

REPORT TO: Cabinet Member – Environmental

DATE: 30 June 2010

SUBJECT: **WORKING NEIGHBOURHOODS FUND AND HMRI LIVING THROUGH CHANGE FUNDED ENVIRONMENTAL SERVICES 2009/10 PERFORMANCE UPDATE**

WARDS AFFECTED: Derby; Linacre; Ford; Litherland; Netherton and Orrell; and St Oswald & Church

REPORT OF: Peter Moore Environmental and Technical Services Director

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**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To update the Cabinet Member - Environmental on the progress of the Working Neighbourhood funded Environmental Services initiatives within the Environmental & Technical Services and Operational Services Departments.

REASON WHY DECISION REQUIRED:

Regular reporting to the Cabinet Member - Environmental is an important part of the performance monitoring and communication strategies for the interventions and for addressing implications for mainstream service provision.

RECOMMENDATION(S):

That the Cabinet Member - Environmental endorses the approach taken in delivery of the Working Neighbourhood funded Environmental Services initiatives within the Environmental & Technical Services and Operational Services Departments.

KEY DECISION: No

FORWARD PLAN: N/A

IMPLEMENTATION DATE: N/A

ALTERNATIVE OPTIONS:

None

IMPLICATIONS:

Budget/Policy Framework: None arising from this report – the funding for the programme is currently scheduled to finish in March 2011

Financial:
There are no financial implications arising directly from this report.

<u>CAPITAL EXPENDITURE</u>	2008 / 2009 £	2009/ 2010 £	2010/ 2011 £	2011/ 2012 £
Gross Increase in Capital Expenditure	Nil	Nil	Nil	Nil
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure	1,100,830	1,705,180	1,801,140	Nil
Funded by:				
Sefton funded Resources				
Funded from External Resources	1,100,830	1,705,180	1,801,140	Nil
Does the External Funding have an expiry date? Y/N	March 31 st 2011			
How will the service be funded post expiry?				

Legal: None

Risk Assessment: None

Asset Management: Not relevant

CONSULTATION UNDERTAKEN/VIEWS

CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	✓		
2	Creating Safe Communities	✓		
3	Jobs and Prosperity	✓		
4	Improving Health and Well-Being	✓		
5	Environmental Sustainability	✓		
6	Creating Inclusive Communities	✓		
7	Improving the Quality of Council Services and Strengthening local Democracy	✓		
8	Children and Young People	✓		

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT
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Cabinet Member - Environmental Report Environmental Services Initiative – Worklessness 18/11/09

Background

Working Neighbourhood Interventions

1. During the summer of 2008/2009 the Working Neighbourhood Funded (WNF) Environmental Services Intervention (ESI) was established and superseded the previous Neighbourhood Renewal Funded (NRF) Livability Initiatives. Following a commissioning process and period of transition the project officially started in June 2009 and has continued to run through 2009/10.
2. The main focus of the WNF Intervention is as below;
 - Addressing Worklessness – through training-into-employment. Including the provision of a comprehensive planned training program for trainees relevant to the requirements for employment in ESI and mainstream Environmental Services
 - Combined focus on neighbourhood cleanliness and longer-term behavioural change – enhancing mainstream service provision, addressing “whole neighbourhood” cleansing gaps (including graffiti), addressing rat habitat and related infrastructure issues, engaging, educating and enforcing to change individual behaviour, perceptions and “neighbourhood norms”.
3. Dependent upon the nature of service provided service delivery is organised at the following three geographic levels:
 - South Sefton level;
 - Area Committee level; and
 - HMRI Priority Intervention Area level
4. All WNF/LTC Environmental Services work together and link in with mainstream and other additional services to ensure maximum synergy and additionally, minimises duplicity or gaps.

Interventions

5. The interventions work alongside the mainstream environmental services, to improve neighbourhood cleanliness and resident satisfaction as well as to reduce the number of rat populations within Sefton. They also contributed to: improved resident/community engagement both with the additional services and mainstream environmental services; behavioural change, particularly through additional education and enforcement; improved partnership working between agencies; and changes within the mainstream services. As well as encouraging local people into training and employment opportunities within the service, supporting economic development through the delivery of safe and clean neighbourhoods.

