

**ENHANCED CLEANSING SERVICES PROPOSAL FOR MARKET TOWNS
(Report by the Overview and Scrutiny Panel (Service Delivery))**

1. INTRODUCTION

- 1.1 At its meeting on 1st July 2008, the Overview and Scrutiny Panel (Service Delivery) considered a report containing details and costs of providing additional cleansing services in the District's town centres on Sundays. The report is attached as an Appendix hereto.

2. BACKGROUND

- 2.1 In October 2006, the Panel established a Working Group comprising Councillors J D Ablewhite, R W J Eaton and J W Davies to consider whether there was a need to introduce a cleaning service in towns on Sundays to deal with the effects of the Saturday night time economy in terms of litter. In view of the rise of the Sunday economy the Working Group was asked to take into account tourism and Sunday trading.
- 2.2 Following discussion, the Working Group suggested that a trial of new cleansing arrangements on Sundays should be undertaken in St Ives. This proposal was considered by the Panel at its meeting on 8th January 2008, when a detailed explanation of various options and their financial implications was available. However, the Panel were of the view that a similar situation existed in other areas and, therefore, requested additional information, including the financial implications, on providing a cleansing service on Sundays in the market towns across the District.

3. DELIBERATIONS

- 3.1 Members of the Panel, at their meeting on 1st July 2008, reiterated their concerns about the cleanliness of the District's town centres on Sundays, particularly as Sunday trade and tourism are increasing both at a local and national level. Reference was made to the effect of litter on the objectives in these respects identified in Growing Success, the Council's Corporate Plan, and, more specifically, the Local Economy Strategy.
- 3.2 The Panel has taken into account a representation made by Holywell-cum-Needlingworth Parish Council, who have registered concerns that the District Council cleaning regime is focused primarily on town centres and that cleansing services for villages are predominantly funded by Parish Councils. Nevertheless, the Panel were of the view that as users of the towns, parishioners would benefit from the proposed cleansing services.
- 3.3 The Panel has discussed the option of establishing Alcohol Disorder Zones within the District. This is a Government measure designed to identify establishments deemed responsible for the problems in an area. Those establishments identified are liable to pay for the necessary cost of services required to return an area back to an acceptable state. The Panel has expressed the view that investigation of the potential benefits of introducing

Alcohol Disorder Zones should be undertaken, with a view to adopting this as a long term measure to address the problems associated with litter in Towns.

- 3.4 In terms of the operational costs of introducing a Sunday cleansing service, the Panel has concluded that the annual cost of £52,400 demonstrates good value for money, particularly, in light of the anticipated benefits that would be achieved. The Panel have, however, expressed their view that as savings are required to be identified by the Council to meet the costs of the proposal, financial contributions should be sought from the Town Councils. Cleansing on Sundays would be more feasible and there would be a greater likelihood that a service would be introduced if such contributions were forthcoming.

4. CONCLUSION AND RECOMMENDATIONS

- 4.1 The Panel has identified that there is a need to introduce Sunday cleansing services in the market towns across the District, which has arisen out of the growing Saturday night time economy and the adverse effect of the resulting litter on Sunday trade and tourism. In recognising the financial constraints already placed upon the Council, the Panel therefore

RECOMMEND the Cabinet to

- (a) introduce cleansing services on Sundays in the market towns across the District as set out in the Appendix;**
- (b) seek financial contributions from Town Councils towards the costs of implementing this proposal;**
- (c) subject to the outcome of (b) above, include a bid for funding for the proposal in the Medium Term Plan; and**
- (d) investigate the introduction of Alcohol Disorder Zones in the District in the long term.**

BACKGROUND INFORMATION

Minutes and Reports of the Overview and Scrutiny Panel (Service Delivery)

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CHIEF OFFICERS MANAGEMENT TEAM

17TH JUNE 2008OVERVIEW AND SCRUTINY PANEL
(SERVICE DELIVERY)1ST JULY 2008**ENHANCED CLEANSING SERVICES – PROPOSALS – MARKET TOWNS**
(Report by the Head of Operations)**1. INTRODUCTION**

- 1.1 The Overview and Scrutiny Panel considered a report on 8th January 2008, Enhanced Cleansing Service - Pilot Study and resolved that a further report be submitted to a future meeting giving full details and costs of providing a full cleansing service to the main town centres on Sundays. The Panel requested that the proposals as outlined at option 2 of the report, be adopted for the purpose of preparing the report
- 1.2 This report provides members with revised proposals based on the above.

2. ENHANCED SUNDAY CLEANSING PROPOSALS

- 2.1 The proposed enhanced Sunday cleansing services will be provided by 8 employees and one Supervising Inspector working from 06.00 to 10.00. The areas detailed in the town centres below will be cleansed using a combination of mechanical sweepers, litterpicking and the emptying of litterbins situated on roads detailed below, using the resources listed for each area.

