

**Decision Maker:** Environment PDS Committee

**Date:** 15th March 2018

**Decision Type:** Non-Urgent                      Non-Executive                      Non-Key

**Title:** STREET CLEANSING CONTRACT SCRUTINY

**Contact Officer:** John Bosley, Assistant Director of Environment  
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**Chief Officer:** Nigel Davies, Executive Director of Environment & Community Services

**Ward:** (All Wards);

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1. Reason for report

This annual report outlines the performance of the Street Environment contracts which deliver the day-to-day cleaning operations across the Council's administrative area.

The quality of the local environment is one of the main barometers the public uses to judge how well an area is being managed. This report reviews the factors affecting the standards of cleanliness achieved by contractors, examines trends in performance and public feedback/satisfaction levels over the last three years, proposes improvements and provides a clear focus for the strategy and direction of street environment services.

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2. **RECOMMENDATION(S)**

**That Members note and comment on this report, in particular:**

- 2.1 **The continued year on year improvement with regards to the independent resident satisfaction survey of street cleansing services, and examines the main concerns of survey respondents;**
- 2.2 **Note the annual performance of the street cleansing contractor with particular reference to improvements made in the removal of autumnal leaf fall and the decrease in enquiry volumes**
- 2.3 **The success of the street cleansing graffiti removal service and Highway drainage maintenance programme.**

### Impact on Vulnerable Adults and Children

1. Summary of Impact: None
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### Corporate Policy

1. Policy Status: Existing Policy
  2. BBB Priority: Quality Environment
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### Financial

1. Cost of proposal: N/A
  2. Ongoing costs: N/A
  3. Budget head/performance centre: Street Environment Contract
  4. Total current budget for this head: £3.916m
  5. Source of funding: Existing Revenue Budget 2017/18
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### Personnel

1. Number of staff (current and additional): 12fte
  2. If from existing staff resources, number of staff hours: N/A
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### Legal

1. Legal Requirement: Statutory Requirement: Environmental Protection Act 1990
  2. Call-in: Not Applicable
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### Procurement

1. Summary of Procurement Implications: None
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### Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Borough wide impact on residents, businesses and visitors
- 

### Ward Councillor Views

1. Have Ward Councillors been asked for comments? No
2. Summary of Ward Councillors comments: N/A

### 3. COMMENTARY

- 3.1 The Street Environment (Lot 1 – Street Cleansing) contract is delivered by Kier Environmental Services and is designed to deliver the outcomes required to ensure that the Council discharges its statutory requirements in relation to, principally, keeping clean public highways for which the Council is responsible. The contract was let for an initial five year period (29/03/12 – 28/03/17) and the option to extend for a further two years has been exercised, extending the contract term until 28/03/19, in line with the other environmental services contracts.
- 3.2 The contract specification was modified in respect to cleaning frequencies, which resulted in an annual revenue savings. The revision to the street cleaning schedule was based upon a reduction of cleaning frequency for the majority of the borough's streets, primarily by altering the frequencies of cleaning residential streets to alternate weekly for pavements and four weekly for carriageways. The Council also enabled further logistical efficiencies for the Contractor by relocating the principal depot to Central Depot and through the requirement to align, as far as operationally practicable, the operations following waste & recycling collections.
- 3.3 The contractor cost of street cleaning in 2017/18 is £3.46m generating an estimated 7,200 tonnes of material.

#### **Aims of the Service – Street Cleaning**

- 3.4 Bromley Council is a 'principal litter authority' with a statutory duty under the Environmental Protection Act 1990 to ensure that 'relevant land' in its area is, so far as is practicable, kept clear of litter and refuse. In broad terms 'relevant land' is defined as all '*open land to which the public are entitled or permitted to have access with or without payment*'. This includes cleaning responsibilities for adopted highways, but not private land.
- 3.5 The '*Code of Practice on Litter and Refuse*' published by the Department for Environment Food and Rural Affairs (Defra) gives guidance to the Council on how these duties should be discharged. In determining what standard of cleanliness can be achieved, the Council is required to have regard to the character and use of the land, as well as the control measures and cleaning regime that is practical in the circumstances. The Council is expected to set and implement cleaning regimes which meet these standards and provide adequate resources to restore areas falling below standard to an acceptable level, but the code does not place a requirement on how often to clean affected areas.
- 3.6 All public roads in the borough are subject to a routine, frequency-based schedule of cleaning to achieve the required standard. Depending on a variety of factors, these are cleaned on one of a number of set frequencies which were implemented at the commencement of the contract and reviewed annually through the Contractor's Plan. The contractor, Kier Environmental Services, delivers the routine street cleaning operations through a combination of mechanical and manual work, supported by seasonal staff for removal of autumn leaf fall (e.g. between October and December) and operating a weed control programme (e.g. during the months of March, July and September). The timing of routine cleaning also has to be taken into account by the contractor to avoid contributing to traffic congestion, with certain activities programmed at night-time (e.g. road sweeping the boroughs main arterial roads) and weekends for areas heavily parked with commuter traffic.
- 3.7 Cleaning standards are based on a system which uses street and land use to identify the frequency of cleaning that is needed to provide an acceptable level of cleanliness. This enables the Council to have greater control over standards. It is important to note, the contractor is not paid for re-visits to a location between routine scheduled cleaning following service requests made by the public concerning the level of cleanliness (e.g. overflowing litter bins, dumped waste bags or accumulations of litter). This aspect of the service has been examined in detail

due to the growing trend of on-line reporting and managing the public's expectations of the service and is discussed within this report.

### **Public Perception of Street Cleaning**

- 3.8 The extent of the area managed, the diverse range of infrastructure (i.e. urban to rural), the difficulties in managing the behaviours of users of the public areas and the rise of instant exception reporting, are consistent pressures that are managed to ensure that standards are maintained through the limited resources available.
- 3.9 Nationally, the latest estimates indicate that the cost to local authorities to manage litter in 2015/16 was £778m. <sup>1</sup>.
- 3.10 Whilst litter has always been a social problem and an eyesore, it has been a particular area for concern over the last few years with one recent survey finding that 81% of people are angry and frustrated by the amount of litter lying all over the country with almost 30% of people finding litter a problem in local area<sup>1</sup>. Reports of littering tend to be particularly prominent in residential areas where it presents real challenges, in terms of the cleaning and removal due to the obstructions of heavily parked vehicles. In such situations the disproportionately high level of resources/cost required to undertake such deep-cleaning limits the number of streets which can be accommodated.
- 3.11 Locally, through the annual independent satisfaction survey, the two primary issues raised were:
- At a residential street perspective, there was a less favourable score associated with autumnal leaf fall.
  - From a town centre perspective, there was a less favourable score relating to the levels of cigarette litter and chewing gum.

In addition, there are also identified issues relating to littering, especially as identified in our countryside (i.e. country lanes) and the prevalence of fly-tipping, especially in respect to lower volume incidents occurring in residential roads.