6. A number of teams are employed to carry out a wide variety of duties in order to achieve the above; Community Engagement Team, Environmental Enforcement Team, Pest Management Team, Mechanical Sweeping, Arterial Routes, Good Neighbourhood Skips and Neighbourhood Livability Teams. All these work together with the mainstream as well as with partners such as the Registered Social Landlords (RLS's), Community Safety, Police, Fire Service, Park Rangers, Network Rail, Housing and Community Centres to achieve a greater outcome.

Teams in detail 2009/10;

Community Engagement Team

7. Have carried out a range of activities to engage with communities and stakeholders. The team organises and contributes to regular clean up days. This includes "Wednesday Projects" in which all Neighbourhood Livability Teams focus on a defined grotspot and The Big Tidy Up's involving local school children etc.
8. During 2009/10, 106 Wednesday Projects/Community Clean Up Days have been completed across WNF wards.
9. The CET has also organised/participated in 67 "walkabouts", meeting with a range of partners and local residents, on-site to identify environmental problems and ensure a co-ordinated joined up response from partners to resolve them.
10. The CET have also organized/participated in numerous educational events such as; the 'Your Choice Conference' which all 24 WNF Schools (Year 6 pupils) attended. The Conference included interactive sessions around litter, graffiti, dog fouling and responsible behavior in communities.
11. The conferences were complemented by the CET arranging for all 6 WNF Secondary Schools (Year 7 pupils) to have a Drama and Rap (DRAPA) Workshop, which also tackles issues surrounding environmental anti social behavior. Both events are designed to encourage positive behavioural change and are followed up by further presentations to children at school assemblies.
12. This year the CET has worked with Hugh Baird College and as a result, students created their own 10 minutes take on the pop song 'Jitterbug', changing the lyrics to give different environmental messages and create a short play. This play has been delivered outside popular shopping areas to catch the biggest audiences (including, the Strand Shopping Centre, ASDA Bootle, and Marian Square Shopping Centre).
13. This service also acts as the main interface between the council services and partners such as RSL's. They have a direct link with the council services using the dedicated hotline and the working relationship with community engagement officers to influence delivery of services. Through the hotline, walkabouts, meetings etc, the team has dealt with over 400 service requests during 2009/10

from a range of different partners including RSL's, Merseyside Police, and the Fire Brigade etc.

14. To educate and promote the WNF Teams, the CET attends various events and has designed various posters, leaflets etc. to support these activities. This includes a newsletter that was sent out quarterly to WNF residents informing them of the work carried out by the teams and providing them information on a variety of environmental issues and useful phone numbers.

Environmental Enforcement

15. Have worked to inform and were appropriate enforce through statutory action a range of issues including fly tipping, littering, dog-fouling etc.
16. They have organized 'Rear Entry Blitzes', cleansing a number of entries from fly tipping and identifying offenders. Resulting from these operations, 22 specific Notices were served and a further 616 'blanket' Notices reminded occupiers of their responsibilities were sent to all properties that had access to the entries in question.
17. The team has also conducted observations at Fast Food outlets and Bring Back Sites through out South Sefton, to identify people dropping litter. 56 offenders have been identified this year and sent letters interviewing them under caution. Of these, 31 were issued with £75 Fixed Penalty Notices.
18. To tackle dog fouling and the perception of a fouling problem within the WNF areas, the officers in partnership with the dog wardens and PCSO's have patrolled hot spots, stopping dog walkers and enquiring if they were carrying bags. All walkers were educated and informed about responsible dog ownership and of the Fixed Penalty Notices for dog fouling offences. Bags were given to those without any, along with a 'Warning Letter'. 636 dog walkers have been stopped during this period of which 21% were found not to have a means of picking up any fouling.
19. The teams also inspect local businesses to educate and enforce the 'Duty of Care' Policy for correct disposal of waste. In addition several projects have been undertaken to remind newsagents, takeaway food outlets and Public Houses of their responsibility for litter (including cigarette litter) disposed outside of their premises.
20. All these activities are designed to change behaviour of local residents and within business communities to improve environmental conditions for the community for the long term.