St Ives Compact mechanical sweeper, plus a response team of 3 undertaking litter picking and emptying of litter bins.

St Ives	
The Waits	The Broadway
Crown Street	Merryland
Bridge Street	The Quay
The Pavement	Market Hill
White Hart Lane	Sheep Market
Market Road	Station Road
Cattle Market Car Park	

Huntingdon Compact mechanical sweeper, plus a response team of 3 undertaking litter picking and emptying of litter bins.

Huntingdon	
High Street	Ferrars Road
George Street	Royal Oak Passage
Market Hill	Princes Street
Literary Walk	St Marys Street
Hartford Road	St Benedicts Court
Chequers Court	St Germain Walk
Trinity Place	Chequers Way
Brewery Yard	St Germain Street Car Park
Brewery Yard	

St Neots Compact mechanical sweeper, plus a response team of 3 undertaking litter picking and emptying of litter bins.

St Neots	
St Neots Road	High Street
Cambridge Street	Huntingdon Street
Tebbutts Road	New Street
Church Street	Brook Street
South Street	St Marys Street
Priory Lane	Tan Yard
Bec Road	The Priory
Priory Lane Car Park	Waitrose Tan Yard Car Park
Market Square West	Market Square South

Ramsey & Godmanchester Response team of 2 undertaking litter picking and emptying of litter bins

Godmanchester	
Causeway	Post Street
Old Court Hall	Cambridge Street

Ramsey	
Great Whyte	Little Whyte
High Street	New Road
Mews Close Car Park	

Appendix 1 to this report provides maps of the actual areas that will be cleansed under these proposals.

3. OPERATING COSTS

	Per week	Per annum
Employee costs including supervision and management	£790	£41,000
Vehicle and Plant operating costs	£220	£11,400
Total Cost	£1,010	£52,400

Financial Context

No provision has been made for enhanced cleaning services in the Council's financial plan. The existing plan can be summarized as:

- 1) A deficit had already been planned for years 2008/9 through to 2014/5 by which time revenue reserves would be reduced to what is considered to be a minimal level.
- 2) The existing medium term financial plan is based on Council Tax rises of 5% every year for the next 10 years.
- 3) The existing medium term financial plan requires further savings to be identified of £0.5m for 2009/10 rising to £1.0m and £2.0m in each of the following two years.
- 4) All new expenditure will add to the requirement to make savings in other areas.

4. OPTIONS FOR DELIVERING THE ENHANCED SERVICE

- 4.1 As indicated at para 3 above, there is at present, no funding identified to provide this increased level of service and if Members were minded to recommend to Cabinet that the proposals be introduced, it would be necessary to prepare a bid for funding as part of the medium term financial plan later in the year which would be considered on its merits when assessed against other competing priorities.

5. SUMMARY

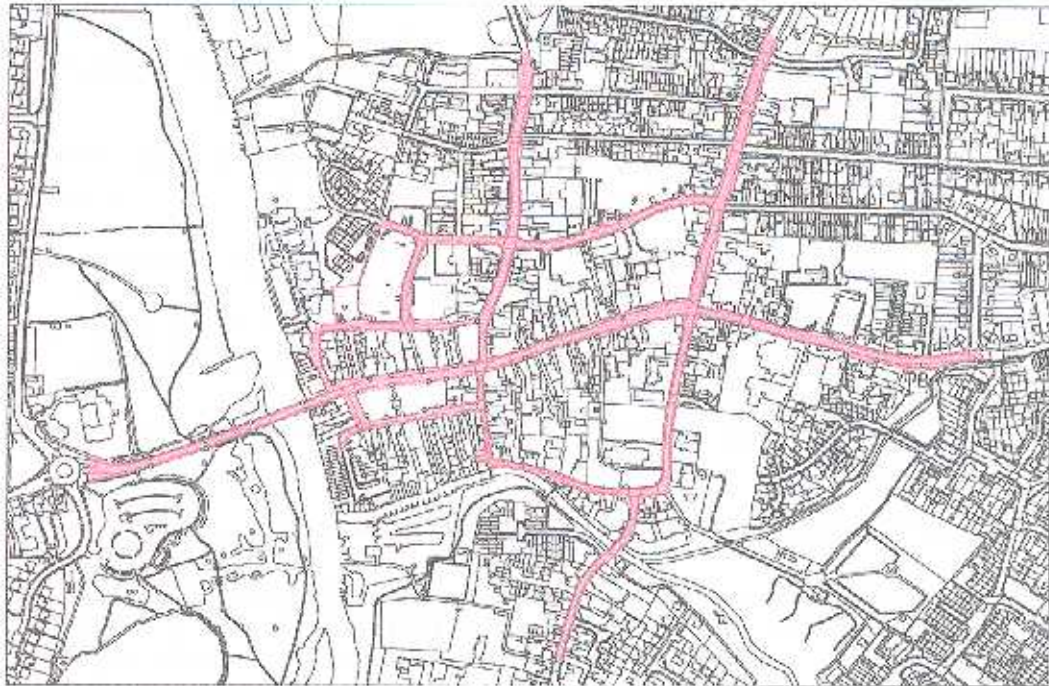
- 5.1 As indicated in the report considered by the Panel on 8th January 2008 our existing street cleansing services currently deliver a frequency based cleansing service higher than the EPA and COPLAR requirements. We are currently performing well in relation to the national performance indicators (which measures litter, detritus, graffiti and flyposting) being in the upper quartile of performance nationally.
- 5.2 The enhanced Sunday cleansing services proposed in this report would improve the Town Centre appearance *in the mornings*, but the standard will deteriorate during the day as there will be no full time presence to maintain the standard throughout the day. Litter dropped during the day will be recovered on the Monday morning by scheduled cleansing regimes.

