

**To: INFRASTRUCTURE, LAND AND ENVIRONMENT POLICY BOARD**

**On: 21 MARCH 2018**

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**Report by: DIRECTOR OF ENVIRONMENT & COMMUNITIES**

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**Heading: IMPROVING RENFREWSHIRE'S ENVIRONMENT & PLACE  
PROGRESS REPORT 2017/18 AND FUTURE INVESTMENT**

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## **1. Summary**

- 1.1 At the Council meeting on 29 June 2017, Environment & Communities received £250k to enhance operational activities and support communities including:
- Additional & targeted StreetScene and Roads activities, including mechanised street sweeping and the cleaning of gullies
  - Litter clean ups and targeted dog fouling activities & enforcement
  - Removal of old & redundant street furniture and roads infrastructure (signage, poles, barriers, etc.)
  - Supporting community & volunteer participation
  - A highly visible marketing campaign
- 1.2 This paper updates the Infrastructure, Land and Environment Policy Board on the progress and possible outcomes achieved over the first 6 months since the enhanced operational activities and support to communities' campaign was launched September 2017.
- 1.3 Enhanced Street cleaning frequencies were introduced along with additional litter picks, dedicated rapid response and gulley services for Renfrewshire's villages. This has resulted in additional litter, silt and debris being collected during the period enhancing Renfrewshire's environment.

- 1.4 Team Up To Clean Up campaign was launched as the campaign brand with the overarching aim to support communities to participate within their local areas. These communities have responded by participating in a number of community clean ups.
- 1.5 The Council meeting on 2 March 2018 approved the Council's revenue and capital budgets for 2018/19. A detailed programme of works for this additional investment is currently being developed and will be brought to the next meeting of this Policy Board. A commitment of £2.5 million of revenue resources was approved in order to sustain for the next five years investment in this programme of enhanced environmental cleaning across Renfrewshire. However, in the interim the priorities as set for the initial investment in 2018/19 will continue in Spring 2018 until this more detailed programme is available. A particular focus is being given to gully cleaning, street cleaning, and the continued removal of obsolete street furniture and signage.
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## **2. Recommendations**

- 2.1 It is recommended that the Infrastructure, Land and Environment Policy Board:
- (i) Notes the work undertaken on the initial £250k investment improving Renfrewshire's Environment & Place.
  - (ii) Notes the Council's decision to invest in this programme over the next 5 years and a programme of works is currently being developed for £500k expenditure in financial year 2018/19
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## **3. Background**

- 3.1 Environment & Communities received £250k funding to improve Renfrewshire's Environment & Place. At the Council meeting on 29 June 2017, a programme of work was agreed to be undertaken by Environment & Communities. This included:
- Additional & targeted StreetScene and Roads activities, including enhanced mechanised street sweeping and the cleaning of gullies
  - Litter clean ups and targeted dog fouling activities & enforcement
  - Removal of old & redundant street furniture and roads infrastructure (signage, poles, barriers, etc.)
  - Supporting community & volunteer participation.
  - A highly visible marketing campaign
- 3.2 The programme was launched in September 2017 with additional staff being recruited over the summer of 2017 with work commencing on operational activities including enhanced mechanised sweeping, gully cleaning and community litter picking.

- 3.3 As part of the highly visible marketing campaign, “Team Up to Clean Up” was officially launched on 2 November 2017 at Knockhill Park. This including appropriate branding that would be used to engage members of the public in cleaning their communities with Team Up to Clean Up being very much focused on the community clean ups in Renfrewshire.
- 3.4 A dedicated page was provided on the website to allow easy access to cleaning schedules and appropriate contact details for Community Clean Ups. This can be accessed at <http://www.renfrewshire.gov.uk/teamuptocleanup>
- 3.5 The Team Up to Clean Up Facebook page was launched in December 2017.

#### **4. Operational Activities**

##### **£250k investment**

- 4.1 The £250k investment has supported several enhanced operational programme activities and an integrated marketing and media strategy. The operational activities include; increased mechanical sweeping and gulley cleaning, a highly visible litter picking presence, an expanded Rapid Response Team service, and the removal of redundant infrastructure and the repair, replacement and cleaning of signage.

##### **Street Gullies**

- 4.2 The enhanced programme of gully cleaning is being undertaken through the provision of additional gully cleaning machines & staffing. The enhanced gully cleaning service is tackling a one off cleaning of gullies across Renfrewshire and planning for repairs and replacement of defective gullies.
- 4.3 To date 14,775 gullies have been visually inspected and cleaned (approximately 49% total of Renfrewshire) removing 266 tonnes of debris and detritus. During this time, complaints of blocked gullies within the Towns and Villages have also been tackled timeously. The remainder of the gullies will be targeted as part of additional funding provided for 2018/19.
- 4.4 So far the enhanced gully cleaning service has completed a cyclical clean of the following communities; Renfrew, Paisley, Hillington East, Ralston, Seedhill, Glenburn, Foxbar, Erskine and Elderslie. A reactive squad has been tackling issues within the Villages.

