



Cabinet Working Party

Street Scene & Street Scene Enforcement

Evaluation of Clean & Green Pilot

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CONTRIBUTION TO OUR AIMS

- 1.1 North East Lincolnshire's Council Plan 2025-28 sets out our vision to create stronger economies and stronger communities.
- 1.2 To support this, we want to manage our land to ensure all residents have access to safe and clean streets and open spaces. People are proud of where they live and work and we work hard to make 'our place' look clean. We work and support others to take pride in their local areas. We value people, community groups, partners and businesses who help us achieve this.

2. BACKGROUND

- 2.1 In February 2025 as part of the budget setting process the Environment Service was allocated a one off sum of £200k to invest in a new Clean and Green initiative. The initiative focussed on removing accumulated litter and detritus in areas where there was a high concentration of parked cars and providing an enhanced litter picking service through the provision of additional Barrow Operatives. The aim was to enhance the cleanliness and appeal of the area for residents, businesses and visitors and to help promote pride in the place we live.

3. CURRENT POSITION

- 3.1 The current arrangements for street cleansing were set out in the report entitled '*Review of recommendations from previous Street Scene Working Groups*' presented to the Cabinet Working Group in September 2025. It is not proposed to reproduce this information within this report which will focus on the enhanced arrangements delivered by the additional one off funding during 2025/26.

4. PROPOSAL

- 4.1 The additional budget was initially confirmed in February 2025. The proposal set out in the Motion was to deliver enhanced street cleansing as set out below within the following six wards.
 - Sidney Sussex
 - East Marsh
 - West Marsh
 - Part of Park
 - Part of Heneage
 - Part of South Ward
- 4.2 The enhanced service included the following.
 - Recruit four additional barrow operatives to work Monday to Friday across morning and afternoon shifts, focusing on residential streets requiring extra attention. This will improve street cleaning frequency and quality, reducing

reactive interventions and long-term operational costs associated with reactive clean-ups and enforcement.

- Extend enhanced cleaning to East Marsh, West Marsh, Park, Heneage, South Ward, and Sidney Sussex, where persistent littering and obstructive parking impact cleanliness.
- Introduce a community driven maintenance programme to enhance cleanliness. Parked cars often obstruct street sweepers, preventing proper cleaning along the curb where litter and debris accumulate. This leads to ineffective cleaning and pollutants remaining on the streets. To address this, residents will receive advance notice (via letters, online platforms, or community boards) to temporarily relocate vehicles for scheduled cleaning.
- A coordinated effort of selected streets in the six most affected wards will include road sweeping, pothole repairs, refreshed road markings, and litter/fly-tipping removal. This will improve efficiency and reducing maintenance backlogs and maximise the impact of existing council resources.
- Establish a new 'Urban Litter Ranger' (Community Engagement Officer) to lead educational campaigns and provide practical assistance for community initiatives involving residents, schools, and businesses. The role will promote civic responsibility and reduce reliance on enforcement by encouraging community ownership of public spaces and reducing the long-term need for reactive cleaning services.
- Launch a new group booking system for the 'Bulky Waste Collection' service, allowing multiple households to share costs and streamline collection routes. A simplified online booking process will encourage lawful waste disposal and enhance service accessibility. This will lower operational costs, reduce fly-tipping, and cut CO₂ emissions through improved efficiency.

4.3 The budget breakdown was costed as set out below.

- 4 Barrow operatives (£35,000 each) - £140,000
- 1 Urban Litter Ranger post - £38,000
- Associated equipment - £22,000
- Total cost - £200,000

5. DELIVERY & EVALUATION

5.1 General

5.1.1 This report is supported by a presentation which provides further detail on the outcomes of the project, feedback and officer evaluation. The two should be considered together.

- 5.1.2 To enable successful delivery of the project, a group of officers from different service areas was convened, recognising the strengths of individuals within different functional areas. The operational delivery of the project was supported by the Insights Team and Communications Team who were able to support and challenge the operational services and provide advice and guidance on current approaches to behaviour change. With this innovation and consideration of alternative delivery models we hoped to deliver on the strategic aim of improving cleanliness whilst delivering a behaviour change programme that celebrated positive action.

5.2 Recruitment

- 5.2.1 The recruitment of four additional barrow operatives was relatively straightforward once we had completed the necessary internal governance. All recruitment follows the same process with role profiles, adverts, interviews and onboarding eating into the project timescales. The Barrow Operatives do not require a driving licence, and this makes it easier to recruit to this role. We therefore had four staff join the service on 19 May 2025 on a fixed one-year contract.
- 5.2.2 The proposal was to provide two employees to deliver the enhanced cleansing for a period of six months. The first recruitment exercise for the two temporary multi skilled operatives to carry out the enhanced cleaning was unsuccessful. It also became apparent that the initial funding set out above did not in fact include any funding for the multi skilled staff so in the short-term existing resources were diverted from day-to-day operations to deliver the enhanced work within the six identified wards. These staff remained on their existing shift pattern to enable them to be appropriately supervised with access to the necessary resources rather than work a fixed Monday – Friday pattern that did not align with the wider workforce. The enhanced 'Deep Clean' work started on 7 July 2025 in Sidney Sussex. A second recruitment exercise secured only one additional employee rather than two and the project continued to be supported by existing resources. Due to the fixed term nature of the appointment the employee only worked for five months before finding alternative employment.
- 5.2.3 The project resources included a temporary Education Officer and an Urban Litter Ranger. It was hoped that the Urban Litter Ranger would generate some interest following the successful recruitment of the Coastal Ranger as part of the DUNE project.
- 5.2.4 The two posts had a slightly different focus. The Education Officer was an existing role profile with a more traditional focus of delivering education in schools. The Urban Litter Ranger was a new role designed to be more hands on, delivering letters to residents to support the enhanced cleaning, providing face to face advice on the impact of litter, waste and dog fouling and encouraging community action to improve street scene across a range of