Rat Action Team

21. This intervention pro-actively targets hot spots of rat activity to reduce rat populations via Integrated Pest Management approach, through removal of harbourage, food sources and effective baiting as well as improvements to drainage infrastructure.

22. This work is prioritized using a mapped system, which identifies where most activity has been on a 3-month rolling program and effectively targets with core services these to have maximum impact.
23. 446 sites have been cleared of harborage during 2009/10.
24. 230 drains have been cleared / infrastructure improved (including fitting bungs).
25. Over 140 tonnages of rubbish have been removed.
26. 127 Street Investigations have been completed. These involve a complete survey of an area to identify all rodent related issues which require action and prompt the subsequent work by Rat Action Team and other partners / Departments.

Mechanical Sweeping

27. In addition to mainstream mechanical and manual street sweeping this additional complementary service is maintained across the South Sefton Area. The workload is programmed so that each part of South Sefton receives the necessary attention to deliver improved standards of street cleansing. This includes the use of Johnson Sweeper machines remove litter and detritus from both the pavements and roads (channels/gutters).

Arterial Route Cleansing

28. Additional complementary service provides night time cleansing of the arterial routes has been in progress across the South Sefton Area to deliver improved standards of street cleansing along these key routes into and through the area. The large mechanical brush machines remove litter and detritus from the channels/gutters, whilst the team also 'dig out' detritus and overgrown vegetation from central reservations and roundabouts.

Good Neighbourhood Skips

29. A skip service has been provided to communities to assist in the disposal of non-routine waste as well as to reduce fly tipping and the improvement of environmental conditions overall.
30. WNF has employed a dedicated driver full time to support the skip rota in certain areas of South Sefton.

Neighbourhood Livability Teams / Intervention Area Team

31. To complement mainstream services and the additional services identified above, this dedicated resource is targeted at each Area Committee Area.
32. The Teams work in each area to a weekly-programmed work schedule, carrying out a variety of duties; digs out detritus, litter picking, removing fly-tipping, cutting back overgrown vegetation and removing graffiti to secure improved environmental conditions. Operatives also work alternate weekends and cleanse Industrial Areas of fly tipping and detritus.
33. The team has removed over 722 tonnes of rubbish during their work schedule.

34. During October to March alone, the team has also removed 261 incidents of graffiti.
35. Every Wednesday is a project day where all the teams concentrate their efforts on areas that have been identified by the Community Engagement Team as particularly problematic, either through walkabouts or service requests. Over 159 tonnes have been removed during Wednesday Projects.
36. The Intervention Area Team carries out the same type of work as the Neighbourhood Livability Team but concentrates in the two HMRI areas between Bedford/Queens Road and the Klondyke. In addition they also secure void properties and clear void gardens in these areas on behalf of the RSL's.
37. All of this work is carried out after consultation with local communities and partners through a variety of methods including regular scheduled meetings between the Community Engagement Team Leader and key partners, day-to-day liaisons through a single point of contact such as the hotline, and participation in the Community Safety Area Partnerships. The Projects Strategy and progress is also developed and monitored through an external Steering Group which includes RSL partners, Neighbourhoods Division and HMRI

