



Redcar & Cleveland Borough Council

A Cleaner Borough Strategy 2021-2023

this is **Redcar & Cleveland**

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1 Council Vision, Values and Priorities

The aspirations for Redcar & Cleveland are encapsulated within Our Flourishing Future, the council's corporate plan for 2021-24. The organisation's vision, values and priorities are set out as follows:

Our new vision for the Borough is:

Redcar & Cleveland Borough will be zero carbon, safer and more prosperous and attractive. People will live longer, more fulfilling and independent lives and will have access to the means of support when they need it.

Our values as public servants and elected representatives are:

TO KEEP COMMUNITIES CENTRAL TO WHAT WE DO

TO BE CARING AND RESPECTFUL

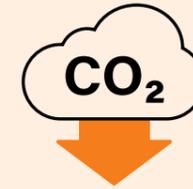
TO BE BOLD, AMBITIOUS AND ASPIRATIONAL

TO PROMOTE EQUALITY OF OPPORTUNITY

TO ALWAYS AIM TO GET THE JOB DONE TO THE BEST OF OUR ABILITY, WITHIN AVAILABLE RESOURCES

PRIORITIES

TACKLING CLIMATE CHANGE AND ENHANCING THE NATURAL ENVIRONMENT



We shall make clear how, in partnership, we will make Redcar & Cleveland carbon neutral by 2030



We shall achieve a step-change in recycling rates in the Borough



We shall support biodiversity with actions to support wildlife and plant life

MEETING RESIDENTS' NEEDS



We shall improve long-term physical health and mental well-being, get young people more active, and ultimately save lives



We shall take more preventative actions, to keep people safe, to enable more children and older people to live safely at home, with the right support at the right time



We shall further strengthen partnerships with schools and colleges to ensure young people's aspirations are raised, they get a better secondary school experience and acquire the skills they need for future jobs

IMPROVING THE PHYSICAL APPEARANCE OF THE BOROUGH AND ENHANCING PROSPERITY



We shall be more proactive in the way we look after the appearance of our Borough



We shall progress and deliver landmark projects to create jobs, increase pride and improve quality of life



We shall have an exciting cultural and visitor offer for all to enjoy

INVESTING FOR THE LONG-TERM



We shall make sure our Members and staff have access to training, development and support, including mental wellbeing, to enable them all to continue to do an excellent job



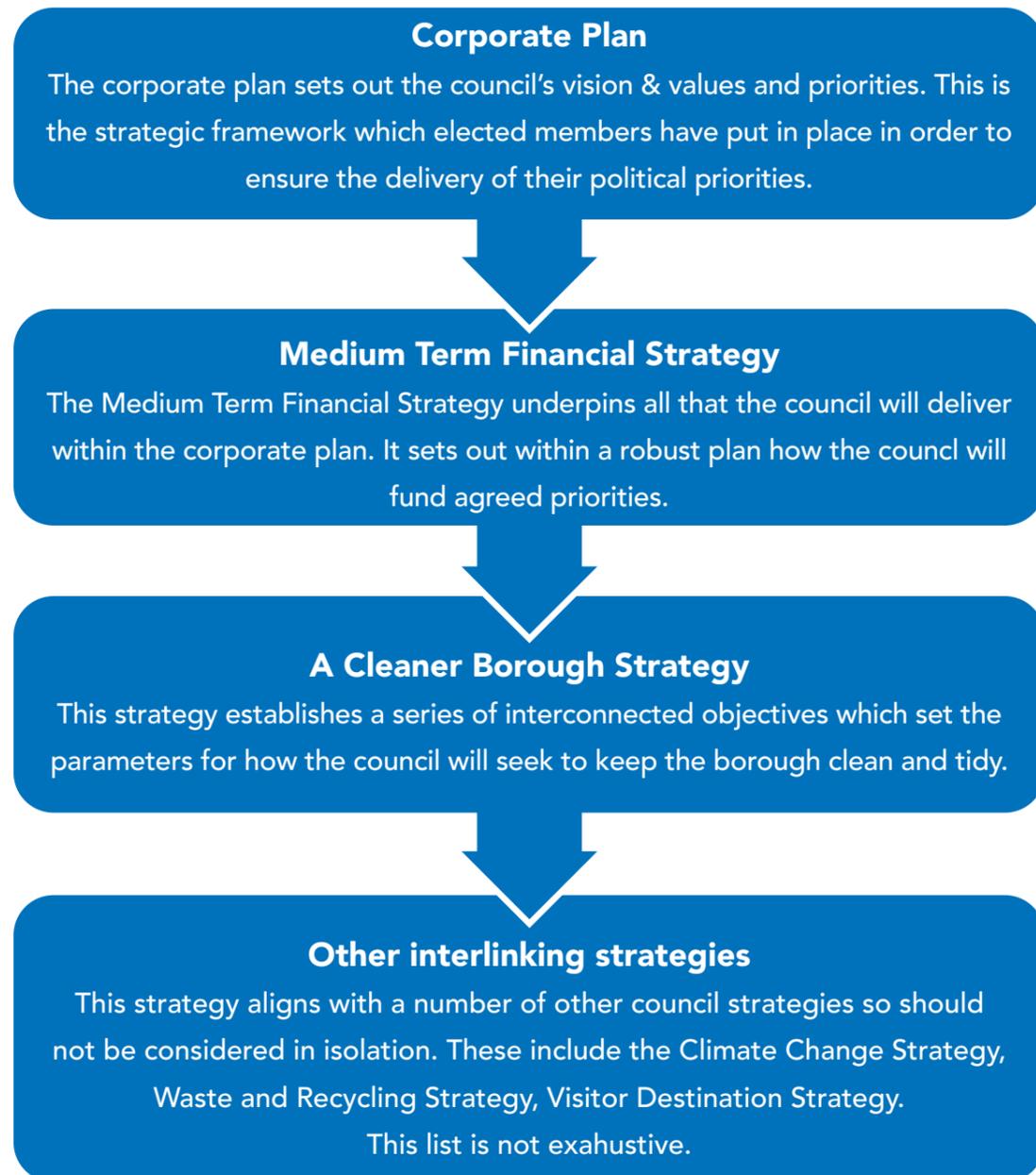
We shall ensure community needs are better met in localities as we rationalise our assets and buildings and manage demand by enabling people to digitally help themselves, whilst maintaining the face-to-face contact that our residents value



