Transport and Environment Committee

10:00am, Tuesday 1 November 2016

Cleanliness of the City

Item number	8.1
Report number	
Executive/routine	Routine
Wards	All

Executive summary

This report provides an assessment of the cleanliness of Edinburgh's streets and open spaces using the results of CIMs surveys and data from Confirm (the environment asset management and works ordering system). The citywide CIMS score assessed by KSB in September 2016 is 71 with 92% of streets clean.

Out of 17 wards 13 achieved a cleanliness score of 67 or above, meeting the national standard for cleanliness. A further two only narrowly missed this with a score of 65. Seven of those Wards achieved 72, or above, meeting the Council's high standard for cleanliness. Ten wards achieved a percentage clean result of 95% or above and out of those three achieved a 100% clean result. A total of 507 transects were surveyed during this assessment.

This report also gives a summary of the work and initiatives being carried out by the Council to improve cleanliness at a local level, as well as information on dog fouling statistics and initiatives across the city. It also provides information on citywide cleanliness initiatives such as updates on the development of a city wide litter

Links

Coalition pledges	P44
Council priorities	CO7, CO17, CO19, CO25, CO26, CO27
Single Outcome Agreement	SO4

Report

Cleanliness of the City

Recommendations

1.1   It is recommended that the Transport and Environment Committee notes the content of this report.

Background

2.1   A range of Performance Indicators (PI's) is used throughout the year to monitor the standard of cleanliness across Edinburgh's streets and open spaces. These PI's are addressed at alternating times throughout the calendar year, and consist of Local Environmental Audit Management System (LEAMS) surveys (three per year), Cleanliness Index Monitoring System (CIMS) assessments (quarterly), Confirm on Demand performance reports (monthly), Parks Quality Assessments (annually) and the Edinburgh People Survey (annually).

2.2   LEAMS, the statutory performance indicator, is structured so that all authorities carry out exactly the same monitoring programme to allow for full comparison between the results obtained. The methodology changed in 2014/15 to include a 'perception' value, and all authorities are now carrying out surveys based on the new methodology. A representative from the City of Edinburgh Council attends the LEAMs steering group discussions which are coordinated by Keep Scotland Beautiful (KSB). A total of three surveys cover a random sample of a minimum of 5% of the streets and other relevant sites. Two surveys are completed internally and KSB completes an annual validation survey.

2.3   An annual report on the findings and results for each local authority is prepared by KSB. The annual validation survey took place in March 2016.

2.4   CIMS is the method used by The City of Edinburgh Council to assess street cleanliness. KSB manages the CIMS scheme nationally and carries out four independent assessments each year. The Council has two performance targets for street cleanliness – a Cleanliness Index target score of 72 and a target of 95% of streets achieving the acceptable standard of cleanliness (i.e. those that have been assessed as grade A or B). The CIMS data has been presented in this report to reflect the Council's new Locality structure.

2.5   In September 2016, KSB undertook the latest CIMS independent assessment of Edinburgh's street cleanliness. Each assessment is a snapshot of the cleanliness of the streets, with a 50 metre transect surveyed from a random sample of 10% of the city's streets. Each transect is graded on the presence of litter on a scale from 'A' to 'D' as detailed in the Code of Practice on Litter and

Refuse (Scotland 2006). The following photographs depict the visual impact of an 'A' to a 'D' grade street:

Grade A These areas have no litter or refuse on the street, on the pavement, in gutters or at back lines. There were 78 (15%) Grade A streets observed within the September 2016 assessment.

Grade B These areas are clean apart from a few small items of litter. There were 389 (77%) Grade B streets observed within the September 2016 assessment.

Grade C These areas show accumulations of litter at back lines, kerbs and in between parked cars. There were 33 (7%) Grade C streets observed within the September 2016 assessment.

Grade D Streets are visibly and obviously heavily littered, with significant litter and refuse items. There were 7 (1%) Grade D assessments observed in the September 2016 assessment.

2.6   As part of the Council's Transformation Programme, the Council's Street Cleansing Service and Environmental Warden Service have been reviewed and will form part of the new Waste and Cleansing Service. This new department merges the Waste & Recycling Collections, Street Cleansing and Environmental enforcement functions into one service – Waste and Cleansing, with a broad remit for the cleanliness of Edinburgh. This move will enable staff from these three services to work more closely together to provide a more integrated approach to litter and waste, both at a city wide and locality level.

