



Cleaner Streets – Appendix 1

Housing and Neighbourhoods Overview and Scrutiny Committee

Summary of Recommendations

1.1 Following their assessment of the evidence, members of the Committee propose the following recommendations for the Cabinet Member for Environment:

Ref	Recommendation	What does Success look like?
R01	Introduce 'Local First' as the core principle of the Clean Streets services	A localities approach to service delivery
R02	Develop and deliver a new Birmingham Litter Prevention Strategy	A new council wide strategy in place with clear measures of success outlined, and an action plan for its implementation in place.
R03	Implement a localities approach to service delivery by introducing a new Local Operating Model.	<p>Locality units in place comprising of dedicated multi-skilled ward teams</p> <p>Localities defined around manageable boundaries enabling both management and front-line staff to establish and maintain effective relationships with Members and the community</p> <p>Front line staff who feel valued and motivated and with a sense of ownership of their ward/locality</p> <p>Regular walkabouts with Councillors and the Community to support the service to understand local needs and inform solutions.</p>



Ref	Recommendation	What does Success look like?
R04	Use key messages to deter litter and fly tipping tailored to the intended audience and the neighbourhood affected	<p>Develop a menu of key messages tailored to litter and fly tipping and specific to different audiences including businesses. Ensure messages are utilised at hotspot locations. For example, highlighting the cost of removal of fly tipping at the site of the fly tipping.</p> <p>Residents able to access the information they need on Birmingham City Council website.</p> <p>Education programmes delivered in primary and secondary schools</p>
R05	Adopt a 'One Team, One Council' approach, remove silo working between different services and harness the potential from across the Council to deliver visible change.	<p>Multi-skilled ward-based teams comprising different disciplines working together (for example, street cleansing; grounds maintenance and enforcement)</p> <p>A 'see it, sort it' attitude in place towards tackling issues. Staff deal with problems wherever possible rather than referring it on. Staff adopt a problem-solving approach towards resolving issues.</p> <p>All Council services contributing to the drive for cleaner streets</p>
R06	Create a change in culture throughout the services	<p>Staff feel proud to be part of the service, and understand the valuable part they play to create and maintain clean neighbourhoods</p> <p>Staff feel listened to, valued, and motivated with a sense of ownership of their ward/ locality</p> <p>The workforce is permanent and is highly trained.</p>
R07	Implement a proactive enforcement approach. Increase the capacity of the Council to target low level offences by enabling other services (e.g. Housing and Neighbourhood Action Co-ordinators) to issue warning letters and Fixed Penalty Notices	<p>A proactive and consistent enforcement approach in place (based on best practice from other areas) responding in all wards</p> <p>More staff equipped to take enforcement action</p> <p>Residents and businesses less likely to fly tip or drop litter</p>
R08	Establish devolved small grant budgets for Members for all wards to make improvements	<p>Small grant programme in place</p> <p>Schedule of costs to act as guidance for common street scene furniture and improvements shared with Members and for use of external groups.</p>



Ref	Recommendation	What does Success look like?
R09	Extend the programme of Love Your Environment days for longer periods to enable intensive Locality clean ups. A 'baseline' will be created for these areas, work done and then 'handed over' to main-stream services, community, and businesses to sustain these improvements	Intensive programme in place to raise local standards and refresh local streets and adopting a cross-boundary approach where appropriate Visible improvements in local areas for local residents and businesses
R010	Introduce a proactive approach towards graffiti and fly-posting removal on private land by removing first and recharging later	Staff trained in best techniques for graffiti removal Graffiti and flyposting removed quickly
R011	Promote options for residents and businesses as alternatives to fly-tipping on the Council website. For example, the British Heart Foundation	Residents and businesses are equipped with information to make different choices
R012	Map current bin assets with demand and schedules. Implement changes to Birmingham's current bin-frastructure to respond to this mapping	The right bin is located in the right place with the most appropriate schedule Members consulted about proposed changes to any bin location and size in their wards (both installations and removals)