We shall continue to lobby Government for a fair share of resources for our Borough, whilst managing public money well, keeping the Council financially sustainable, and minimising the financial impact of Covid on local people

2 Policy Hierarchy

The council has a range of complementary policies and plans which set the strategic and political context in which the organisation operates. The following simple diagram provides an indication of how the Cleaner Borough Strategy relates to some of the key documents.



3 A Cleaner Borough - Introduction

Redcar & Cleveland is a beautiful and diverse borough in the north-east of England. It is home to approximately 137,000 people, who live across over 20 different towns or villages. The residents of the borough are strong, resilient and passionate about the area. In November 2020, the council agreed a new corporate plan which sets out the organisation's ambitions over the next three years. The plan includes a range of actions and projects that will support communities and improve Redcar and Cleveland as a place to live, visit or invest in.

This Cleaner Borough Strategy supports the delivery of a number of the council's priorities, notably 'Tackling Climate Change and Enhancing the Natural Environment' as well as 'Improving the Physical Appearance of the Borough and Enhancing Prosperity'. The document establishes several interlinking principles and actions, which define how the council, in partnership with the local community, will strive to keep the borough clean and tidy.



4 The role of the council

The Legal Position

Redcar & Cleveland Borough Council, like other local authorities has a statutory duty under the Environmental Protection Act 1990, to ensure that the land that it has direct responsibility for, is kept clear of litter and refuse, so far as is practicable. This includes, highways, car parks and open spaces, the council does not however have a responsibility to clean private land.

There are however powers that can be used to instruct landowners to clean up litter or fly tipping from on their property. Whilst there is no statutory definition of littering, the Environmental Protection Act provides for some items to be included in the definition of litter such as cigarette ends and chewing gum. Litter is however commonly assumed to include materials, often associated with smoking, eating and drinking, that are improperly discarded.



Our Team

Keeping a borough of 93 square miles clean and tidy is no small task, and whilst it is a priority for all staff and elected members, in practical terms the responsibility for litter picking and street cleansing sits within the Street Scene section of the Environment service.

Street Scene operations are broken down into two geographic teams, one covering the coastal area inclusive of Redcar, Marske, Saltburn and New Marske, the other covering Greater Eston and East Cleveland. Within the coastal area there are 37 cleansing staff, with 2 of these being seasonal, across Greater Eston and East Cleveland there are 28 cleansing

staff split evenly between Greater Eston and East Cleveland. The teams across both areas operate 7 days a week, with general practice being that a service is provided between 7am and 5pm. These hours can differ subject to demand and service pressure.