2.7　The Code of Practice on Litter and Refuse (Scotland) 2006 (COPLAR) is currently being reviewed by the Scottish Government, which includes a review the statutory performance measure LEAMS. The Council will review its cleanliness performance measures in line with the outcome of the review of COPLAR to ensure they are used help to drive forward improvements in services.

2.8　The Council is also currently participating in a European Litter Monitoring Pilot being co-ordinated by Keep Scotland Beautiful. European experts from the Clean Europe Network have devised a common European tool for evaluating how clean streets are and allow comparisons with other European cities. The Council, along with a number of other local authorities in Scotland, is undertaking a series of exercises to assess the practical use of the common measurement and monitoring methodology and will provide feedback to Keep Scotland Beautiful later in the year.

2.9　The Confirm on Demand asset and works order management system enables real-time two way flow of information and allows enquiries from the public to be directed straight to street-cleansing staff using smart phones and tablets. A performance and information framework has been developed which allows local issues and trends to be monitored and this information can be used in tandem with CIMS results and resident surveys in order to manage resources and target campaigns.

2.10　Dog fouling is assessed using a variety of performance indicators, capturing information from different sources to provide a robust overview of those areas where there is a significant fouling problem and the Council's response. These indicators include the number and distribution of dog fouling complaints received, the number of Fixed Penalty Notices (FPNs) issued for dog fouling, the percentage of CIMS transects containing dog fouling and the annual Edinburgh Peoples survey results.

2.11　A Parks Quality Score is produced annually for each of Edinburgh's parks using the Green Flag judging criteria all of Edinburgh's parks. These scores are compared to the Edinburgh Minimum Standard which has been developed to benchmark our parks and record how they are improving. A range of criteria is assessed including litter and dog fouling, which can provide data on the cleanliness of the city's parks.

Main report

Confirm on Demand data

3.1 The enquiries from the public logged onto the Confirm on Demand system in September 2016 are summarised in Tables 1 and 2 overleaf.

Locality	Number of enquiries received	Percentage of enquiries dealt within agreed timescale	CEC Target
North East	578	60%	
North West	368	45%	
South East	530	60%	85%
South West	375	86%	
Total	**1851**	**60%**	

Table 1: Number of enquiries logged in each Neighbourhood in June 2016 and the percentage dealt with in agreed timescale.

3.2 The South West Locality exceeded the target of 85% for dealing with enquiries within the given timescales. City wide the target was not met with 60% of enquiries being dealt within the given timescales.

3.3 There were 1851 enquiries received in September. This is a decrease of over 25% on the August figure. The three highest enquiry types were: fly-tipping (687), litter (613), and dog fouling (135).

3.4 Performance against target was poor in August and this has continued in the same vein in September. The shortfall in performance against target can be accounted for in part by the transition to the new management structure with responsibility for street-cleansing moving from the Neighbourhoods to the Waste and Cleansing Services which has impacted on the way enquiries are closed off within timescale. Now that the new management structure is in place performance should improve. Reconfiguration of the Confirm system to ensure that reporting lines are correct under the new structures is ongoing with a target date for the start of November 2016. Further work is also required both to web-forms and Contact Centre call handling scripts to ensure that enquiries are more accurately recorded and directed to the appropriate team for action.

3.5 The largest numbers of requests received were for fly-tipping/dumping (687 requests) and litter (613 requests). As part of the Waste and Cleansing Improvement Plan (subject of a separate report to this Committee) additional

resources have been deployed to deal with report of fly-tipping which has resulted in a significant decrease in the number of outstanding fly-tipping enquiries.

