

REPORT TO CABINET

Title: **IMPLEMENTATION OF THE ADOPT - A- STREET SCHEME**

Date: 18 December 2008

Members Reporting: Councillor Mrs Bateson

Contact Officer(s): Harjit Hunjan, Business and Community Partnerships Manager & Nigel Davis, Senior Street Care Officer

Wards affected: All

1. SUMMARY

- 1.1.1 The 'Adopt-a-Street' seeks to give residents, shopkeepers, businesses and schools the chance to engage with their local communities and contribute towards the work of local Councils in promoting environmental and sustainable communities. The scheme highlights the growing need for community involvement in caring for their local environment through volunteering and recognition of a shared responsibility in keeping neighbourhoods clean to enhance the general appearance of the public spaces.
- 1.1.2 Through the scheme, volunteers pick up litter in their street, outside their shop or on the 'litter trail' from their school between the scheduled cleanses carried out by the council, who will also provide appropriate equipment, guidance and support as required. Similar schemes have proved successful in other Boroughs and although there are examples of community involvement in preventing the build up litter within the Royal Borough these are often ad-hoc one of activities. The Adopt – a –Street scheme could used to build upon this good practice on a Borough wide basis, reinforcing the Royal Boroughs zero tolerance to littering.

2. RECOMMENDATION: That:

- i) The key principles and benefits of the Adopt - a - Street Scheme be noted**
- ii) Two scheme pilots initially be established, one focused within a rural setting and the other located within an urban locality with a view to rolling out a scheme Borough wide once the success of the pilots has been established (six months trial).**
- iii) A dedicated officer be nominated to establish and roll out the initial pilots and subsequent Borough wide scheme**

What will be different for residents as a result of this decision?
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The Adopt-a-Street scheme, seeks to develop a community involvement in caring for the local environment by encouraging residents through volunteering to work together and in partnership with the Council to help prevent a build up of litter. Residents can help to
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enhance standards of cleanliness throughout the Borough and make a valuable contribution to their neighbourhood through investing a small amount of their time without any impact on the Councils planned schedule of street cleanses.

3. SUPPORTING INFORMATION

3.1 Background

- 3.1.1 The Adopt- a- Street initiative originated in the USA and has been successfully adopted by some local authorities in England including the Borough of Broxbourne. The Council's 'Adopt- a- Street Scheme' established in 2007, seeks to encourage the sharing of responsibility for standards of cleanliness throughout the Borough between the community and the Council.
- 3.1.2 Following a recent visit made to Broxbourne Council by Councillor Burbage (Leader of the Council), Councillor Mrs Bateson (Community Partnerships and Consultation) and Harjit Hunjan (Business and Community Partnerships Managers), the leader of the Council requested that a report be produced outlining the feasibility for introducing a similar Scheme within the Royal Borough. This report seeks to provide a brief outline of the Adopt –a –Street Scheme as developed by Broxbourne Council, highlight some of the key benefits of implementing a similar scheme within the Royal Borough and to summarise the options available to initially establish a pilot scheme within the Royal Borough of Windsor and Maidenhead

Overview of Borough of Broxbourne Adopt-a –Street Scheme

- 3.1.3 Through Broxbourne Council's Adopt – a –Street Scheme, residents, shop keepers, schools businesses and local groups such as Scout and Guide packs are encouraged to volunteer to work in partnership with the council to help prevent a build-up litter and develop a greater sense of community involvement in caring for their local environment. The Council has successfully developed the scheme across the Borough, now operating in 63 locations across of the Broxbourne with some 150 local residents, 33 local businesses and 7 local schools regularly involved in litter picks.
- 3.1.4 To support the scheme, the council provides the appropriate equipment such as litter pickers, gloves, high visibility vests, plastic bags and 'Adopt - a- Street' signage and publicity to help remove litter between the scheduled street cleans. Volunteering, does not impact on the scheduled cleansing and guidelines with the appropriate training/briefing sessions are issued to each volunteer by the council. The council maintains a central database of volunteers who register onto the scheme through an Adopt-a-Street Volunteer Application form.
- 3.1.5 Under the scheme residents, businesses and local groups can choose the area they wish to look after and typically this would cover pavements, verges and the channels (kerbside), however could also include an entire street, parks and other open spaces or locality. Volunteers carry out litter pickings when they consider it to be necessary which could include just for the odd hour weekly or may wish to participate in a one – off clean up days. Special collections are pre arranged for one – off clean days and the council monitors quantities of litter picked, which are published in the Councils Environmental Monitor and press releases.