The Street Scene Team is supported by the council's Enforcement Team, whose job it is to discharge the council's legal duties with respect to environmental and waste offences but also parking offences. Whilst there are 19 enforcement staff in total, their time is very much split between environmental offences and car parking enforcement.

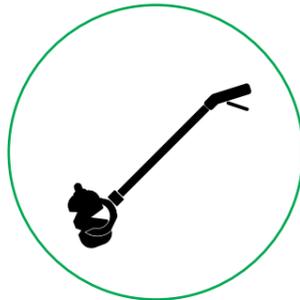
The current service offer

In order to keep the borough clean and tidy the council has well established cleansing processes which it strives to adhere to, these are as follows:

In addition to undertaking the above routine work to help to keep the borough clean the Street Scene cleansing operatives provides important support elsewhere in the Environment Service, as well as to support the delivery of other council priorities. Whilst not exhaustive, this includes:



Larger town centre and **popular visitor locations** are inspected daily with **litter picked and bins emptied**, with the roads in inspected for litter weekly



The team strives to maintain a **two weekly inspection and litter pick** schedule across **alleyways**.



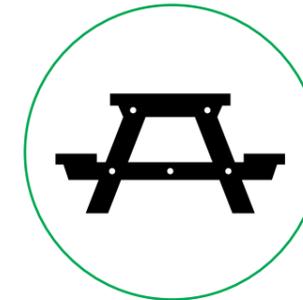
The team strives to maintain a **three-monthly inspection** and cleansing schedule across other council highways including **estate roads**.



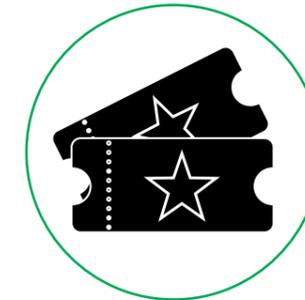
Main routes into the **borough's towns** are **swept** on a **monthly basis**.



In the summer months, the team assist with **weed removal** and **grass cutting**.



The team empties bins and litter picks at **parks, play areas** and at council owned open spaces.



The team supports a significant number of **events** of differing sizes that take place right across the borough, throughout the year. This involves cleaning before after and during events.



The team routinely carries at responsive work, outside of the scheduled **maintenance plans** when there is a need identified.



Secondary retail locations such as **village locations** with a small parade of shops or a precinct are inspected **3 times per week** with litter picked up and bins emptied **3 times per week**.



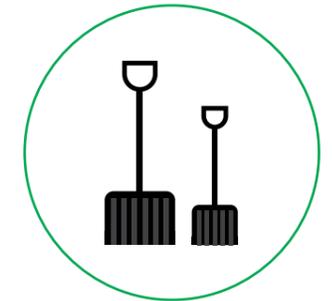
For **3 months** of the year the workforce is deployed to **clear leaves** across the borough.



The aim is to ensure that **fly-tipped waste** is collected within **10 working days** of being reported.



The service works closely with colleagues from other departments & partner agencies to remove waste from premises & open spaces, & private land – including Operation Autumnus-Bonfire Strategy.



In the winter months, the team support the work to treat the borough's **network of pavements** and roads during cold and icy weather by **gritting pavements** and town centres as well as filling grit boxes.

5 What is the Strategy Looking to Achieve?

As articulated within the Corporate Plan, the council is committed to improving the physical appearance of the borough. It is therefore vital to look at how the organisation can best use the resources at its disposal to keep the borough clean and tidy. This strategy sets out how the council will structure its approach to this important work.

Set out over the following bullet points are some of the current challenges that the council faces, as well as opportunities to be explored, with respect to keeping the borough clean. It is these challenges and opportunities which form the basis of the interlinking principles set out in section 6 of this strategy, as well as the actions within the accompanying action plan.