Enquiry type	Number of enquiries received
Dumping/fly-tipping	687
Litter	613
Dog fouling	135
Street cleaning request	126
Bin full	70
Broken glass	38
Weeds	36
Bin repair/ Replace/ Resite	28
Dead Animal	27
Graffiti (non offensive)	20
Needles	17
Spillage of fluids	15
Graffiti (offensive or racist)	14
Leaves	11
RTA	5
New litter bin request	4
Bin damaged (unsafe)	2
Bonfire clearance request	2
Flyposting	1
Total	**1851**

Table 2: Enquiries received by the public in September 2016

CIMS survey results

3.6 The results of the September 2016 CIMS survey are summarised in Table 3 below.

Locality	% streets clean	CIMS score	KSB Acceptable Target	CEC Target CIMS Score	CEC Target % Clean
North East	89	67			
North West	96	75			
South East	90	67	67	72	95%
South West	90	73			
City wide	**92**	**71**			

Table 3: Summary of September 2016 CIMS street cleanliness results

	Citywide score	
Survey date	**% streets clean**	**CIMS**
March 2015	98%	76
June 2015	95%	74
September 2015	93%	69
December 2015	97%	74
March 2016	93%	71
June 2016	95%	72
September 2016	92%	71

Table 4: Trend data for percentage of streets clean and CIMS score

3.7 Table 4 shows the CIMS scores and % streets clean scores from the past five surveys covering the period March 2015 to September 2016. CIMS scores can be influenced by the inclusion of a relatively small number of Grade C or D streets. However, the % streets clean figure shows the percentage of streets meeting Grade B or above and can therefore be viewed as a more accurate indicator to monitor the cleanliness of the streets throughout the city.

3.8   Cleanliness scores tend to show some seasonality with a slight drop in September each year. It should be noted that the CIMS score has risen from 69 to 71 between September 2015 and September 2016.

3.9   Out of 17 wards 13 achieved a cleanliness score of 67 or above, meeting the national standard for cleanliness, while a further two narrowly missed this scoring 65. Seven of those wards achieved 72, or above, meeting the Council's high standard for cleanliness. Ten wards achieved a percentage clean result of 95% or above and out of those three achieved a 100% clean result.

3.10   84% of the litter found during the survey was pedestrian related. The highest percentage of litter noted by type within the survey was smoking related litter, which was noted in 71% of the streets surveyed.

3.11   The highest incidence of this occurred in the South East locality, reflecting the activities in the City Centre (e.g. high number of entertainment venues). However it should be noted that all of the 72 transects that were assessed within town centres (Zone 1 areas as defined by the Code of Practice on Litter and Refuse) only four failed to achieve an acceptable standard of cleanliness. Of the 40 transects received a grade C or D (below the acceptable standard of cleanliness) 36 were in residential areas (Zones 2 and 3)

3.12   There were seven D grade streets surveyed in the September assessment. Two of these were in the North East Locality (Ward 12), one each in South East (Ward 16) and North West (Ward 4), and three in South West (Wards 2, 7 and 8). These were all due to accumulations of pedestrian generated litter at a number of locations.

North East Locality

Ward	% Streets Clean	CIMS Score
12	67	53
13	91	67
14	96	73
17	97	70
Overall	**89**	**67**

North West Locality

Ward	% Streets Clean	CIMS Score
1	94	77
3	100	76
4	95	69
5	100	78
6	94	73
Overall	**96**	**75**

South East Locality

Ward	% Streets Clean	CIMS Score
10	96	70
11	95	67
15	83	65
16	86	65
Overall	**90**	**67**

South West Locality

Ward	% Streets Clean	CIMS Score
2	96	83
7	75	59
8	96	82
9	100	71
Overall	**90**	**79**

LEAMS Results

3.13 The LEAMS results (The Statutory Performance indicator) for 2015/16 show the percentage of acceptable standard of street cleanliness at 90.1% up from 88.7% in 2015/16.

3.14 The report noted however that "the results in 2015/16 outline the challenges that City of Edinburgh Council face going forward upon figures attained this and last year. Whilst there are indications of progress shown in managing litter there are a number of areas where cleanliness has deteriorated."

3.15 Overall 62.8% of sites surveyed has evidence of smoking related litter. This was primarily in city centre and high density residential areas. The overall score represents an increase from 53.3% compared with the 2014/15 survey.

3.16 In terms of the public perception of litter however it was found that 93.5% of streets would be seen as acceptable. Of the 323 open space locations audited, 23 of these (7.1%) were found to be significantly littered at Grade C. Only 1 site (0.3%) was recorded as severely littered at Grade D.

3.17 As has been evidenced since the inception of LEAMS auditing, the majority of litter observed on the streets and road verges of Scotland are a result of the public disposing of waste improperly. For The City of Edinburgh Council, this was also the case. However this year no evidence of business generated litter was noted in city centre locations, improving upon 2014/15 results. This was also reflected in the CIMS assessment in which no incidents of business derived litter were identified. This is probably linked to impact of the Street Scene Project which has seen the removal of trade waste bins from streets and other public land.

