

To: Council

On: 29 June 2017

Report by: Director of Community Resources

Heading: Improving Renfrewshire's Environment and Place

1. Summary

1.1 Community Resources has been asked to bring forward this report, reflecting the commitment to invest in delivering improved environmental and place standards across Renfrewshire and a desire to support local communities in their efforts and contribution to improving Renfrewshire. The report sets out a number of targeted service interventions and additional operational activities, as well as an integrated marketing campaign to further engage with local communities and people and enhance civic pride across Renfrewshire.

1.2 The quality of the environment plays a huge part in civic pride and the perceptions of our place. This initiative will support local communities, as well as the strategic aims of the Council and partners to make Renfrewshire a superior place to live, work, visit and invest. It aligns with the development of Renfrewshire's destination brand and the bid to become UK City of Culture in 2021, as well as supporting economic development in Renfrewshire.

1.3 All Councils face challenges in maintaining their environment and place. The most recent Keep Scotland Beautiful (KSB) report in 2015/16 indicated that Renfrewshire is performing well in some aspects and recognises the challenges of maintaining standards. This report by KSB highlights that:

- Renfrewshire is providing an acceptable level of service in some areas;
- Renfrewshire has lower levels of vandalism, graffiti and fly tipping than many other Council areas, however there are continuing challenges in tackling the levels of littering and detritus;
- Dog fouling and cigarette ends are national issues and have the greatest impact on perceptions of the cleanliness across Renfrewshire.

- 1.4 The Council would like to do more in tackling the above challenges, committing to some additional operational resources, as well as resources to support already established work as ongoing in local communities.
- 1.5 A high-profile engagement campaign, driven by the Council in partnership with local people and the local media will deliver:
- Enhanced operational activities by the Council for an initial environmental clean and to specifically tackle litter, detritus and dog fouling.
 - Revitalised roads signage and infrastructure through removal of redundant infrastructure, sign replacements and decluttering of signage throughout Renfrewshire.
 - A highly visible marketing campaign will build on the good works already being undertaken by local groups within the community, creating two-way dialogue with all communities and providing opportunities for local people to participate in community clean ups and becoming local champions for their area, taking forward the Community Empowerment Act, empowering communities to address issues that matter to them.
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2. Recommendation

- 2.1 The Council is asked to consider an initial investment of £250,000 in 2017/18 to deliver a programme of improvements to Renfrewshire's environment and the development and implementation of a campaign to engage and support local people and which enhances civic pride.
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3. Approach and Delivery

- 3.1 Our approach will focus on encouraging residents and businesses to love the place they live, supporting them in taking responsibility for improving their local environment. It will respond to the environmental issues highlighted by Keep Scotland Beautiful, both nationally and locally, that generate genuine concern across all communities. This includes issues such as litter, dog fouling cigarette ends and detritus, all of which detract from Renfrewshire's attractiveness as a destination to live, work, and visit.
- 3.2 The programme of work will build on and improve current environmental & place standards, through investment in additional operational activities and support to communities:-
- Additional & targeted StreetScene and Roads activities, including mechanised street sweeping and the cleaning of gullies. It is recognized that gullies across

Renfrewshire require deep cleaning to remove detritus accumulations and address silt related drainage issues;

- 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.

3.3 The initiative will focus on all arterial routes and include interventions for town centres, neighbourhoods and villages, arterial routes, parks and open spaces. The additional operational activities will be supported by core StreetScene, Roads & Transportation and Renfrewshire Wardens activities, through a prioritisation of resources within key service areas and activities to improve Renfrewshire's environment.

3.4 The programme will be launched in late summer 2017, and will be fully supported by additional environmental operational activities. The campaign will include a number of front line and community interventions and programmes over the remainder of financial year 2017/2018. A review of the additional activities during 2017/18 will be carried out and any continuation of the investment beyond 2017/2018 can form part of the consideration of the Council's budget setting process for 2018/19.

4. Marketing and communications strategy

4.1 An integrated marketing and media strategy will be delivered, underpinned by a series of high-profile seasonal campaigns to raise awareness and encourage community participation, demonstrating the benefits for people to get involved in environmental improvements, and encourage residents, groups & organisations to take ownership of the campaign and make it their own.