- In 2020 the council removed 1229 tonnes of fly-tipped waste from across the borough. This is unacceptable and quite simply will not be tolerated.
- In the financial year 2020/21 the council issued 56 fines for fly-tipping, 53 fines for littering and 4 fines for dog fouling. Enforcement of unacceptable behaviour is a vital deterrent; however, it is very difficult unless an act is witnessed or there is sufficient evidence.
- The government's Resources and Waste Strategy and Environment Bill will influence the work of the council once fully implemented. The council must be ready to embrace initiatives to reduce waste, and therefore litter generated, target waste crime and ultimately improve the environment.
- It is great that more people are choosing to visit the coast and countryside than ever before. It has however become routine that during nice weather the borough's tourist attractions are left a mess, with individuals choosing to dump their waste, not put it in the bin or take it home.
- Internal policies and procedures need to be complementary, ensuring multiple teams are not responding to the same issues of fly-tipping, waste left by the side of household bins, or for issues of environmental protection.
- The borough has a wonderful coastline, however all too often single-use plastic and other waste is left on our beaches, polluting the sea, and potentially placing wildlife at risk. Reducing the amount of litter and waste generated will improve the environment in the borough.



- Keeping the borough clean and tidy is a team exercise, it is a collective responsibility. The council can help to keep the area clean and tidy, however with a finite resource, it cannot be everywhere.
- There is a need for a clear, agreed stance regarding issues of litter and waste on private land. Deviating teams to do work on private land broadens the council's responsibility and makes it even harder to stay on top of.
- A significant proportion of the borough's litter is generated during waste and refuse collection rounds. Residents often present bags by their bins, which are not collected, and therefore blow around generating litter. The council must ensure that there is clarity over the arrangements for the disposal of waste to help to reduce this unnecessary litter.
- It's important that there is a clear understanding amongst all stakeholders of the service standards for Street Scene; the frequency at which bins will be emptied, streets to be cleansed and the length of time for fly tipping. Responding to other issues, whilst important takes staff away from planned work.
- The increase in visitors over the past year, particularly early evening, presents a significant strain on resources at peak times, with maintaining operative cover on evenings and weekends meaning that there isn't always the staff available to provide cover through the week. Resources are increasingly having to be used to respond to demand, rather than follow routine maintenance schedules.

- There is a strong sense of pride amongst many residents of the borough, with a number of community groups as well as individual residents taking action to keep the borough tidy through litter picks. It would be great to build on this galvanising more people.
- There is the need for the right receptacles in the right places to make it easy for people to dispose of their waste appropriately, to reduce littering and enable recycling. It may be appropriate to look at digital technologies as a means of modernising the infrastructure.
- There are a range of anti-littering campaigns throughout the country, delivered by local authorities and specialist organisations. The council needs to ensure that it uses all the communication tools at its disposal, to continually evolve its messaging, using best practice from elsewhere, as well as local knowledge to deliver communications campaigns which reach and resonate with people.
- Education is an important tool; the council must engage in conversation with all ages to understand differing perspectives, as well as seek to influence behaviour change where necessary.



6 Key Principles

The following interconnected principles, will focus the council's work to make the borough a cleaner place over the life of this strategy:

1 To Tackle Climate Change & Enhance the Natural Environment

Tackling climate change is the number one priority for Redcar & Cleveland Borough Council, with the organisation committed to being carbon neutral by 2030. It is therefore incumbent upon the council to do all it can within its powers to reduce the illegal disposal of waste and in turn improve the local environment. By embracing government policy which seeks to reduce the amount of litter generated, as well as providing adequate options for waste disposal, along with enforcement where necessary, the council will reduce the amount of litter disposed of irresponsibly.



2 Collective Responsibility

The council will play its part to keep the borough clean and tidy, clearing up waste, however keeping the borough clean is not just the job of the council. It is important to be clear that everyone who lives in, works in, owns property, or visits the borough has a responsibility to keep the borough clean and tidy, disposing of their waste accordingly.

3 Community Pride

Redcar & Cleveland is blessed to have a number of residents who have such pride in the area that they proactively volunteer to carry out litter picks. This community activism is invaluable for the area. The council will support residents who currently do this, as well as seek to encourage more residents to take action within their area.

4 Managing Expectations

Keeping the borough clean and tidy is a significant task, the council must be extremely clear over what it can and cannot deliver within the resources that it has. It is therefore vital that there is clarity over the service offer including for regular maintenance tasks, response times for specific issues as well as being clear over the approach to clearing waste from private land, with partners and tasks outside of planned works.





5 Education, Communication and Engagement

The council will have regular dialogue with schools, residents and businesses, discussing the importance of looking after the area. We will listen to the feedback provided and act upon it when appropriate to do so. Similarly, the organisation will look to provide clear and accurate information through its social media, website as well as on signs, bins and vehicles to make clear the importance of disposing of waste appropriately, and the consequences of not doing so.