Worklessness

38. Since the project began, 27 trainees have been taken on of which 13 have found work either within the Neighbourhood Livability Teams or within the core Cleansing Service while they have been part of the programme. 8 out of the 27 trainees are still enrolled on the programme and will finish this year. 3 of these trainees have been taken on within the community engagement and environmental enforcement teams which further expands the opportunities for trainees.
39. 13 of those trainees have also completed an NVQ level 2+ Qualification in waste 7 environmental aspects whilst working on the programme, with the rest are expected to finish this year.
40. Taster sessions require an individual to commit to spending one day per week (8 hours) over 10 weeks to determine if this is an area of work that they are interested in. There have been difficulties in terms of attracting candidates for the 10 week 'taster' routeway programme, however 29 'tasters' have enrolled so far and of these, 15 have found employment either within the Neighbourhood Livability Teams or within the core Cleansing Service. 6 are still enrolled on the programme and are due to finish quarter one 2010/11.
41. Many of those trainees and tasters have been provided with a variety of training courses including LANTRA Training (hedge cutters, loppers etc), Chapter 8 (safe working on the highway), First Aid, and Quality & Diversity etc. During 2009/10, 42 counts of training were delivered.

Performance Monitoring

42. All of the milestones have been adhered to and almost all of the targets met (see table below). The number of community clean up days has been exceeded during 2009/10, with 26 being held, 56 in total from 2008. The number of environmental education events targeted towards young people has also been exceeded, with 27 being held during 2009/10 including Open Days, Your Choice Conferences etc, and 35 in total since 2008.
43. The Local Environmental Quality (DLEQ) Survey results illustrate the overall standard of the street scene in South Sefton. (100% is the worst-case scenario and 1% is the best example of cleanliness.) During 2009/10, 2 surveys have been conducted and the results show very positive outcomes. The target set for Detritus was 28%. This target was exceeded in Quarter 2 with the results coming in at 23%. Then in Quarter 4, this dropped again to 19%, nearly 10% below the target. Similarly, the Litter target to achieve was 25%, and although the score came in level with this in Quarter 2, it dropped to 18% in Quarter 4. Therefore both Litter and Detritus have seen vast improvements, which can be directly linked to the extra resources provided by WNF Neighbourhood Livability Teams. Graffiti and Fly-posting are slightly below target (Graffiti plus 3% over and Fly Posting plus 1%).
44. The following targets show how the project is progressing;

Targets to be Delivered		2009/10	Achieved
Trainees completing an 11 month placement and achieving an NVQ Level 2 qualification		10	13
People completing a 10 week 'taster' programme through Routeway and achieving an accreditation		32	21
People going on to further training, education or employment		34	66
Environmental educational interventions targeted towards children and young people		20	27
Community clean up days held and number of local residents involved		25	26
DLEQ survey to be carried out across Linacre/Derby, Ford/Litherland, and St Oswald, Netherton and Orrell		2	2
DLEQ survey to maintain or show improvement against baseline results	Detritus	28%	19%
	Litter	25%	18%
	Graffiti	11%	13%
	Fly-posting	1%	2%

45. The milestones to date have all been completed;

Milestone
Production of 2009/2010 Team Project Delivery Plans
Refreshed mapping of programmed work areas
Production of 2008/2009 Project Performance Report
Refreshed mapping of programmed work areas
Householder Survey 2009

Conclusion

46. The WNF Environmental Services Initiative continues to make a positive impact on the South Sefton Area. Long-term un-employed are finding work, training and gaining new skills. The environment is also benefiting from extra cleansing services and local communities are being engaged and have the opportunity to influence service deliver. Communities are participating in key events, clean ups etc and are being educated on environmental issues (enforcement where necessary). Environmental condition are being improved thus attracting potential investment from businesses benefiting the economy.
47. The Environmental Services Initiative is working with the mainstream services enhancing and focusing work on specific geographical areas and on specific environmental issues, such as flytipping, rodent activity, dog fouling and graffiti that have been identified by the local community.
48. Trainees which were previously long-term un-employed, have been recruited and in many cases successfully re-employed. The trainees have received a comprehensive training schedule, as well as working towards attaining an NVQ Level 2 Qualification, which will all support their future employment prospects.
49. The Routeway trainees recruitment (tasters), although slow to begin with are now up and running. Again this has given un-employed people an opportunity to re engage with the work environment and give some confidence to move back into the employment market.
50. The DLEQ survey result confirms that the joined up and focused approach is having a positive impact on key environmental indicators including litter and detritus. Continuation of this approach is likely to see further environmental improvement.