- 3.12 In the time since the contract was let, FMS has been introduced and quickly became established as the primary way for the public to report street cleansing issues to the Council. From 2015 to 2017, the percentage of enquiries being raised through FMS has risen from under 50% to just over 70%, yet during this time overall enquiries have dropped 6.5%. We currently receive on average 751 FMS enquiries a month relating to street cleansing. At the time of writing, Bromley's average time between a problem being reported and being fixed stood at 10 days. Appendix A provides further detail as to the type and location of reports received.

### **Current Position – Performance Standards and Key Findings**

- 3.13 There are three key performance areas measuring the standards and effectiveness of the street cleaning contract:
1. Monitoring the performance of the contractor following routine scheduled street cleaning operations;
  2. Measuring public satisfaction with street cleanliness;
  3. Analysis of customer feedback/reports and trend information.

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<sup>1</sup> *Litter Strategy for England*, HM Government, April 2017

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**1. Neighbourhood Officer contract monitoring**

- 3.14 The levels of cleanliness measured from regular inspections fell within acceptable defined standards indicating the contractor’s performance is satisfactory. In the same period, the Council have issued 235 default correction notices for works failing to meet the required standards during 2017/18 (mid-February).
- 3.15 The Street Cleansing contract has 3722 footway assets and 2872 carriageway assets that are scheduled for cleansing. During the annual period of 2017/18, these will be serviced 340,000 times and the Neighbourhood Management client team undertake a minimum of 23,200 inspections to provide 90% confidence that the works undertaken are to the standards required. The Neighbourhood Manager (Street Environment contracts) undertakes a bi-monthly evaluation to ensure that inspections are being made to sufficient levels to meet monthly objectives.
- 3.16 The Neighbourhood Management client team has completed 19,581 inspections through the 2017/18 period to date (mid-February) to verify the standards delivered by the contractor. It is projected that an additional 3,000 inspections will be undertaken by the end of the year, yielding 22,500 total annual inspections. This is in comparison with 17,686 for 2016/17, marking an increase of just over 25% year on year.
- 3.17 The increase and further performance management in monitoring assessments by the client team is a result of an increased emphasis on contractor monitoring within the Neighbourhood Management, and is in part facilitated by the use of Nautoguide, the system used to undertake and record randomised inspections. This system ensures Neighbourhood Officers receive an impartial, randomised work queue to inspect, and allows managers to monitor inspection results in areas in order to achieve target across the 11 Neighbourhood Officer areas.
- 3.18 Table 1 outlines the Neighbourhood Officer contract monitoring performance data for 2017.

Table 1: Key Performance Results 2017/18

	<b>2017/18 *Year to date</b>				
	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4*</b>	<b>Total</b>
Total Inspections	4,914	4,844	5,615	4,208	19,581
B minus notifications*	104	98	97	74	
Defect Correction Notices	62	71	64	38	235
<b>Average % performance:</b>	With B- as 'no defect' <b>98.80%</b>		With B- as 'defect' <b>96.89%</b>		

*\*B- notifications are awarded where an inspection is liable to deteriorate to a C grade before the next scheduled cleansing activity, and is used as a prompt to the contractor to attend before then.*

*Defect Correction Notices is the process of administration to inform the contractor when works have been identified as not meeting the minimum standards (failure) or an observed omission in service delivery.*

## 2. Satisfaction Survey

- 3.19 The independent annual satisfaction survey is a requirement of the contract and is the primary instrument to assess overall resident satisfaction of the services provided. The survey is undertaken in two primary methods: surveys sent to a statistically representative sample of homes within the borough (results given in Street and Local Area); and through face-to-face surveys undertaken (results given in Town Centre).
- 3.20 In summary the surveys sent to borough residents resulted in a general improvement across the board with satisfaction for Residential Streets year to year (2016 to 17). 11 of the 13 questions yielded an improvement in satisfaction; one remained constant and just one question one saw a decrease (leaves in autumn fell by 2%). However, the perception of the local area being 'clean' dropped by 7%, but was the same value as recorded in 2015, resulting in a three (3) year average comparison drop of only 2%.
- 3.21 The survey results from the face-to-face interviews were more varied with a notable dissatisfaction with smoking related litter (cigarette ends) and an overall drop in satisfaction of 5%. It is important to note, that the survey was undertaken in September 2017 as works were being commenced in Bromley High Street.
- 3.22 Overall, when assessing the three (3) year average in comparison to the 2017, there has been an overall maintenance of standards with the following areas being notable;
- 7% improvement in Residents identifying their streets as 'clean'
  - 8% improvement in Residents noting a reduction of 'dog fouling'
  - 5% reduction in the satisfaction due to 'cigarette ends'

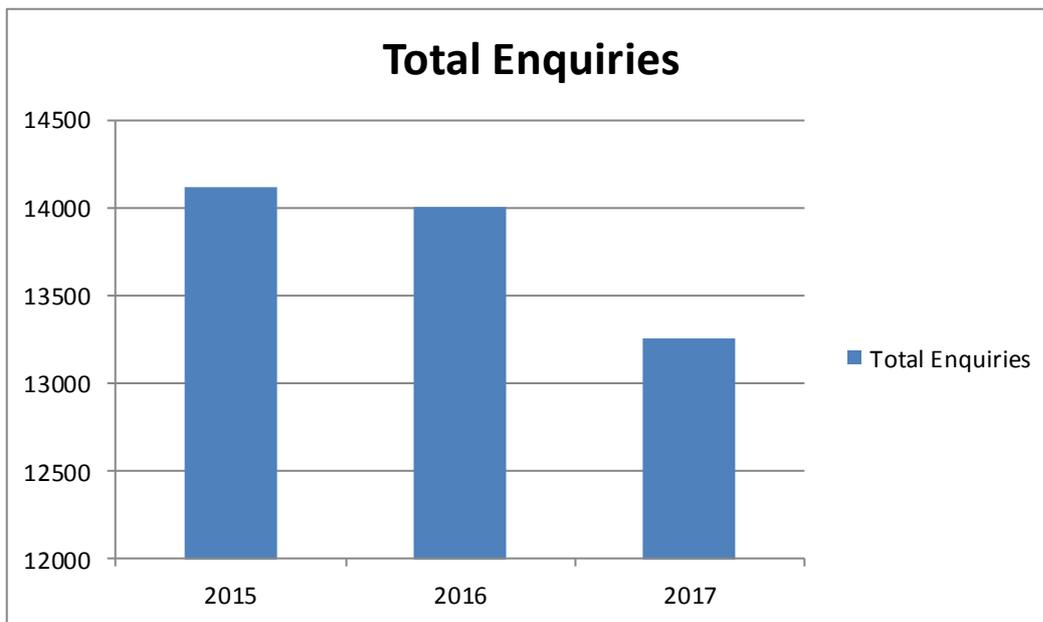
Details of the performance indicators, along with further analysis of satisfaction survey results and trends in customer reports, are shown in a summary report detailed in Appendix A.