6 Strong Enforcement

It is an unfortunate reality, that irrespective of whether there is adequate provision to dispose of waste, some people will still drop it or dump it. The council will target these people, looking to ensure that the perpetrators are held to account, with the organisation using the full extent of its enforcement powers.

7 Service Review and Improvement

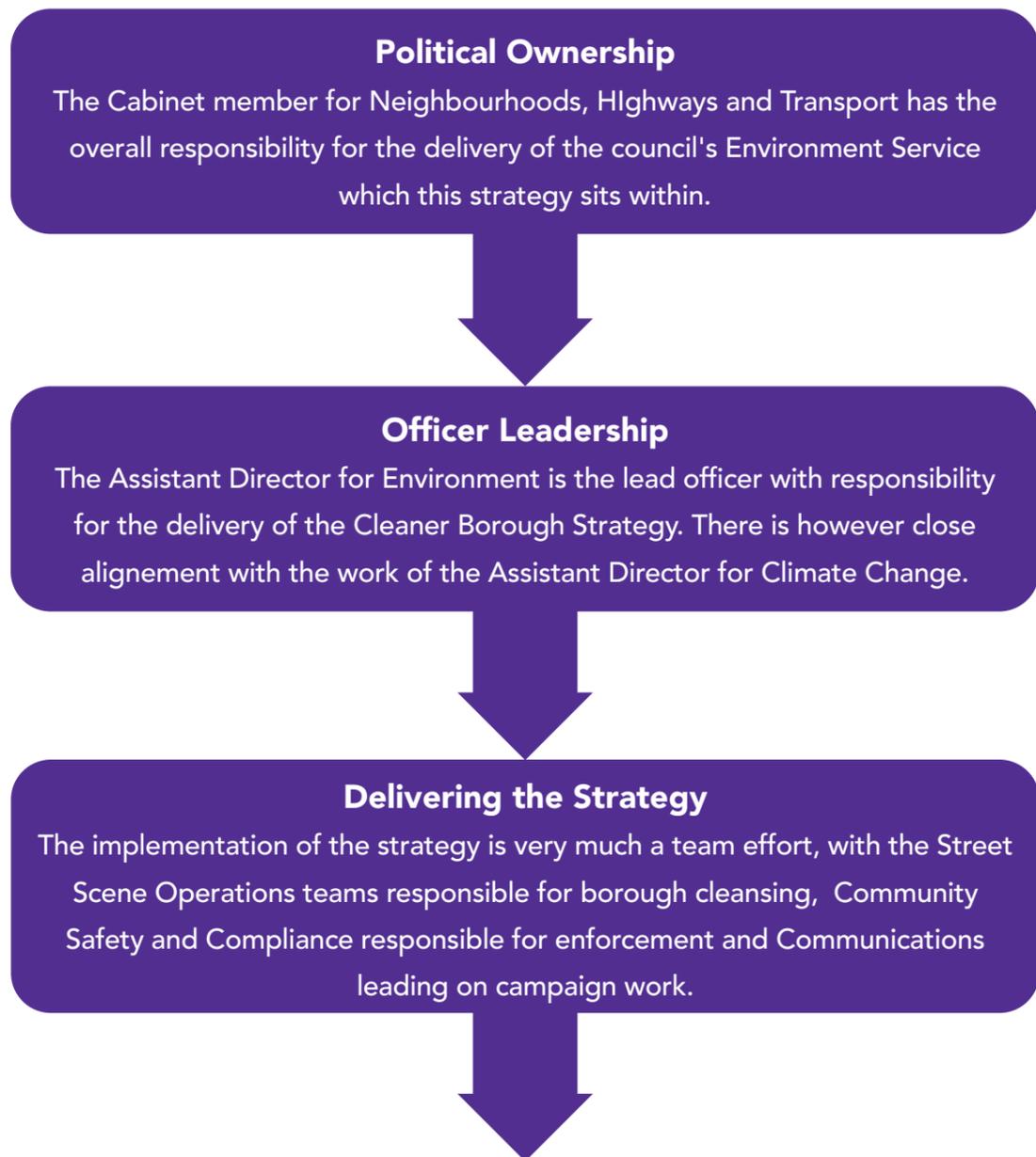
The council will regularly review its policies and procedures to ensure they are robust and fit for purpose, looking for opportunities to make improvements in the way that the borough is cleansed. It will seek to ensure that arrangements with other teams are complementary and not moving pressures around. Similarly, the organisation will look at best practice elsewhere, as well as looking at opportunities to modernise the service through digitalisation, seeking to access funding pots that will support improvement works.