6. MATTERS FOR CONSIDERATION

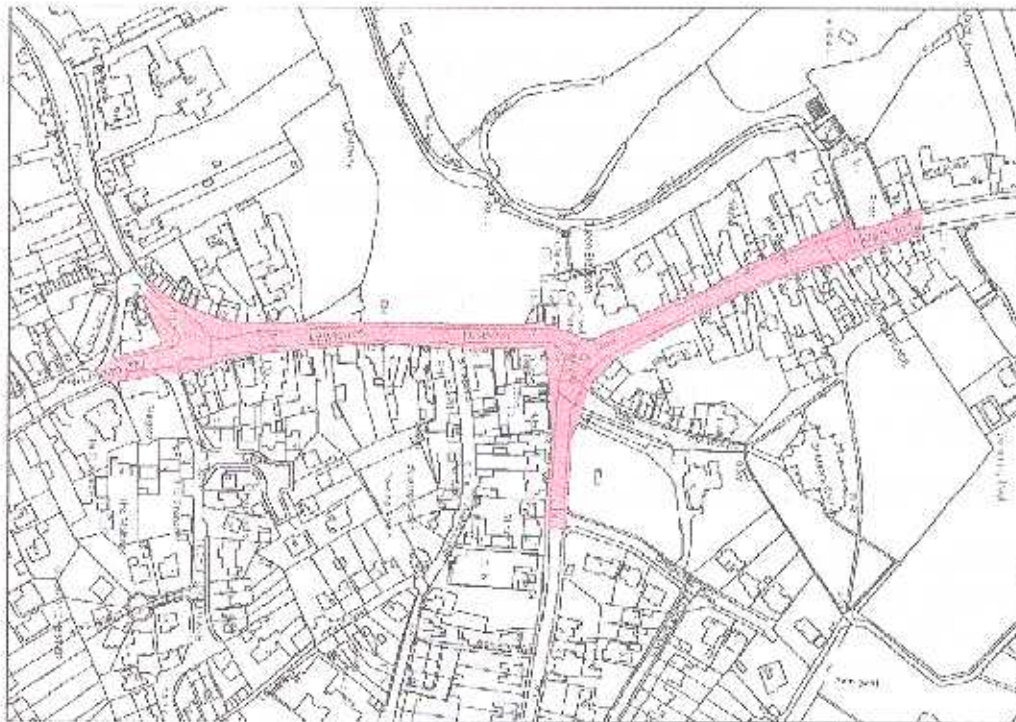
- 6.1 If the Panel supports improved cleaning services for one or more of the towns they may consider a recommendation to Cabinet that additional funding be provided or that the cleaning service be enhanced by savings from other services.