- 3.23 The results of the annual satisfaction survey, including trend analysis, are identified and used in focusing service resources to make improvements. The following are notable areas addressed during this year as a result of identified areas of where improvements could be made.

## 3. Analysis of customer feedback/reports and trend information

- 3.24 All service requests and complaints regarding the service are logged and entered in the departmental statistics. A comparison of the volume of customer reports relating specifically to the street cleaning contract have been measured in detail during the period January 2015 to December 2017. This information is provided in detail in Appendix A. In summary:
- The volume trend of enquires from 2015 to 2017 (Figure 1) has seen a decrease of 859 total enquiries, from 14,118 down to 13,259, representing a 6.1% decrease. This is despite the general public having greater access to reporting channels, for example a greater emphasis towards online reporting and increase adoption of the FixMyStreet (FMS) facility.

Figure1: Total Enquiries (relating to Street Cleansing) year to year – 2015-2017



- The number of enquiries being raised via FMS (as opposed to the CSC or in person) continues to increase, up from 60% in 2015 to 67% in 2017. If this trend continues on its current trajectory, we can anticipate further increases in reports via the FMS facility as its usage becomes widely adopted and integrated into the public's reporting habits.
- The largest portion of enquiries received in relation to street cleansing concerned Street Sweeping followed by Dumped Rubbish (Appendix A). These two subject matters accounted for over 75% of the total enquiries received.

However, for the first time during the current street cleansing contract, street sweeping enquiries actually fell from October to November 2017, despite the autumnal challenges such as bad weather and leafing (Appendix A). This is likely to be a direct result of the change in autumnal leaf removal employed this year.

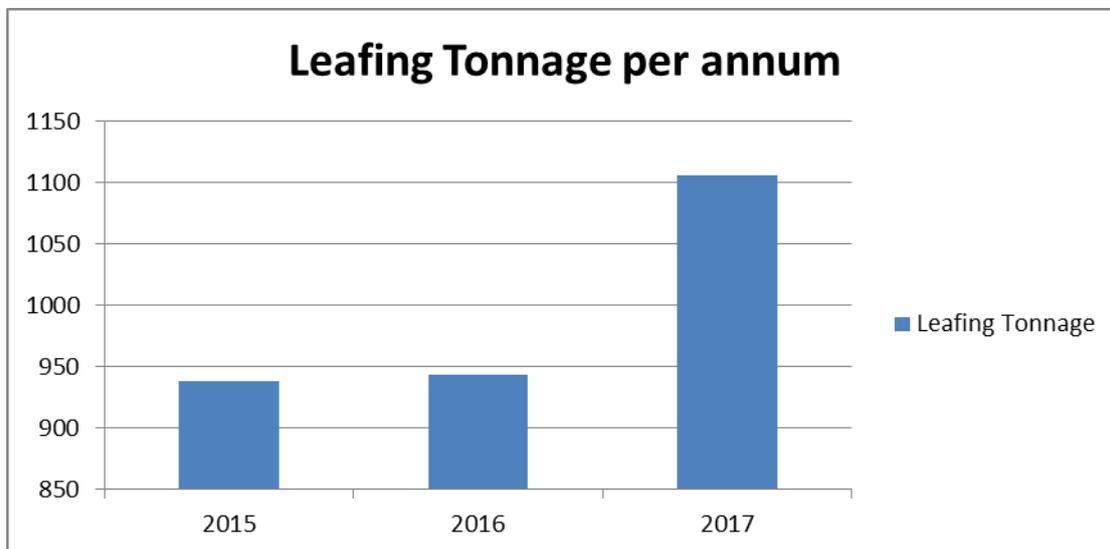
### **How have we responded to these trends?**

#### **Autumn Leafing Programme**

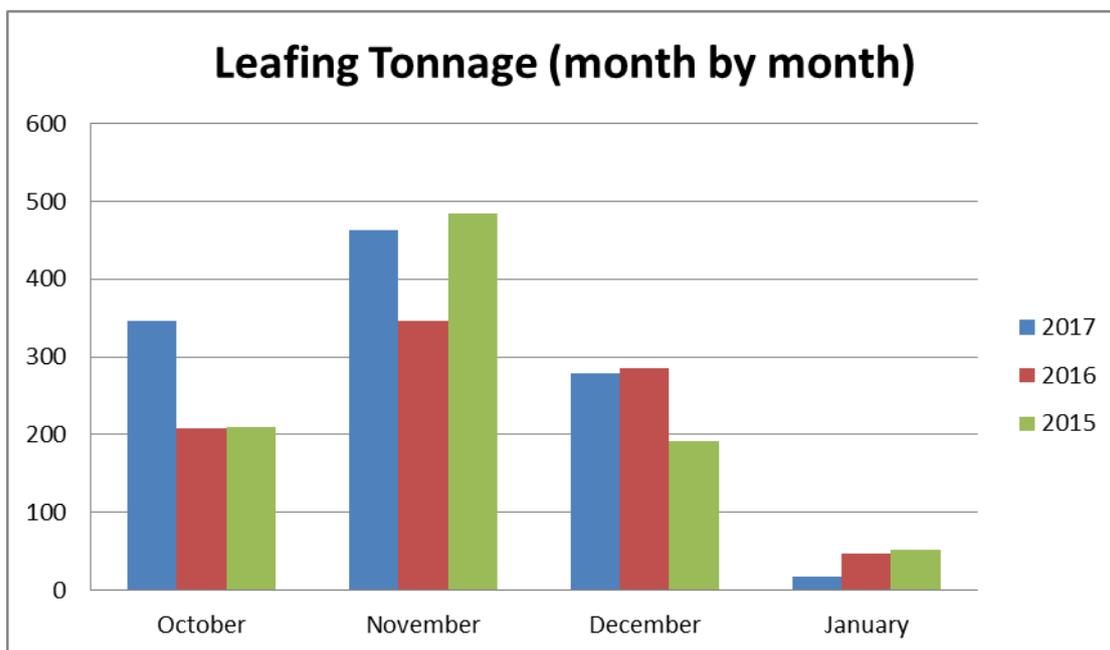
- 3.25 As identified above in the 2017 annual satisfaction survey autumn leafing had the lowest favourable score for Residential Streets responses, with a 57% satisfaction score. To put this in context, the next lowest was general litter, at 76%.
- 3.26 As a consequence, it was clear that this needed to be our priority and a new methodology was devised for the autumnal 'leafing programme'. The leafing programme formally operated from weeks commencing 23rd October 2017 to 8th January 2018.
- 3.27 As of 29 January 2018, we removed 1,106 tonnes of leafing material from the Borough's 3,000+ roads through the dedicated leafing programme.
- 3.28 This is in comparison to 944 and 938 tonnes of leafing material for the years 2016 and 2015 respectively (Figure 2). This represents a 17.16% increase in tonnage removed during the formal leafing period.