8 A Visitor destination of choice

Redcar & Cleveland boasts both spectacular coastlines and beautiful countryside. With more staycations, increasing the number of visitors to the borough's most popular spots as well as a programme of popular events, resources must be aligned with demand. In peak season the workforce needs to be targeted where there is the greatest need, and likelihood for little to be generated, helping to ensure that it is a tidy welcoming place.

7 Governance of Strategy

Whilst the Cleaner Borough Strategy will reach all parts of the organisation, the overall responsibility for delivery of the strategy and associated action plan is as follows:



Cleaner Borough Strategy – Action Plan

The actions included within the table are at differing stages, with some already underway, however each of the actions will be progressed over the life of the strategy between 2021-23.

No.	Action
1	Communications
	Commence a communications campaign focused on taking care of the borough, under the banner Respect, Protect, Enjoy. This will include focused communications on each of the following: <ul style="list-style-type: none"> • Litter prevention messages using hard hitting imagery • Strong anti fly-tipping messaging • Dog fouling – bag it and bin it. • Information and advice – this is to include the rules for fly tipping, and waste carriers licenses • Clear and visible enforcement and case studies of prosecutions • Volunteer activity – showcasing the efforts of residents. • Lobbying government for stronger environmental policies. <p>To consider and utilise the findings of the council’s residents’ survey to inform service delivery as appropriate</p>
2	Policy & Process
	To commence a review of policies and procedures across Environmental Services relating to street-cleansing to ensure that they are robust and complementary. This is to include: <ul style="list-style-type: none"> • Collection and enforcement of waste on Private Land • Reviewing side-waste policy • Reviewing and improving internal communications arrangements <p>Commence a review of the Neighbourhood Maintenance Plans and associated resources to ensure that they are appropriate for the levels of cleansing required. This is to consider:</p> <ul style="list-style-type: none"> • Street cleansing/sweeping • Waste bin infrastructure and bin emptying schedule • Seasonal requirements • Events support • Human resource deployment • Transition to ultra-low or zero emission fleet vehicles for transport & maintenance tasks • Relaunch of Deep Clean Initiative focusing on specific key locations across the borough • Pilot the Find & Fix agreed through the Corporate Plan

	Undertake regular reviews of the waste receptacles located across the borough, to ensure the right receptacles are located in the right places, ensuring value for money and taking account of contractual arrangements.
	To ensure that Environmental Services staff are involved in the planning works for economic growth and regeneration projects in order to ensure that future cleansing and maintenance requirements are fully considered.
	Commence a piece of work with key landowners, large and small, from across the borough to best understand the implications of each other’s cleansing regimes and how efforts can be better aligned to ensure cleanliness
	As part of the review of trade waste, add further clauses to customer contracts to mandate cleaning the area immediately around bins, to ensure there is no litter.
3	Enforcement
	Scope out the possibility of utilising a specialist environmental enforcement company to operate in hotspot areas, in high season, to assist with litter prevention and provide additional capacity to help keep the borough clean.
	To commence a piece of work with businesses, including takeaway and food premises, to clarify the requirements of businesses, and how we can best work together to reduce littering from used food packaging.
	Explore the use of digital technology such as CCTV vehicle for littering prevention.
	To explore how regulatory processes, through planning, can be used to ensure better stewardship of the local area. Options could include mandating litter management plans as well as powers of enforcement linked to conservation areas.
4	Community Engagement
	Scope out the possibility of a community champions programme where individuals are encouraged to report waste and environmental crime in their area. This is to include furnishing the champions with the appropriate receptacles for collecting litter.
	To review arrangements linked to volunteering within environmental services. As well as seeking to recruit more volunteers where possible, look at means of removing barriers to volunteering as well as looking at incentivising current and future volunteers.
	To establish a boroughwide litter action partnership for members of different volunteer groups to come together share best practice and work in partnership for the betterment of the area.
	To consider the introduction of community awards for environmental care, open to businesses individuals and resident’s groups.
5	Education
	Initiate an education campaign on the importance of taking care of the environment and litter prevention, alongside schools, businesses, community groups and other stakeholders.
	Designate one of the council’s countryside sites as the borough’s center for sustainability and environmental protection, with appropriate animations, events and information provided.