4.2 It is vital that local people, schools, businesses and communities are involved in the campaign to ensure ownership lies with people who chose to live and work in Renfrewshire. Creative and powerful messaging will be developed for the marketing campaign. Our messaging will be grounded and aligned to the development of the destination brand which aims to promote Renfrewshire as a great place to live, work, visit and invest. It will reflect what makes Renfrewshire great and why the responsibility is on everyone to play their part. Two-way dialogue with our communities will be encouraged and there will be a strong focus on community events and empowering individuals to get involved.

4.3 Promotional materials will be developed and a variety of communication channels will be used to reach our audiences. The campaign will be delivered through a range of marketing and media channels, across all Renfrewshire towns and villages. This includes working in partnership with local media, face-to-face events, social media, online and offline publications.

4.4 The campaign will create a variety of opportunities for people to get involved and encourage people to get involved in community litter picks with the aim to address a positive behaviour shift in ensuring long-term environmental improvements.

5. Enhanced Operational Activities

5.1 The enhanced operational environmental activities will include:

- Increased mechanical sweeping and gulley cleaning as set out in paragraph 3.2 above, to tackle and address litter, dog fouling, detritus and localised gulley cleaning;
- A highly visible litter picking presence within community clusters;
- Rapid Response Teams working predominately within and across the 3 town centre areas of Paisley, Renfrew and Johnstone to carry out responsive cleanup activities and enforcement activity with a focus litter hotspots, dog fouling, trade waste, fly tipping, graffiti and chewing gum removal

6. Street Furniture and Road Signage & Infrastructure

6.1 Management of street furniture, road signage and other road related infrastructure is vital for the improvement of Renfrewshire's environment and place. Many roads signs and associated road related infrastructure have become redundant, reached the end of their effective asset life and become visually cluttered. This campaign aims to address this through removal of redundant infrastructure (signage, poles, barriers etc) and the repair, replacement and cleaning of signage across Renfrewshire.

7. Community Engagement, Participation and Ownership

7.1 The campaign will engage with and provide support to, communities and volunteer groups to build long-term and sustainable community capacity. Links will be developed between community groups and Renfrewshire's local community planning governance framework, including Local Area Committees. The ethos of the Community Empowerment Act will be used to provide a focal point for community participation and support for environmental and place improvements.

7.2 Renfrewshire Wardens will be a vital link with communities, supporting community and volunteer participation in community clean ups along with educational support and awareness raising for schools and community groups, with support including equipment provision and waste collections.

7.3 A number of partners will be engaged in the campaign including but not limited to Keep Scotland Beautiful, Paisley First, Engage Renfrewshire and Zero Waste Scotland.

- 7.4 The Community Empowerment Act empowers communities to participate in and strengthen their voices in the decisions that matter to them. The Council is addressing the requirements of the Act to improve outcomes for communities by ensuring services and the community work closely together to meet the needs of the community. Renfrewshire's Community Planning governance framework will act as the link which brings together the needs of the community with focus of service delivery activities.
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Implications of the Report

1. **Financial** – An initial investment in 2017/2018, funded from Council's Strategic Waste Reserves. A review of the additional activities during 2017/18 will be carried out and any continuation of the investment beyond 2017/2018 can form part of the consideration of the Council's budget setting process for 2018/19.

2. **HR & Organisational Development**

3. **Community Planning**

Empowering our Communities – This campaign will engage support and empower communities to participate and take ownership of their environment and place.

Greener – This campaign focuses on improving the Renfrewshire environment.

Jobs and the Economy – The campaign will create additional employment, to deliver the operational activities and support to communities and support economic development in Renfrewshire.

4. **Legal** - none

5. **Property/Assets**- Renfrewshire's roads infrastructure, parks and open spaces are enhanced.

6. **Information Technology** - none

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.

7. **Health & Safety** - none

8. **Procurement** - none

9. **Risk** - none

10. **Privacy Impact** - none

List of Background Papers – none

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