3.29 As is apparent from Figure 3, that the slight change in methodology yielded a vastly improved figure as compared to the previous 2 years. This change in operation was supported through the use of data from colleagues in Arboriculture Services to determine which of the Borough's roads contained a density of Horse Chestnut trees, a species known to shed its leaves before any other, to build the initial weeks of the programme around these 'hot spots'.

*Figure 2 - Annual Tonnage*



*Figure 3 – month by month comparison across 2015-17*



3.30 This activity was supported by an additional £30K contribution from the Environment Initiatives fund to support additional leafing crews to respond to earlier leaf fall of certain tree species.

**Member's Initiative Areas**

3.31 The Heavily Parked Roads scheme was launched in early September and focused cleansing resources to roads that were nominated by local ward Councillors. Criteria for selecting roads was based around locations where heavy residential and/or commuter parking meant that it was not possible for the existing resources to get close to the back channels along the carriageway. This consequently can cause a build-up of detritus that can not only impact upon the amenity of the local area but can cause blockages to local surface water drainage.

- 3.32 Members identified 136 local roads that could be improved and the Heavily Parked Roads scheme devised an alternative treatment schedule of the roads that required action outside of the ordinary working hours, making particular use of weekend and evening working where parking on most of these roads is inevitably less dense. Prioritisation was given to channel cleansing and detritus removal with litter removal being maintained through existing schedules.
- 3.33 The programme will be reviewed in the Annual Contractor's Plan to make any required adjustments to reflect progress made and ensure that the alternative scheduling is appropriate.

### **Bromley Town Street Scrubber**

- 3.34 As a result of the Bromley High Street improvements, Neighbourhood Management were able to procure a new Street Scrubber that has been in operation in the Bromley High Street defined operational area since January 2018.
- 3.35 Feedback on progress from stakeholders thus far has been overwhelmingly positive with a tangible difference visible after just the first usage. Not only does this new piece of equipment proficiently remove surface stains and ground in dirt, but will also go some way in addressing the public's concerns of discarded cigarette paraphernalia and general litter within the Town Centre. What's more, the device has additional functionality for use during a snow event through the use of interchangeable attachments that allow for gritting and ploughing. This will be vital for ensuring that Bromley Town remains open for business during even sustained periods of snow which we have seen at the latter part of February 2018. *\*Pictures of progress can be found in Appendix A.*

### **Benchmarking**

- 3.36 To test the Value for Money (VFM) of the current service the Contract Manager has compared the findings of recent research into satisfaction with local authority street cleansing services and the average cost of cleansing services per household.
- 3.37 In their most recent briefing note, dated January 2018, The Association for Public Service Excellence (APSE) has highlighted a general trend for customer satisfaction regarding street cleansing in recent years as decreasing, which they put down to 'unprecedented cuts to local authority budgets'<sup>2</sup>. Figure 4 compares the average satisfaction levels across participating councils against LBB's own performance as ascertained through similar annual satisfaction surveys.
- 3.38 The results are generally positive for LBB, with all data points other than one (2015/16) reflecting better scores than the national average. The data from APSE relating to the cost of cleansing services per household (Figure 5) demonstrates that the current service achieves the above outcomes at a lower than average cost, representing excellent value for money.

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<sup>2</sup> <sup>1</sup>Street Cleansing: Trend Analysis 2016/17, APSE, January 2018.

Figure 4: Benchmark comparison of satisfaction *\*Note: 2017/18 APSE survey results not yet published*

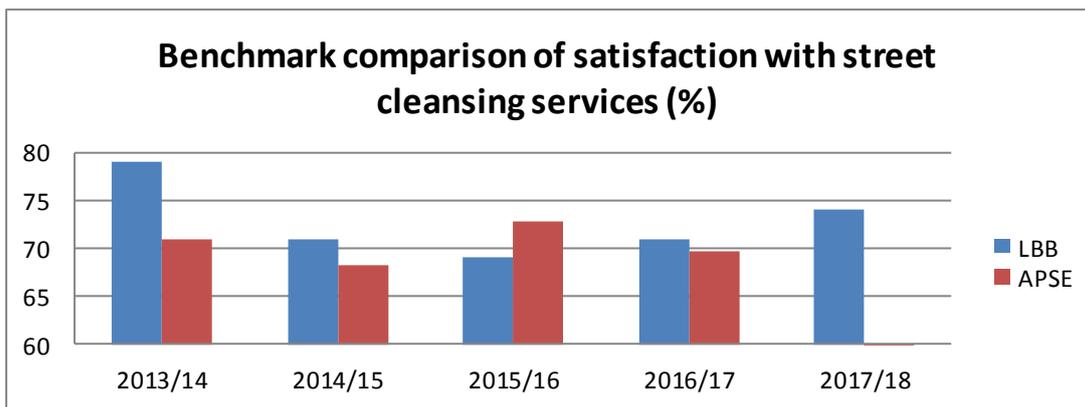
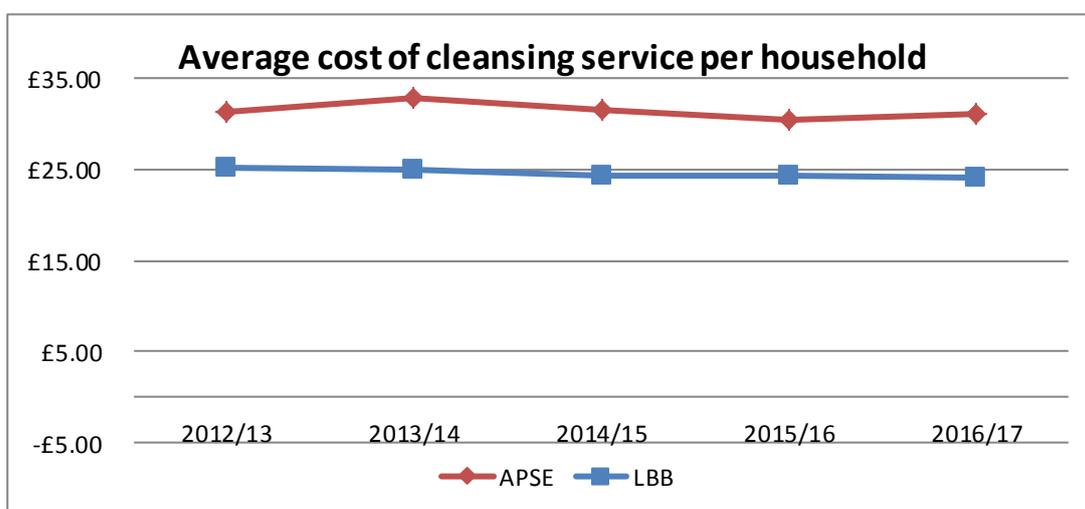


Figure 5: Benchmark comparison of cost of service



### Forward Service Plan

3.39 A number of possible further opportunities to enhance street cleansing services have been identified, from satisfaction surveys, enquiries and contract monitoring. Key issues to be addressed and included in the 2018 Annual Contractor’s Plan and with key stakeholders are:

- Review the current enforcement policy in respect of littering, enabling the Council to make greater use of its powers, improving education and awareness raising and ensuring action is strategically planned and adequately resourced (Neighbourhood Management Enforcement Team);
- Refining the street cleaning schedules to ensure the ‘optimal modelling’ of the best time to clean streets is taken through the delivery schedule, taking into account Recycling Collection days, grass cutting operations and commuter parking;
- Continue to review working methods for removing autumn leaf fall and programming work to align with priority areas (tree species based);
- To build upon the year on year improvements across the board from 2016 to 2017 in the 2018 satisfaction survey.

