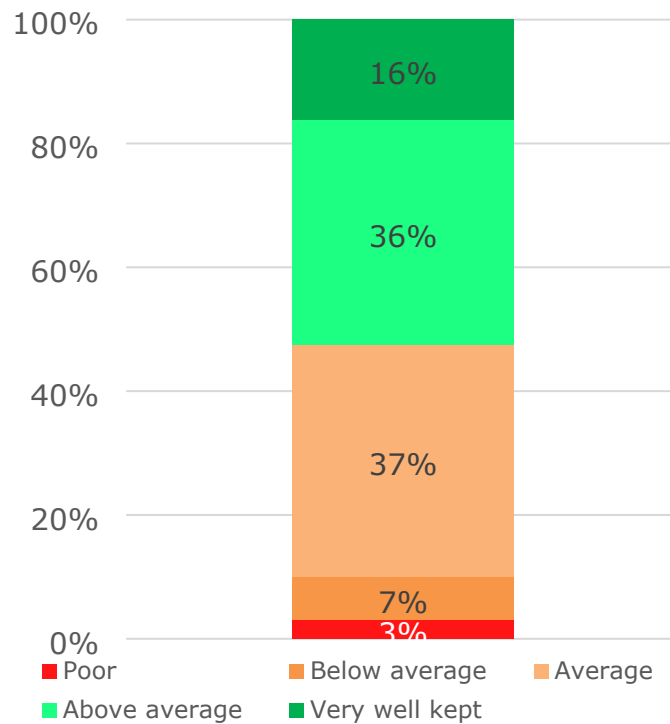
Visits to other Local Authorities

- 6.17 The group also discussed the benefits of visiting other local authorities to gather comparison data.
- 6.18 The group agreed that a "site visit" would only provide the group with an on the day snapshot which would influence their own perception of performance the group noted, however that this would largely be dependant on the conditions on the day and the particular areas they visited. Members will already carry perceptions about street cleanliness in areas that they have visited, so they considered that a single visit focussed on cleanliness alone would have limited value.
- 6.19 In terms of best practice, the group considered a visit to another local authority to provide insight into how other authorities delivered this service. However, to achieve maximum benefit, an award winning service would have been preferred. When considering the Keep Britain Tidy, Clean Britain and APSE award winners for recent years, it was difficult to find areas that were directly comparable with Worcester in terms of the size and nature of the authority or any that were surrounded by rural districts.
- 6.20 Therefore the group discounted this approach.

Visitor Survey

- 6.21 The group felt that it was important to learn about what people visiting the City think about the subject. Attracting visitors based on people's perception of how attractive Worcester is to visit, is key to tourism and many businesses in the city.
- 6.22 The group agreed that the best way to understand visitor's perceptions would be to undertake some short face to face surveys during the October 2016 half term. This would allow researchers to ensure we only collected the views of visitors.
- 6.23 The group commissioned a market research company to gather information on the Friday and Saturday of the October 2016 half term. The surveys were done in the City Centre, concentrating on the High Street, The Cross and by the Cathedral. The survey consisted of around 4 questions and 161 interviews were completed. The full report is attached as Appendix 1. All participants were visitors, Worcester residents of post codes WR1, 2, 3, 4 and 5 were excluded from surveying. All work for this project has met or exceeded ISO 20252:2012 quality standards.
- 6.24 The survey results showed that 52% of respondents thought that Worcester City is very well kept or above average. When comparing the city to other UK cities 43% of respondents thought Worcester city was better than other and 45% thought the City was on par with other places they had visited. When respondents were asked an open question about what ideas they had for any improvements, many people responded 'none' which correlates to the fact that many people felt Worcester is very well kept. The other responses were very broad and the main categories are shown below. They include more bins generally and in specific areas and more street cleaners.

Q2 How Well Kept is Worcester City? (Score 1-5, 5=Very well kept; 1=Poorly kept)



Q3 How would you compare Worcester to other cities in the UK? Score 1-3, 3=Better; 2=Same; 1=Worse

Comparison to other cities	%
Better than others	43%
About the same	45%
Worse than others	11%

Q4 Do you have any ideas for improvements

What could be improved for the cleanliness of the city?	%
More bins	16
More sweepers/street cleaners	6
It's nice/better than others/keep it up	5
Warden/patrol for litter	4
Education on litter	4

More bins in specific areas	3
More regular/early morning rubbish collection	3
Refurbish city/old shops/pubs/buildings / Revamp	3

