

REPORT TO: Cabinet Member - Environmental

DATE: 16th December 2009

SUBJECT: **STPCLEVER INITIATIVE – CLEANSING SECTION**

WARDS AFFECTED: Linacre And Derby

REPORT OF: Peter Moore
Environmental Protection Director

CONTACT OFFICER: Gary Berwick
Cleansing Services Manager
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**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To update the Cabinet Member - Environmental on the element of the Stepclever initiative, funded via the Government's Local Enterprise Growth Initiative (LEGI) to improve business confidence in South Sefton and North Liverpool, operated by the Cleansing Section.

REASON WHY DECISION REQUIRED:

It is important to report on the progress of this initiative and to ensure that the implications for when this external funding ends, March 2010, are understood.

RECOMMENDATION(S):

That the Cabinet Member – Environmental notes the content of the report and in particular notes the achievements of this externally funded initiative to date and the implications for the Cleansing Section of losing this funding/resource.

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: N/A

ALTERNATIVE OPTIONS:

None

IMPLICATIONS:**Budget/Policy Framework:**

Financial: The Stepclever Initiative (Cleansing project) has been funded over two years from external funding, which ends on 31 March 2010. The exit strategy in place will hopefully enable all of the staff funded by this scheme to be redeployed. If this is not achieved redundancy costs will be met from the funding provided for this scheme. It is not anticipated that any additional costs will be incurred by the Council as a result of this loss of funding.

<u>CAPITAL EXPENDITURE</u>	2009/ 2010 £	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure				
Funded by:				
Sefton funded Resources				
Funded from External Resources				
Does the External Funding have an expiry date? Y/N	YES, 31 st March 2010.			
How will the service be funded post expiry?				

Legal: N/A**Risk Assessment:** N/A**Asset Management:** N/A**CONSULTATION UNDERTAKEN/VIEWS**

Finance – FD237 - The Finance and Information Services Director has been consulted and his comments have been incorporated into this report.

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

None

Background

1. In late 2007, the Planning and Economic Regeneration Director was successful in securing funding from Local Enterprise Growth Initiative (LEGI) Round 2 for improvements to business areas within 2 wards in South Sefton (Linacre and Derby) and 4 wards in North Liverpool.
2. Part of the above contained a bid by the Cleansing section for approximately £250,000 of funding, over 2 years, to create an Environmental Improvements Team and to facilitate surveying in accordance with the District Local Environmental Quality (DLEQ) monitoring process, developed by Keep Britain Tidy. DLEQ provides a substantially more in-depth analysis of cleanliness, within the areas surveyed, than the standard surveying process used to provide data for National Indicator 195 – Improved street and environmental cleanliness (NI195).
3. The external funding has been used to create a small Environmental Improvements Team that deals with fly tipping and main gateway street cleansing within the 6 wards eligible for LEGI funding and a DLEQ/Stepclever Monitoring Officer who monitors the performance of the team and carries out DLEQ surveys.
4. The current funding for this initiative will cease on 31st March 2010 and the Cleansing Services Manager has been informed that no further funding will be available beyond that date.

Stepclever Operation (Environmental Improvements Team)

5. The aim of the Stepclever operation is to enhance the core service currently provided by both Councils, specifically in business areas and main gateways within defined areas, so as to improve the local environment within the wards concerned and encourage local businesses to remain, invest, expand or re-locate to the area.
6. The Environmental Improvements Team carries out additional (main gateway) street cleansing, graffiti removal and removal of fly tipping within the wards identified, especially in the industrial areas of these wards. Over 300 tonnes of fly tipped waste have been removed from these areas during the period that the initiative has operated. In addition to this graffiti (long-standing and new) of both an anti-social and offensive nature has been removed from numerous locations.
7. The team operates under the direct control of the Cleansing Section and experience gained from previously successful externally funded interventions (e.g. Environmental Hit Squad 1 & 2 and Neighbourhood Liveability Intervention) has been used to increase the success of this initiative.
8. The team consists of 4 operational staff, working outside normal hours (night work), work is planned and managed by the externally funded DLEQ/Stepclever Monitoring Officer, with cover provided on a reciprocal basis via another externally funded initiative. The DLEQ/Stepclever Monitoring Officer has liaised with Liverpool's cleansing contractor (Enterprise) to identify key 'hot spot' business areas within the wards concerned. The officer also helps to provide the quarterly return required to claim the external funding offered for the Stepclever initiative.

Outcomes achieved

9. The initiative has achieved and indeed surpassed all of the targets/outcomes stated in relation to the agreement to provide external funding from LEGI. The Environmental Improvements Team has made a positive contribution to improving the local environment and has helped to make these areas more attractive for businesses.
10. The initiative has therefore helped to enhance the prospects of existing businesses remaining, investing or expanding and for other businesses relocating/commencing trading in the respective areas, thereby providing opportunities for improving wealth and economic activity for those living within the wards and providing a better base for further regeneration and development in the wards concerned.

11. This initiative has also directly contributed by employing local unemployed residents, providing them with enhanced training and improving their skill base.
12. The national indicators for street cleansing, graffiti and fly tipping (formerly BVPI 199, now NI 195 and NI 196 respectively) have all improved during the period that this initiative has operated (2008-10) and the generation of more detailed DLEQ reports has provided a greater understanding about which elements of cleanliness need to be improved (e.g. litter, detritus, graffiti etc.), which areas are suffering most and an indication, in the case of litter, as to what is specifically contributing to the conditions found (e.g. cigarette ends, fast food litter etc.).
13. The Stepclever operation is delivering a positive contribution in relation to agreed Local Area Agreement (LAA) targets for both Councils in respect of improving the local environment in the wards concerned and enhancing prospects for economic growth/recovery.

Exit strategy and Implications

14. The loss of funding will mean that the functions carried out via this initiative will cease in March 2010. The cessation of funding and the consequent reduction in officer time/resource for DLEQ surveying will mean that, from April 2010, the Cleansing Section will have to revert to the standard NI 195 process rather than utilise DLEQ for reporting on this indicator.
15. It is envisaged that the staff who are currently employed via this initiative will, wherever possible, be redeployed into vacancies that may arise either within the 'core' cleansing service or other externally funded initiatives.