settings. There was a desire to create a role that could support with coordinating and supporting community and guided litter picks, educational programmes and help deliver compelling social media campaigns.

- 5.2.5 Another key responsibility of the Urban Litter Ranger was to undertake programmes of monitoring in accordance with agreed monitoring and reporting protocols. This aspect of the role was the fundamental basis of the pilot evaluation.
- 5.2.6 Unfortunately, after two unsuccessful recruitment campaigns, we were unable to offer the roles to any suitable candidates for either role.
- 5.2.7 The difficulty in recruiting to temporary or short-term roles aligned to non-recurrent funding is highlighted as one of the key challenges to project delivery.

5.3 Barrow Operatives

- 5.3.1 We recruited four additional barrow operatives on a twelve-month contract in addition to the two existing barrow operatives that currently work in Sidney Sussex and West Marsh. The barrow operatives worked on a 4 on 4 off shift system that aligns with our existing workforce. Their hours were 6am to 5.30pm.
- 5.3.2 Barrow operatives litter pick a larger area and so will cover more ground in the time allocated to them. This work was in addition to our current routine cleansing schedule. Following the introduction of the four Barrow Operatives there was a reduction of 19.7% in litter reports across all 6 wards included in the project and 30% less litter reports in the 4 wards when the new Barrow Ops were employed.
- 5.3.3 From an operational perspective the additional work carried out by the new Barrow Ops and the impact that this had on cleanliness meant that the existing staff resources used on scheduled work could be used to support the Enhanced Deep Clean initiative from within existing resources.
- 5.3.4 We would also like to consider how we better connect the work of the Barrow Operative with the community and school litter pick events to ensure that communities are sighted on the role they play in keeping communities clean.
- 5.3.5 We are also keen to see if some of our Barrow Operatives will participate in some social media and comms as part of the wider behaviour change work. We will explore if they might take part in a short video about the work they do.

5.4 Enhanced Deep Clean Work

- 5.4.1 This aspect of the initiative sees two operatives working across six wards for 28 days at a time. They will target the same streets as the Barrow Ops but will have a more focussed approach and are allocated more time for a smaller area as their work involves an intensive clean including litter bins, street signs, weeds (but not highways works such as pot holes, road markings etc.) and graffiti removal. They did not undertake pothole repairs or refresh road markings because this work at the time was included within the Equans contract and the teams are not integrated or aligned currently to work in this way.
- 5.4.2 As this aspect of the project started in July 2025 utilising existing resources it was not possible to undertake the community engagement elements, particularly the delivery of letters to residents in streets that were heavily parked. However, early feedback from the operatives was that they were successfully achieving the desired outcomes for cleanliness without the need to letter drop residents with much of the work being conducted manually. Residents have been cooperative in moving vehicles, and where vehicles have remained in situ, we have been able to clean around the vehicle. The work therefore continued on this basis, and letters were not delivered. Where there were particular issues raised about the quality of the service, these were addressed or revisited when vehicles had subsequently moved, if reported back to the service.
- 5.4.3 We recognise that it is preferable to engage with residents to advise them of our intentions to visit a particular area. Local ward Cllrs have been advised when the work will start in their wards but not necessarily the streets visited and the dates as this is subject to change. Ward Councillors can also support in communicating this work to residents by speaking to them or including information in any newsletters or similar publications in the run up to any deep clean.
- 5.4.4 We believe that the Deep Clean element of the project was correctly scoped to be delivered for a six-month period as there are some seasonal aspects to consider. It became much harder to carry out a street-by-street approach in the autumn when the leaf fall began, the staff felt that it was difficult to deliver the same overall impact. In addition, the resources are better utilised borough wide to address the seasonal impact of leaf fall. We would propose that any future scheme would operate over spring and summer.
- 5.4.5 The intention was to align the education work with the enhanced deep clean ward work and to also engage with community champions so that school children could carry out a litter pick around their school at the same time that the council were conducting the deep clean work. In the early days of the project this was not possible because we had been unable to recruit the extra resources needed to deliver the education work. Our existing Research and Engagement Officer carried out some of this work where resources allowed.