- 6.25 The group felt that the results were largely in line with those of the resident perception survey and provided useful insight into visitor's perception. There were several responses about providing more bins and the group thought this was an interesting result as the locations where the surveys were undertaken have several bins.
- 6.26 Understanding responses is challenging as there may be many reasons for this being the most popular answer: A visitor may assume more bins equals less litter and a more attractive area, so it's an easy, quick answer to give on the spot or some people might not have spotted the bins on the high street as they match the street furniture! The group recognised that making sure there are a sufficient number of bins is necessary to keeping the City clean and ensuring that seagulls are not attracted. The visibility and issue of seagulls was not mentioned by visitors but the group were mindful of the growing concern of local people about numbers and problems caused seagulls.

Business Survey

- 6.27 The cleanliness of the City can impact upon tourism and businesses within the city. The group felt it was important to understand the views of businesses and how they felt the cleanliness of the city impacted upon them.
- 6.28 The group decided to survey local businesses. This was done with a short electronic survey sent to BID businesses and other local business the Economic Development team provided. The survey was done over 5 weeks. In order to take account of the Victorian Christmas Fayre and the busy Christmas period the survey ran from Mid December to Mid January. There were only 8 responses to the survey. Full report attached as Appendix 2
- 6.29 75% of respondents were based in the City. 62.5% thought the city was very well kept or above average. The majority of respondents 42.9% felt the city was better kept in the morning.
- 6.30 87.5% of respondents thought that the up keep of Worcester was very important to their business. When asked about what businesses can do to help keep Worcester looking well kept, all the businesses stated that they try to keep their premises and the surrounding street areas clean. The issue of more bins and bins generally was raised, there were suggestions working closely with the council to either clean up areas, name and shame problem businesses or establish an award scheme. The issue of seagulls and how to avoid more migrating to Worcester was also raised. The group recognised that while the

response rate was small the suggestions and comments were useful and perception results were in line with previous data collected.

Staff consultation

- 6.31 Having reviewed resident, visitor and business perceptions the group had received many suggestions about how to build upon the cleanliness and maintain the perception of a very well kept city but they wanted to understand from the experts who look after the City day in and day out.
- 6.32 The City Centre and Neighbourhood Teams who are part of the workforce for the Cleaner and Greener service were consulted as part of the Scrutiny review. The teams undertake cleaning for the City centre and all the zones in the city.
- 6.33 The consultation was undertaken in small groups during their working day. Staff were given an outline of the evidence that the scrutiny group had collected and asked "feedback from a number of different sources tells us that overall, Worcester is a well kept and clean city, which is something that is valued by our residents. What issues could be addressed to help improve the cleanliness of the City even further"
- 6.34 The feedback from staff is outlined below:

Ideas from staff in the City Centre and Neighbourhood Teams

- Fast food businesses and pubs could take an active role in street cleanliness for waste and cigarette butts.
- Cafes – eating outside is good but not all businesses keep the area clean and can leave litter at the end of the day
- Publicising enforcement more would have a deterrent effect
- Taxi ranks are a focus for litter; Overnight lorry parking is associated with litter and human waste. Drug taking and street drinking leaves a mess in some locations
- Alleyways could be gated at night time to prevent litter, use as a toilet, and graffiti
- More effective education of adults and particularly children
- Chewing gum – more frequent cleaning, plus education
- We could be more proactive in identifying areas of highest need

Suggestions of areas for future focus from staff in the City Centre and Neighbourhood Teams

- Weeds – some surfaces are prone to weed growth which can't be eliminated
- We cant clean everywhere all the time so we need to be proactive and flexible to hit the priority areas
- Poor surface conditions in some alleyways means they never look good even just after cleaning
- Cleaning can obstructed and delayed by vehicles, pedestrians and patronage of all night food outlets in the mornings
- Trade waste policy has been a success but some businesses leave waste bags in view but on their property. This can get kicked around and split across the street.
- Domestic waste is left next to litter bin and trade waste can fill litter bins – this is fly tipping (Broad Street).

- Fly tipping also occurs at "Saturday Skip" sites
- Residue left after the market - needs a sweep straight afterwards
- Private land and land in control of Housing Providers is not maintained to the same standard
- Some professional dog walkers do not clear up after several dogs.
- Deep cleans are effective but tend to concentrate on a few areas who ask for it - other areas would benefit.