##### **Street Cleaning**

- 4.5 The enhanced street cleaning and community litter picking service being undertaken under the investment has enabled mechanical sweeping of streets to be cleaned every 2 months, rather than 6 monthly. In addition, 6 litter pickers have been recruited and deployed within Renfrewshire’s communities, working on a 16 day cycle allowing all communities to be targeted.
- 4.6 The enhanced mechanical sweeping programme in communities is available for members of the public on the Renfrewshire Council website where a scheduled of planned works are posted at <http://www.renfrewshire.gov.uk/teamuptocleanup>. The

mechanical sweepers work on both routine cleaning and responding to complaints to improve the cleanliness of the communities.

#### **Enhanced Rapid Response Team (RRT)**

- 4.7 As part of the Team Up to Clean Up programme, an additional 2 staff have been recruited to work predominantly in Renfrewshire's Villages with regards to fly tipping as part of the Rapid Response Team (RRT). The team react to complaints but also proactively patrol areas to try and identify fly tipping. They will liaise with the other team and uplift small volumes of fly tipping if required.

#### **Removal of obsolete signage**

- 4.8 An assessment of obsolete signage is currently being undertaken with any obsolete signs being removed. This survey has progressed, to identify street furniture, road signage & infrastructure for removal, improvement and replacement across Renfrewshire.
- 4.9 The initial area of focus where improvement work has been undertaken was within Paisley Town Centre and supporting arterial routes. Other areas that have been surveyed and obsolete signage removed include Erskine, Inchinnan, Bishopton, Langbank and Renfrew.

#### **Community Clean Ups**

- 4.10 The Team Up to Clean Up campaign was launched on 2 November 2017. Branding was established to encourage communities to assist in Community Clean Ups.
- 4.11 To date there have been 40 community clean ups (since October 2017) that have been promoted or assisted by the Team Up to Clean Up campaigns.
- 4.12 Efforts have been made to establish clean ups in all local areas and whilst some communities are very active, others have seen a more gradual involvement, however we are now starting to see community engagement start to grow in all communities.
- 4.13 In addition to the Community Clean Ups, a targeted media campaign has been run on fly tipping, littering and dog fouling to increase awareness of the issues and sign post people to the Council to report issues.
- 4.14 As part of Team Up to Clean up:
- A landing page has been created on the Council website
  - A Facebook page has been launched
  - Visits have been undertaken to schools
  - Visits have been undertaken to community groups
  - Posters have been erected on bus shelters and advertising hoardings
- 4.15 During the initial weeks of the campaign, social media was used extensively to provide a focus on fly tipping and dog fouling and both Facebook and Twitter was used to reach the following people:

#### #FocusonFlyTipping

- Facebook – 5,573 reach, 243 engagements
- Twitter – reach 8,069 impressions, 97 engagements

#### #FocusonDogFouling

- Facebook – 20,328 reach, 1257 engagements
- Twitter – 18,856 impressions, 519 engagements

- 4.16 The Team Up to Clean Up Facebook page now has 229 members with 527 posts/comments and reactions during January and February 2018. During February there were a total of 14 Facebook posts on the Renfrewshire Council website dedicated to Team Up to Clean Up. Of these posts there was a total reach of 58,085 and 102,501 impressions. There were a total of 4,157 engaged unique users and only 23 people who gave negative feedback.

### **5. Prioritised work for 2018/19**

- 5.1 The Council meeting on 2 March 2018 approved the Council's revenue and capital budgets for 2018/19. An allocation of £500k per annum for 5 years, totalling a £2.5 million investment, was approved to continue improving Renfrewshire's Environment & Place. A programme of work is currently being developed for 2018/19 to continue and improve work undertaken to date.

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### **Implications of the Report**

- 1. Financial – None**
- 2. HR & Organisational Development – None**
- 3. Community Planning –**

Renfrewshire is thriving – a clean and welcoming environment will make Renfrewshire a better place to live, work, visit and invest.

Renfrewshire is well – The Environment & Place work allows members of the community to assist with community clean ups leading to an improved feeling of wellbeing and ownership amongst citizens and communities.

- 4. Legal - None**
- 5. Property/Assets - None**
- 6. Information Technology - None**

7. **Equality & Human Rights** - The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website
  8. **Health & Safety** – None
  9. **Procurement** – None
  10. **Risk** – None
  11. **Privacy Impact** – None
  12. **Cosla Policy Position** – Not applicable
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#### **List of Background Papers**

- a) Improving Renfrewshire's Environment and Place – Renfrewshire Council meeting 29 June 2017.
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