The Benefits of implementing Adopt –a-Street Scheme

3.1.6 Adopt-a-Street scheme has shown to have encouraged residents to care more about their neighbourhood, reduce levels of littering in local areas as well as generally promoting environmental care. The scheme helps to promote the anti – social behaviour associated with littering in particular younger residents and schools and reinforces the Royal Borough’s zero tolerance to littering. The other reported benefits include

- encouraging residents and businesses to take pride in their community.
- raising awareness that a little effort by everyone can make a significant difference to the whole community.
- creating a community ‘ volunteer force’ to litter pick in designated areas to compliment the Council’s cleaning operations supporting Royal Borough’s Local Area Agreement target to increase Volunteering.

4. OPTIONS AVAILABLE AND RISK ASSESSMENT

4.1 Options

4.1.1 The Council periodically receives requests from local groups, individuals or organisations that volunteer to carry out litter picking in their area. Although these usually have tended to be part of an event rather than on an ongoing regular basis, this activity could be built upon and developed further into two initial formal Adopt –a-Street pilot schemes and would recognise the value of the good work already taking place.

4.1.2 Potential pilot areas include:

- Churches Together (Usually carrying out clearance of York Stream).
- Litter picking of Cookham Moor
- Maidenhead Waterways Action group (Clearance of The Greenway stream)
- Litter Picking of Waltham St Lawrence village
- Litter Picking of Burchetts Green village
- Litter Picking of Knowl Hill village
- Litter picking of Romney Lock footpath
- Maidenhead Litter Action Group.

4.1.3 Schemes would be developed through consultation with Parish Councils, Community Wardens and other groups and would be promoted locally through the local press, Council Website and distribution of promotional literature/leaflets. The schemes could be used to establish networks of local volunteers who would be have direct access to the Royal Borough able to forward and be consulted on recommendations on how Royal Borough could enhance its work in promoting Environmental and Sustainable Communities.

	Option	Comments	Financial Implications
1.	Cabinet Endorses the development and subsequent roll out of two initial pilot schemes	The pilot schemes will incur start up costs. These cost will include the purchasing of equipment (Litter pickers bin bags etc) and publicity costs (Leaflets, application forms etc)	Revenue £500 Capital £300
2.	Cabinet does not adopt the scheme proposals		Revenue Capital

4.2 Risk assessment

4.2.1 There are some risks associated with the introduction of the scheme. It is vital that the Royal Borough promotes the scheme as an opportunity for developing greater community involvement for local residents in caring for their environment complimenting and enhancing current services operated by the Council rather than reducing them. Volunteers participating on the scheme would be covered under the Council's Insurance Scheme and Public Liability Policy.

4.2.2 Volunteers participating on the scheme would have to be issued with the appropriate guidance and 'training required and fully briefed on health and safety requirement.

5. CONSULTATIONS CARRIED OUT

5.1.1 Initially with the Directors Group.

6. COMMENTS FROM THE OVERVIEW AND SCRUTINY PANEL

The Panel were of the view that the "Adopt-a-Street" was a worthy initiative and were fully supportive of the proposal to establish two pilot schemes to evaluate the effectiveness of the initiative

7. IMPLICATIONS

7.1.1 The following implications have been addressed where indicated below.

Financial	Legal	Human Rights Act	Planning	Sustainable Development	Diversity & Equality
✓	✓	✓	N/A	✓	✓

Background Papers: Background literature from Borough of Broxbourne.