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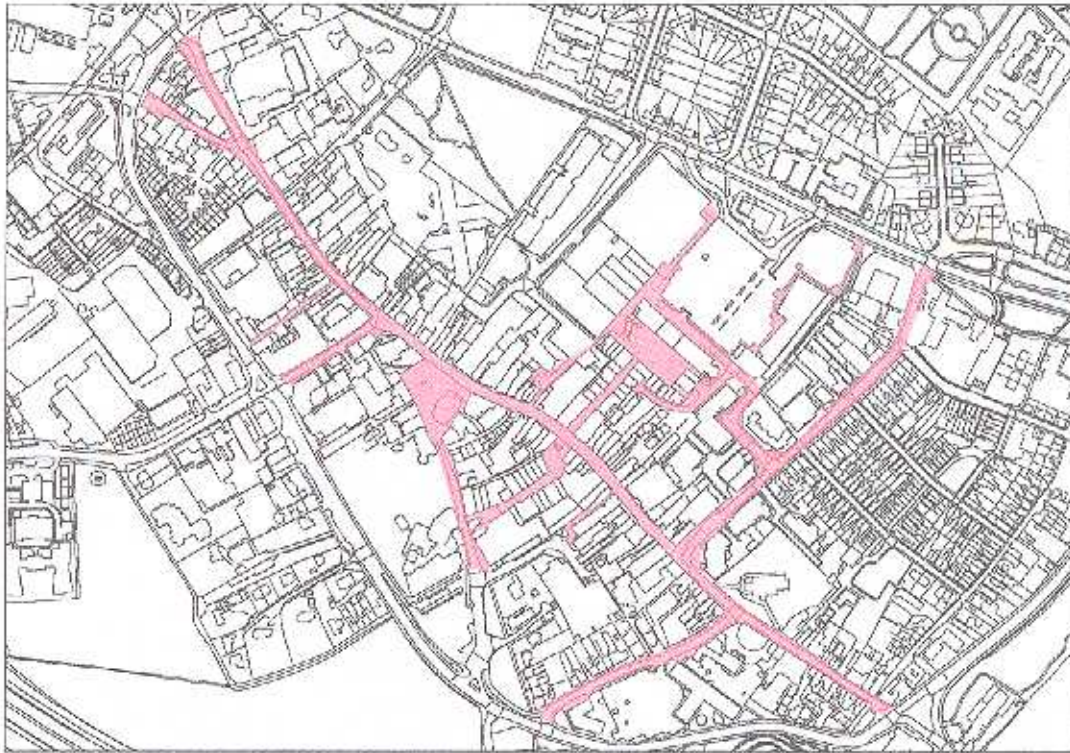
St Neots



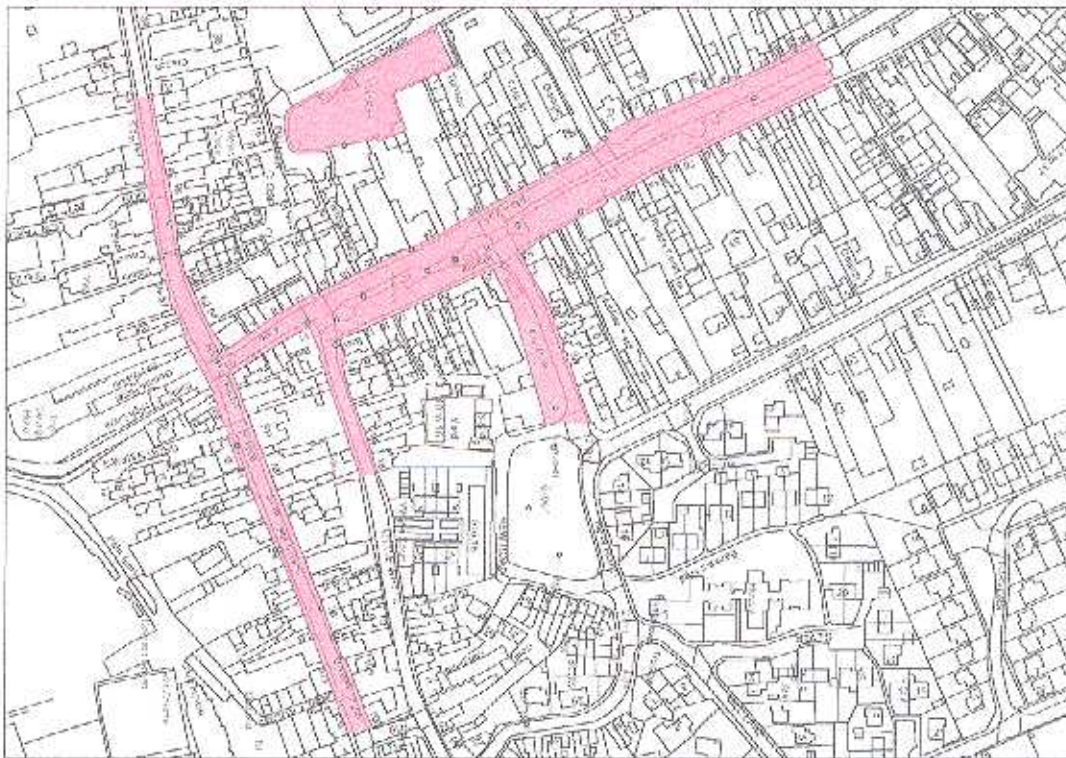
Godmanchester



Huntingdon



Ramsey



St Ives