## Performance of other Street Environment Contracts

3.40 The focus of this report has related to the street cleaning contract operated by Kier. The performance of other street environment contracts (graffiti removal and cleansing of highway drainage assets) has remained good during the period of analysis and regular monitoring of the services continues with performance issues raised with the relevant contractors as necessary.

### Graffiti Removal

3.41 The graffiti removal service (Lot 2) is delivered by Community Clean and is primarily based upon 'reactive' reports (those received from the public), but has some provision for 'proactive' reports that are raised with the service manager before undertaking any rectification. The records of completed reports indicate a very high level of achievement within the target timescale, with the vast majority being removed within the first 24 hours of receipt of report, and rude or offensive graffiti largely removed within 2 hours of reporting. Governance and contract monitoring of performance is underpinned by 'before and after' pictures.

3.42 Public satisfaction with this service is at an all-time high – 100% of respondents gave favourable responses when asked about graffiti within residential streets, and 95% gave favourable responses for graffiti in the Town Centre.

### Cleaning Highway Drainage

3.43 The Council's highway drainage asset cleansing contract is delivered by Veolia Environmental Services and comprises of a routine programme of works, ad-hoc cleansing work tasks and the undertaking of investigative work of assets not working. All roadside gullies are cleaned in accordance with a two yearly cycle and the contractor is on target for delivering the second cyclic cleanse of the Borough's soakaway assets in accordance with the five yearly cycle. The contractor also manages and maintains the special cleansing beats three times a year (Special Beats are 28 areas across the Borough that are 'low points' - and therefore more prone to flooding in extreme weather conditions than others).

#### Definitions:

"Carriageway Gully" means a Drainage Gully that drains surface water from a Carriageway, which includes the servicing of the "Catchpit", which is the intermediate chamber designed to intercept waterborne debris.

"Soakaway" means an underground structure that receives surface water from the Highway and retains it whilst, over time, it drains to the permeable subsoil. These vary in size from 1.2m to 7.0m in depth with access made via a surface chamber cover

3.44 To date during this financial year we have cleansed over 9,000 gullies and 470 soakaway assets.

### The Future Strategy

3.45 As reported to the Executive (8 February 2017, [ES17002](#)), the Street Environment contracts are currently being commissioned. The objective will be to secure best value services that provide innovation and through the negotiated procurement process capitalise on opportunities for improvements in aligned service outcomes as well as improved communication and management of customer enquiries through the use of an IT management system. Annual analysis of the *Service Provider Plan* will enable robust planning, review and improvements to the service.

#### 4. IMPACT ON VULNERABLE ADULTS AND CHILDREN

4.1 The Street Environment Contract's range of services are used by all residents, including vulnerable adults and children. Reasonable adjustments are made, as required, to ensure services are accessible, but the majority of services are delivered without direct resident contact as services involve the maintenance and cleansing of existing built infrastructure.

#### 5. POLICY IMPLICATIONS

5.1 The Environment Portfolio Plan (2016-19) Outcome 1 (Improving the Street Scene) is supported by the efficient and effective delivery of the Street Environment Contracts to deliver the objective of ensuring the cleanliness of the street scene. This is further supported by the support of multi-agency clean-up days and through support of 'Friends Groups' and volunteers who actively work in our communities, improving the local environment.

5.2 The Council's ambition for the borough is set out in the 2016-18 Building a Better Bromley through delivering a 'Quality Environment' is supported by the work achieved through the Street Environment services and the objective to 'sustain a clean, green and tidy environment through value-for-money services provided to a consistently high standard' is the focus of the Neighbourhood Management team which manage the delivery of these contracts.

#### 6. FINANCIAL IMPLICATIONS

6.1 The 2017/18 budget for the street environment contract is £3.916m. The below sets out the budget and projected spend for the service areas within the contracts:

<b>Street Environment Contract</b>	<b>2017/18 Latest Budget £'000</b>	<b>2017/18 Projected Spend £'000</b>	<b>2017/18 Variance £'000</b>
Street Cleaning	3,238	3,238	0
Graffiti Removal	188	188	0
Cleansing of Highway Drainage	289	289	0
Cleaning Contingency	201	201	0
	<b>3,916</b>	<b>3,916</b>	<b>0</b>

6.2 The additional non-scheduled programmes of work (such as deep cleaning, weekend carriageway cleaning, litter picking, etc.) have improved street cleanliness. These activities have been funded from the £201k contract contingency sum held within the Street Scene and Street Cleansing revenue budget.

#### 7. PROCUREMENT IMPLICATIONS

7.1 The range of services delivered through the existing Street Environment Contracts is currently being procured with a target implementation date of 1 April 2019.

<b>Non-Applicable Sections:</b>	Personnel and Legal Implications
Background Documents: (Access via Contact Officer)	

## Appendix A

### Performance Information of the Street Cleaning Contract

#### Public Satisfaction Survey Results – Street Cleanliness

Understanding people’s perceptions is a very important factor in maintaining public spaces. Therefore, identifying residents’ priorities and how important they feel problems are, is a key element when determining and redirecting resources as required. Each year, the street cleansing contractor, Kier, commission an independent company (WYG Environment Planning Transport LTD) to undertake a postal and on-street survey. The survey format is outlined in the Street Environment Contract and questions were adapted for the type of survey to gauge opinion of visitors to the borough.

The response rate to the postal survey has been consistently very good for a survey carried out without issuing reminders (2015 – 21%, 2016 – 20%, & 2017 – 21%).

The combined results of postal and on-street surveys across the three years are illustrated in Table 3.

Table 3 – Satisfaction Survey Results 2015-17

Public Satisfaction Survey Results of  
WYG Independent Survey

Combined favourable responses rates to Postal and On-Street surveys: 2015 to 2017.

Percentage of respondents 'Satisfied/Clean/Not a problem'.