Dog Fouling Complaints

3.18 From the 1 April to 30 September 2016, there were a total of 438 dog fouling complaints received by the Environmental Wardens. This figure represents a reduction of 31% compared to the equivalent figure for 2015 which was 639.

Dog Fouling Fixed Penalty Notices (FPNs)

3.19 During the reporting period of 1 April to 30 September 2016, 31 FPNs were issued across all four locality areas. This compares to 32 issued in that period in 2015.

Litter initiatives and campaigns

Neat Streets Grassmarket

3.20 During the summer the Council joined forces with Keep Scotland Beautiful and Hubbub to trial new positive nudge interventions to tackle litter and increase civic pride through a project called Neat Streets. The campaign running from May to

September 2016 comprised of a series of interventions across three consecutive phases. These focus on local pride and sense of community, litter collection facilities and specific littering behaviours. The campaign builds on the latest thinking around behaviour change and awareness-raising.

3.21 Phase 1 focussed on reinforcing the sense of the Grassmarket community. 25 residents and business people featured in the 'My Street is your Street' poster campaign (Appendix 1, Photo 1), businesses were handed branded planters, brooms, badges, posters and lamp post banners were erected (Appendix 1, Photo 2).

3.22 Phase 2 focussed on trialling new bins for cigarette litter (Appendix 1, Photos 3 & 4) and increasing the visibility of litter bins within the Grassmarket (Appendix 1, Photos 5 & 6).The final phase focused on targeting night-time economy and Festival leaflet litter. Social media has been used extensively to promote the Neat Streets campaign. Messages promoting the cigarette ballot bins reached just under 84,000 people.

3.23 Keep Scotland Beautiful have developed and implemented a methodology for evaluating the short and long-term impacts of the interventions using a before and after design. The monitoring includes litter counts, litter bin sensors and surveying behaviour and attitudes. The outcomes of this project will help the Council identify the best techniques to utilise in its city-wide campaign described below.

3.24 On 27 October the final showcase of the Neat Streets campaign was held. Hubbub introduced the event and talked about the wider campaign, explaining the concept and the sister projects they've been running in Manchester and Birmingham over the summer. Keep Scotland Beautiful highlighted the interventions tested in the Grassmarket, explaining the premise of each of them and an indication of what they were expecting to see. A representative from the Grassmarket BID talked about partnership working from a business perspective and, finally, representatives from the City of Edinburgh Council highlighted what they had taken from the project which led into the development of the city's Our Edinburgh Campaign.

Our Edinburgh – anti litter campaign

3.25 The Council has developed an anti litter campaign, Our Edinburgh, which uses a number of techniques and approaches to encourage residents and visitors alike to dispose of their litter responsibly, raise awareness of the problems litter causes and highlight the hard work of the Council's street cleaning teams. The focus of this campaign is to promote pride in our city.

3.26 The Council launched the first phase of the campaign during the festival period in August when visitor numbers swell and there is an increased volume of waste and litter, particularly in the city centre. The campaign adopts a humorous approach 'we'll bin our jokes, if you bin your litter'. It uses a number of techniques and tools including street interventions, digital media and high profile

street advertising. Evaluation will be based on litter tonnage, social media reach and media coverage.

3.27   Litter bins in the city centre which carried anti-littering campaign messages saw an increase in the number of collections needed by 48% and a 52% increase in the amount of litter they collected during August. This compares to non-vinyled bins in the city centre which saw a 24% increase in the amount of litter collections needed and a 25% increase in the amount of litter they collected during the same time period. The vinyls have been kept on bins following the festival period and continue to out perform non-vinyled bins.

3.28   Campaign messages had a reach of over 400,000 on the Council's own social media accounts, and in addition was promoted and shared by other organisations, users and celebrities, with positive media coverage of interventions, particularly the cigarette butt voting bins.

3.29   Work is underway to plan further phases of the campaign and roll it out to other parts of the city.

City wide implementation of Trade Waste Strategy

3.30   Phase 2 of the Street Scene Project was completed at the end of June 2016 as planned and a separate report is being made to Committee outlining the results of this project. The success of this project in helping to more or less eliminate litter from trade waste bins and sacks can be seen in both the CIMs and LEAMS results.