- 5.4.6 The Street Cleansing service currently supports with community litter picks by providing litter pickers and bags, however we wanted to explore if we could enhance this work if it was led by the Insights team. The intent was to see if we could create a buzz around volunteering and litter picking, working with community champions, sharing social media and promoting good news.
- 5.4.7 To monitor the impact of the initiative we considered reintroducing environmental quality surveys and refreshing our expertise in this area. Unfortunately, this was not possible due to the inability to recruit the additional staff. However, information is provided below on our original intent.

5.5 Environmental Monitoring

- 5.5.1 Tidy Britain Group (TBG) state that the first step to effective, lasting change is objective data. Local Environmental Quality (LEQ) surveys provide the essential intelligence needed to cut clean-up costs, prove the effectiveness of interventions and fundamentally improve public spaces. In addition to providing professional assessment TBG provide training designed to equip staff with the practical and technical skills needed to improve street scene, manage public spaces effectively and reduce environmental degradation. The intention was that we would train a suitable person within the council to carry out this assessment, as this is the evaluation needed to demonstrate the overall success of the project. In the absence of either the Education Officer or the Urban Litter Ranger we were unable to deliver the enhanced Local Environmental Quality (LEQ) Surveys. [Local Environmental Quality \(LEQ\) Surveys | Keep Britain Tidy](#).

5.6 Community Education and Engagement

- 5.6.1 To progress with the behaviour change work and the education programme we entered into discussions with James Elliott, from All Things Good & Nice. James is a volunteer and community champion that is well respected in North East Lincolnshire.
- 5.6.2 The Council currently delivers street-based enforcement for littering predominantly through a contract with City of Doncaster Council, using a private contractor, Waste Investigations Support & Enforcement (WISE). However, to accompany this approach the council was keen to deliver an education programme in schools and also organise and support an enhanced community litter picking initiative. Working with James Elliott we wanted to increase participation in litter picks within community and residential settings, alongside the fantastic work that already takes place in our parks, beach and open spaces.

5.6.3 We have commissioned the following services until 31 March 2026 from All Things Good & Nice and utilised some of the funding to provide litter picking kits to local schools.

- Litter picking the boating lake: 5 sessions
- Litter picking and education with schools: 21 sessions

5.6.4 The education work starts with Eve Sussex, Research and Engagement Officer delivering a morning school assembly. In the afternoon a smaller group of 10 – 12 primary school children carry out a litter pick with James and Eve, supported by school staff for 1-2 hours. Feedback suggests that this is more successful if the ratio of adults to children is higher as it enables the children to talk with an adult about what they have found.

5.6.5 The education work is currently targeted to the six wards within the pilot, however in the future we would like to deliver this to more schools and have also been approached by some alternative provision facilities. We will also explore if there is scope to provide the additional adult support from the voluntary sector to increase adult to child ratio on school litter picks.

5.6.6 We would like to explore issuing coloured bags free of charge to community litter pickers. We believe that the visibility of waste, picked by community volunteers delivers a positive message in our behaviour change work.

5.7 Bulky Waste Service

5.7.1 This aspect of the project requires significant consideration / transformation if it is to be implemented in a sustainable way. We have not yet progressed this aspect of the project due to the significant focus on the other aspects.

5.8 Waste Removed

5.8.1 The additional waste removed over the course of the project is set out below. The weight for October is higher due to the presence of leaf fall and the delivery of a new mechanised sweeper.

Ward	Month	Weight (Tonnes)
Sidney Sussex	June/July	7.46
East Marsh	July/Aug	7.26
Heneage	Aug/Sept	5.32
Park	Sept/Oct	4.64
West Marsh	Oct/Nov	18.22 (includes leaf fall)
South	Nov	12.84

5.9 Resident, Community and Staff Feedback

- 5.9.1 The feedback from residents has been very positive. Initially this mostly verbal feedback has been communicated to the operatives and ward councillors. We have also received some compliments and thanks submitted through our online portal.
- 5.9.2 In order to capture feedback a postcard was designed which the operatives provided to local residents who engaged with them. Some of the feedback is reproduced in the accompanying presentation.
- 5.9.3 The Barrow Operatives took pride in their work and did feedback that it was disheartening that the litter had built up again on the days when they were not on shift.

6. FINANCE

- 6.1 The cost so far for the 4 Barrow Ops for 12 months, a multi skilled Op for 5 months, purchase of 4 barrows and the contract with All Things Good and Nice amounts to circa £168,500.

7. FUTURE ACTIONS

- 7.1 Seek feedback from Cabinet Working Group on the project.
- 7.2 Await outcome of budget settlement for 26/27. A sum of £200k has been requested to continue the project.
- 7.3 Explore scope for Barrow Operatives to be more engaged in education, comms and social media work.
- 7.4 Continue with the school visits and explore if education visits can be delivered to schools outside the target area and if further support can be provided via Community Champions.
- 7.5 Consider how we enhance our relationships and support with Community Litter Picking Groups and the options to provide free coloured bags.
- 7.6 Give the new Head of Waste & Operational Services the opportunity to review the current service delivery principles of the bulky waste collection service and identify opportunities and financial implications of any changes.

Contact Officers

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