7. Key findings and themes

Existing standards

- 7.1 The City Council have adapted the former National Indicators on litter and detritus, while adding grass and hedge maintenance to form our own indicators. Having reviewed the existing performance information and methodology, the group considered that the methodology is sound and robust for ascertaining performance. The performance measures currently used are reported widely and enable standards to be monitored appropriately so they can be maintained or improved.
- 7.2 The group were also interested and pleased to learn that the community are engaged in establishing service performance and support the monitoring of cleanliness standards in their neighbourhoods.
- 7.3 Performance is generally good and the service has met or exceeded the majority of its targets for the past two years

Customer perception

- 7.4 The group reviewed and conducted perception surveys across residents, visitors and businesses. The results were all broadly similar. Residents feel street cleansing is an important issue and there is room for improvements but rubbish and litter lying around or vandalism, graffiti and other deliberate damage to property or vehicles are not major problems.
- 7.5 Visitors feel Worcester is very well kept but have also suggested more bins and some ideas for improvement. Businesses agreed with Worcester being well kept and felt that it was really important to their business that Worcester remained well kept.
- 7.6 The group recognise that perception surveys measure what respondents believe, think or feel and can produce information about and this is based on knowledge, experiences, beliefs and values, attitudes and opinions, and expectations¹ The results that have been gathered are not facts and the perceptions provided are open to many types of biases. Therefore the group were trying to triangulate data to provide a more reliable perception of street cleansing. While the data is not reliable or representative it does all appear to provide similar results. This would enable the group to conclude the perception is that Worcester is a clean, well kept city.

Themes

- 7.7 The group were interested in understanding how we can maintain Worcester as a clean and well kept city. All of the consultative work that has been done so far has also provided ideas and suggestions for improvement.
- 7.8 Businesses rely upon the city being clean and attractive and want to support the council in maintaining this. The group felt there was benefit in exploring options to make more linkages with businesses, pubs and retailers and the council and how the Council can work more closely with the University and HOW College.
- 7.9 Members were keen to explore how they can work in partnership to address ways to contain and minimise the impacts of waste on the city. Such as fast food litter, cigarettes, coffee cups and trade waste. This could be through collective litter picks or street cleans and educational campaigns working with the University and HOW College to raise awareness with young people.
- 7.10 The use of licensing or planning should also be reviewed in terms of enforcing retailers to be responsible for their litter dropped possibly within a certain radius of their premises and making effective use of the Trade Waste policy. Publicising enforcement may also work as a deterrent. Working in partnership to establish an award scheme in the city to promote businesses who do their bit to keep the city and their premises clean could also be something that could be considered.
- 7.11 The number of bins and their positions was highlighted throughout the review. The group were keen to make sure there are enough bins in the right places such as at bus stops and near public places. The group were interested in ideas to encourage the use of bins, there are novel ideas for different types of bins to encourage people to use them. Such as bin which allows the public to vote for their favourite band or football team, or specific bins for specific waste.



- 7.12 Greater Manchester Councils have a Right stuff, right bin campaign which uses behavioural change methods to encourage recycling and save money. The group would like to explore this option especially as more use of bins would

mean less waste around to attract seagulls. Further work in to how the council can maintain the cleanliness and support the deterrent of sea gulls either through educational or behavioural change campaigns was a key outcome of the review.

- 7.13 All members agreed have a visible presence on the streets, cleaning encouraged people not to drop litter and showed that the Council was keen to maintain standards.
- 7.14 Using technology and social media to help report and locate waste, similar to the approach used by POO Watch was something members thought should be looked at in more detail. Enabling the public to report dirty areas or fly tipping quickly such as the problem areas highlighted by the Cleaner and Greener staff could also be considered. Using methods like a Grotspot hotline – dedicated phone line so the public can anonymously report or an app would enable the Council can respond. Having an app to drop pins on a map to locate fly tipping or something like the app 'Littergram' where the public can report issues of littering should be explored. The littergram app has been developed with the ethos of making litter socially unacceptable in the UK. It aims to connect the citizens of the UK with all 433 councils.⁴
- 7.15 The businesses, visitors and staff that were involved in the review have provided really interesting ideas for how to ensure Worcester continues to remain well kept. These ideas focused on what the public and businesses can do to support the work of the council. The scrutiny group would like to thank the staff from Cleaner and Greener for their time and effort in supporting the work of the review.

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01905 722050 – gemma.poxon@worchester.gov.uk
Background Papers: Scoping Report – 31st August 2016
City Centre Scrutiny Review – February 2014

⁴ Hilker & Kangas, 2011 <https://www.littergram.co.uk/story>