	2015	Difference 2015-16	2016	Difference 2016-17	2017	3 year average comparison with 2017 results
<b>STREET</b>						
1. Satisfied	69	2%	71	3%	74	3%
2. Clean	71	0%	71	4%	75	3%
3a. General Litter	63	4%	67	9%	76	7%
3b. Graffiti	94	3%	97	3%	100	3%
3c. Chewing Gum	87	3%	90	4%	94	4%
3d. Cigarette Ends	74	5%	79	0%	79	2%
3e. Dog Fouling	65	1%	66	11%	77	8%
3f. Autumn Leaf Fall	58	1%	59	-2%	57	-1%
3g. Fly-Tipping	82	0%	82	2%	84	1%
3h. Fly-Posting	95	-1%	94	3%	97	2%
3i. Weeds	74	3%	77	1%	78	2%
3j. Overflowing Litter Bins	74	2%	76	5%	81	4%
3k. Mud, dust or Dirt	77	4%	81	2%	83	3%
<b>LOCAL AREA</b>						
5. Clean	79	7%	86	-7%	79	-2%

Table 3 – Satisfaction Survey Results 2015-17 (cont.)

TOWN CENTRE						
7. Satisfied	87	3%	90	-5%	85	-2%
8. Clean	88	1%	89	-3%	86	-2%
9a. General Litter	73	-1%	72	-2%	70	-2%
9b. Graffiti	94	-3%	91	4%	95	2%
9c. Chewing Gum	50	17%	67	-2%	65	4%
9d. Cigarette Ends	63	1%	64	-8%	56	-5%
9e. Dog Fouling	89	-4%	85	6%	91	3%
9f. Autumn Leaf Fall	89	-3%	86	4%	90	2%
9g. Fly-Tipping	91	-1%	90	4%	94	2%
9h. Fly-Posting	93	-1%	92	4%	96	2%
9i. Weeds	95	-4%	91	2%	93	0%
9j. Overflowing Litter Bins	78	-3%	75	4%	79	2%
9k. Mud, dust or Dirt	90	-1%	89	4%	93	2%

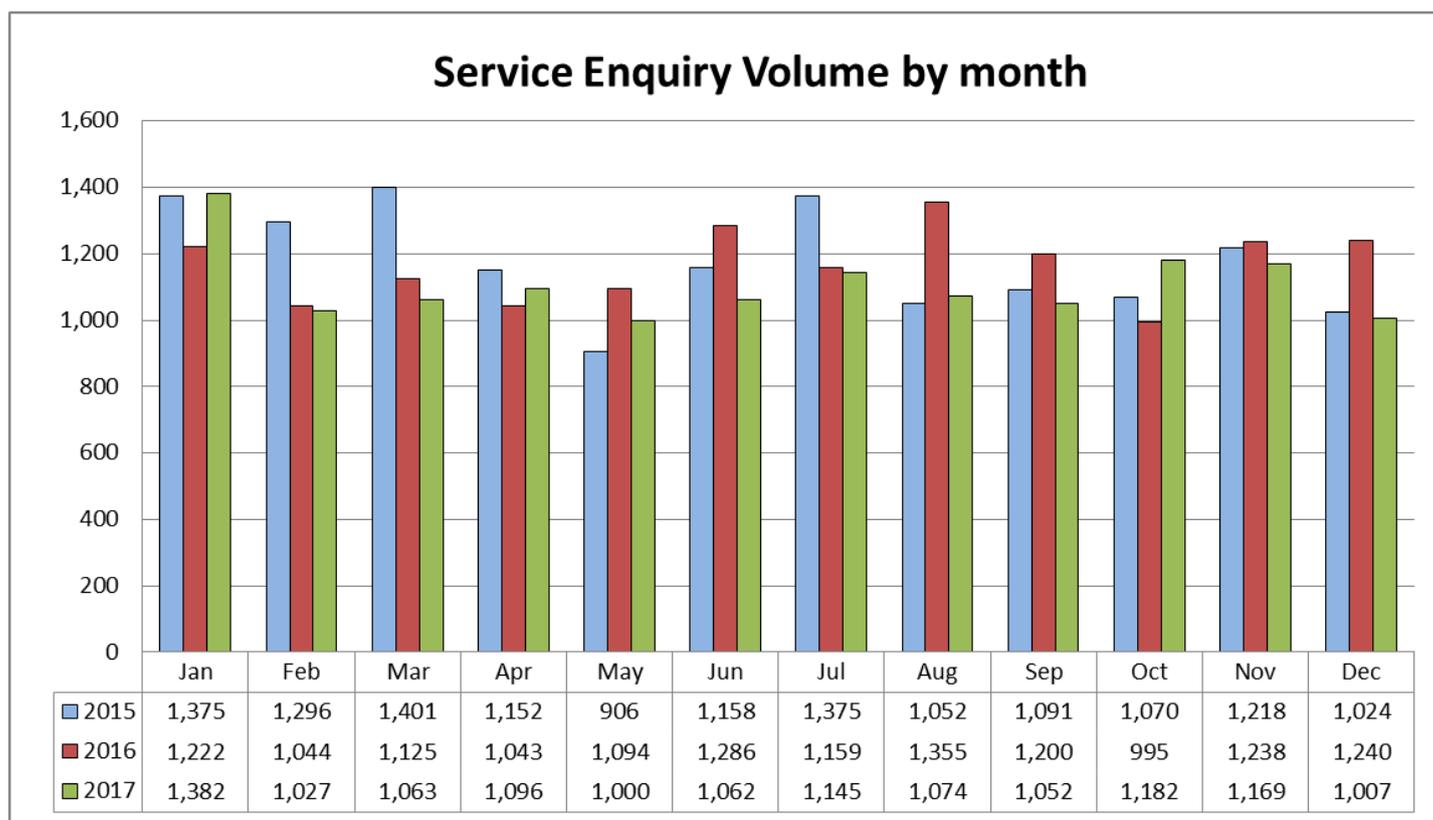
Key points worth noting are:

- Overall there has been an increase in favourable scores for residential streets across the board in 2017 compared to 2015. All but one metric (autumn leaf fall, which decreased by 1%) increased from 2015 to 2017.
- Most significantly, there has been an increase in satisfaction by 13% for general litter and 12% for dog fouling within residential streets. Importantly, both of these items were identified in the 2015 and 2016 reports as ‘potential areas of focus’.
- A combined 74% of respondents are satisfied with the cleanliness of their streets (72% postal and 83% on-street).
- 75% describe their street as clean (73% postal and 83% on-street).
- 79% describe their local area as clean (78% postal and 83% on-street).
- 85% describe their town centre as clean (81% postal and 93% on-street).
- Graffiti removal has reached 100% satisfaction in residential streets and 95% for Town Centres.
- The lowest favourable response rate in 2017 for residential streets was the issue of leaves in autumn (57%).
- In the town centre, the lowest favourable scores were for cigarette ends (56%) and chewing gum (65%). This is a mixed result as both items were the lowest in 2015 too, and whilst chewing gum has improved by 15%, cigarette ends has dipped by 7%.