Litter bin sensor trials

3.31   A pilot is currently being trialled using approximately 350 litter bin sensors on one collection route of street litter bins. For 11 months the sensors have been used to provide accurate fill levels of street litter bins and have allowed the generation of a collection route based upon those bins that are 80% full or more at 5am every day.

3.32   A further trial recently began using "smart plans" and in cab technology. The sensors are capable of generating a dynamically routed collection service based upon those bins that are 80% full or those bins that are predicted to be 80% full over the next 24 hour period and sending this to an in cab device where the drivers will follow the route via satellite navigation, turn by turn, bin by bin. This is expected to deliver higher levels of efficiency.

Continued support for Community Action

3.33   Waste and Cleansing Services continues to provide support to individuals and organisations who seek to develop community based clean up activities as an

educational and behavioural change tool. Support includes advice, equipment, promotion and uplift and disposal of waste.

3.34 September has seen several community clean up activities including the Royal Mile, organised by Sandeman's Tours which attracted approximately 40 participants, and one organised in the Leith Walk Ward organised by Councillor Donaldson.

3.35 In the 2016/17 year to date, 1,719 people have been registered with Keep Scotland Beautiful as having taken part in a clean up activity across 79 events in Edinburgh, although it should be noted that not all activities will have been recorded via Keep Scotland Beautiful.

3.36 It is also worth noting that the *Leithers Don't Litter* community led litter campaign recently received the Chartered Institute of Waste Management's Scottish Resources award for the Best Litter Prevention Initiative.

Measures of success

4.1 To achieve the national standard of cleanliness CIMS score of 67 as a minimum in all areas.

4.2 To achieve a city wide targets of a CIMS score of 72 and 95% of streets assessed as being of an acceptable standard of cleanliness.

4.3 To meet 85% of customer enquiries responded to within agreed timescales.

4.4 To achieve increased levels of resident satisfaction.

Financial impact

5.1 There is no financial impact from this report.

Risk, policy, compliance and governance impact

6.1 There is no risk, policy, compliance or governance impact from this report

Equalities impact

7.1 The achievement of high cleanliness standards throughout the city fosters good relationships between the Council and residents through the provision of high quality services. It can also lead to safer routes free from potential obstructions and trip hazards for all pedestrians, particularly those with visual impairments.

Sustainability impact

8.1   All street scene waste is screened to remove recyclable materials prior to disposal, to reduce the amount of waste going to landfill. The current rate of recycling achieved from street scene waste is 30%.

Consultation and engagement

9.1   Where local anti-litter initiatives and projects are delivered, such as community cleans ups, we always seek to engage with local community groups and stakeholders to deliver a successful result.

Background reading/external references

www.keepscotlandbeautiful.org

2014 Edinburgh People Survey

Keep Scotland Beautiful Eco Schools

Zero Waste Scotland National Litter Strategy

Paul Lawrence

Executive Director of Place

Contact: Andy Williams, Technical Manager, Waste and Cleansing Services

E-mail: andy.williams@edinburgh.gov.uk | Tel: 0131 469 5660

Links

Coalition pledges	P44 - Prioritise keeping our streets clean and attractive.
Council priorities	CO7 - Edinburgh draws new investment in development and regeneration.
	CO17 - Clean – Edinburgh's streets and open spaces are free from litter and graffiti.
	CO19 - Attractive places and well maintained – Edinburgh remains an attractive city through the development of high quality buildings and places and the delivery of high standards.
	CO25 - The Council has efficient and effective services that deliver on objectives.
	CO26 - The Council engages with stakeholders and works in partnership to improve services and deliver on agreed objectives.

Single Outcome Agreement	CO27 - The Council supports, invests and develops our people. SO4 - Edinburgh's communities are safer and have improved physical and social fabric.
Appendices	Images from Neat Streets Grassmarket

Appendix 1

Photo 1: My Street is Your Street poster

Photo 2: Lamp post banner

Photo 3: Cigarette ballot bin

Photo 4: Cigarette concertina bin

Photo 5: Double bin wrap

Photo 6: Single bin wrap

Photo 7: Leither's don't litter bin sticker