Leaves in autumn, cigarette ends and chewing gum are therefore this year’s areas of focus in order to improve the overall perception of and satisfaction with cleanliness that are arising from the satisfaction survey.

## Customer Reporting Trends

Figure 4: Annual enquiry volumes 2015-2017



All service requests and complaints regarding the service are logged and entered in the departmental statistics. A comparison of the volume of customer reports relating specifically to the street cleaning contract have been measured in detail during the period January 2015 to December 2017. This information is provided in the figure above.

A review of customer service requests of the street cleansing service reveals the following trends and key issues:

- The volume trend of enquires from 2015 to 2017 (figure 6) has seen a decrease of 859 total enquiries, from 14,118 down to 13,259, representing a 6.1% decrease. This is despite the general public having greater access to reporting channels, for example a greater emphasis towards online reporting and increase adoption of the FixMyStreet (FMS) facility.
- This is demonstrated by the channel shift of enquiries being raised via FMS (as opposed to the CSC or in person) from 60% in 2015, to 64% in 2016 and up to 67% in 2017. If this trend continues on its current trajectory, we can anticipate an increase in reports via the FMS facility as its usage becomes widely adopted and integrated into the public's reporting habits.
- The largest portion of enquiries received in relation to street cleansing concerned Street Sweeping followed by Dumped Rubbish (figure 5). These two subject matters accounted for over 75% of the total enquiries received.
- However, for the first time during the current street cleansing contract, street sweeping enquiries actually fell from October to November 2017, despite the autumnal challenges such as bad weather and leafing (figure 7). This is likely to be a direct result of the change in autumnal leaf removal employed this year.

- Despite dog fouling coming up as the least favourable score from the 2017 satisfaction survey, we actually have very few enquiries in relation to it. To demonstrate, total enquiries stood at 13,259, yet dog fouling enquiries represented just 0.6% of these at 83.

Figure 5: 2017 Street Cleansing Enquiries broken down by subject matter

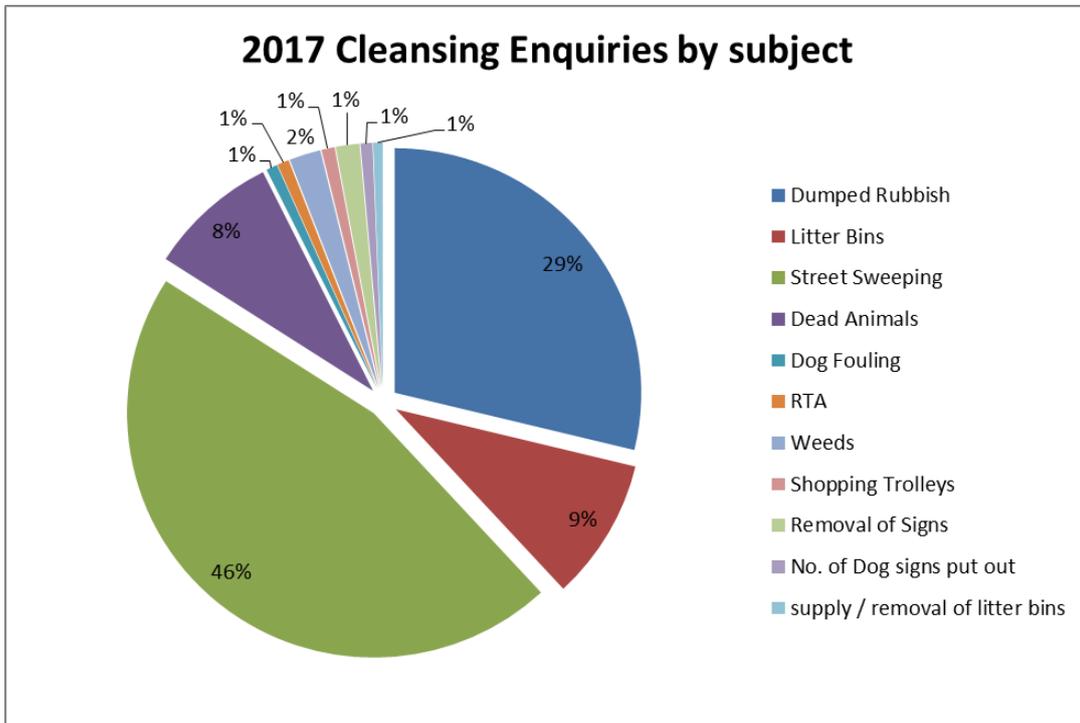
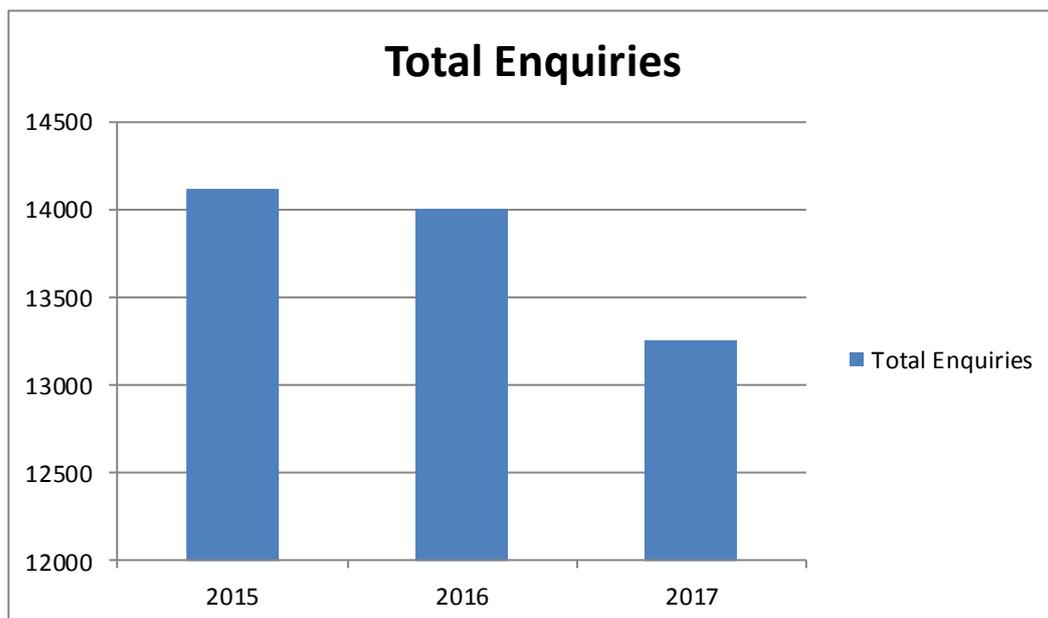
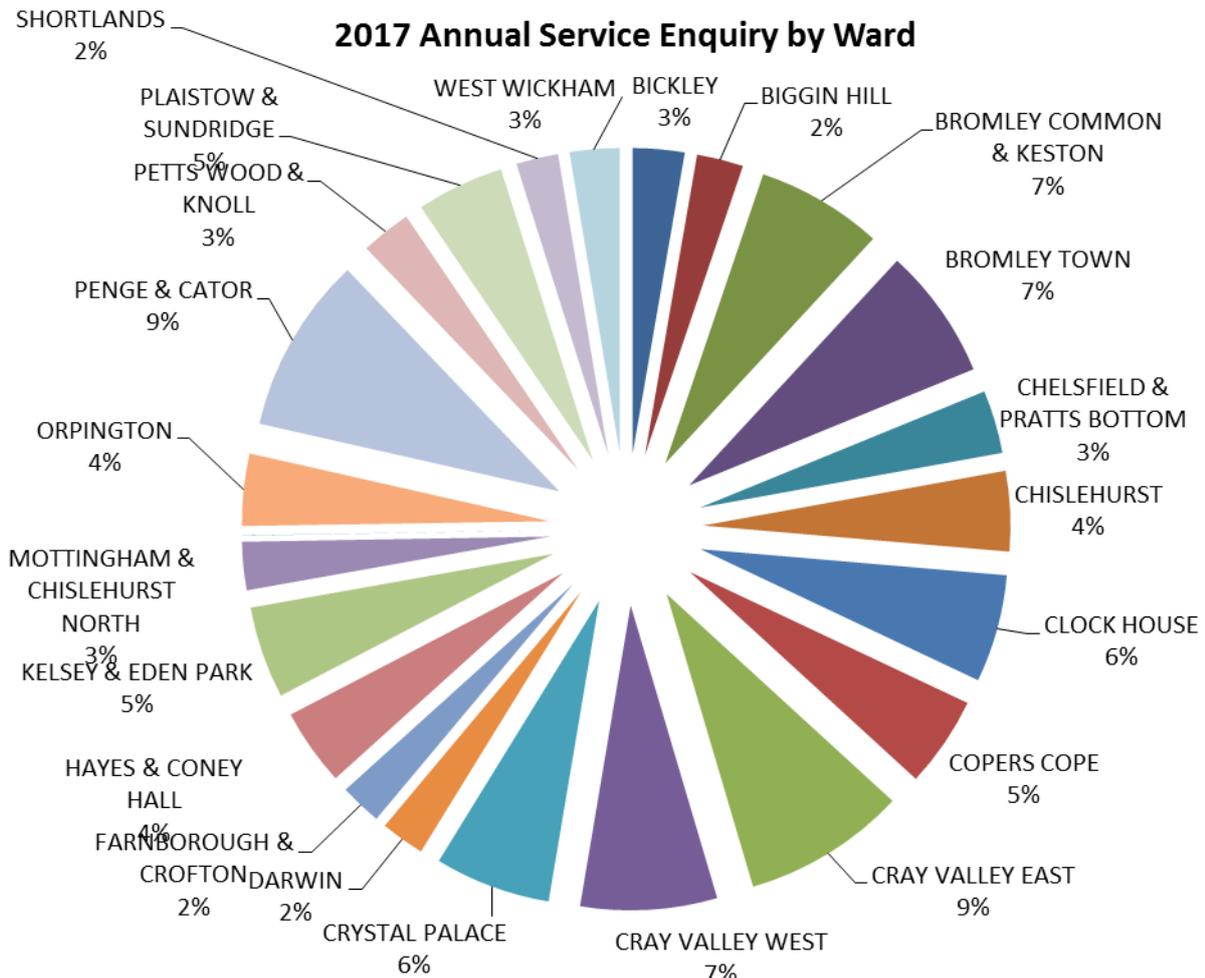


Figure 6: Total Enquiries (relating to Street Cleansing) year to year – 2015-2017



Total enquiries are down markedly as compared to 2015 and 2016. As noted before, this is despite the wider adoption and integration of more accessible channels for reporting such as the council website and FMS which make it more convenient and quicker to report local issues than the traditional method of raising enquiries via the call centre. In 2014 less than half of reports were via FMS, now they account for close to 70%. Despite this, reports have reduced 6.5% in two years.

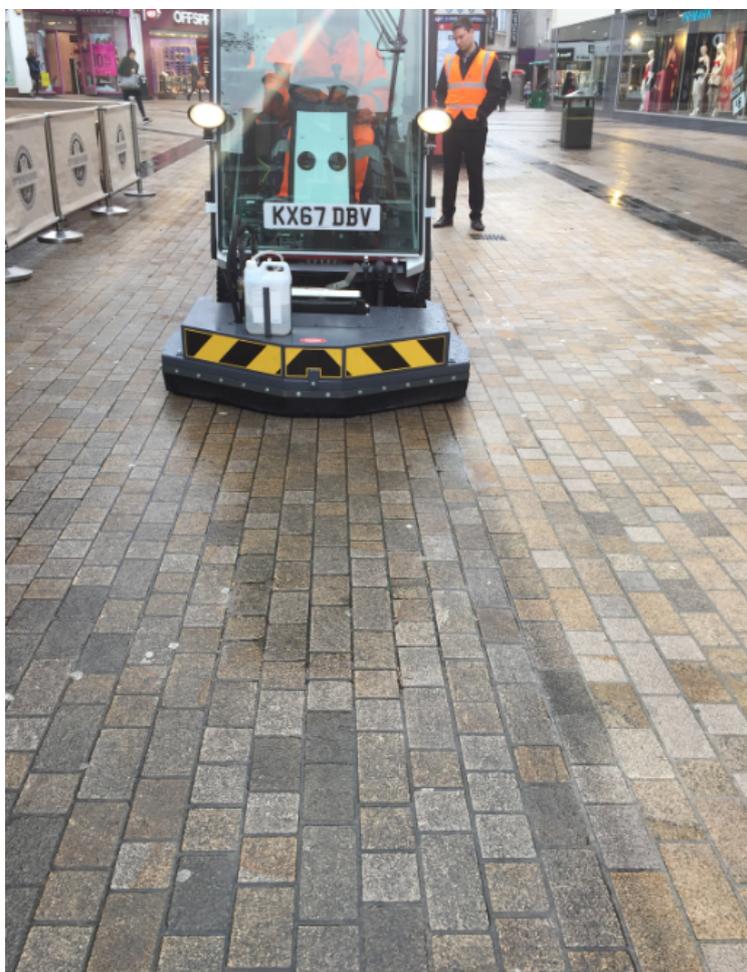
Figure 7: Total 'Street Sweeping' Enquiries 2015 to 2017 (leafing service period)



Bromley Town Street Scrubber – before/after comparison photo



Bromley Town Scrubber in action



Bromley Town Street Scrubber with snow attachments



Bromley Town Street Scrubber with snow attachments

