

Big Summer Clean – West Area 3

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Neighbourhood Environmental Manager



**Nottingham
City Council**

Introduction

- Nottingham is the cleanest big city in the UK.
- Awareness of how clean the whole city is and the innovative way services are delivered
- Manifesto commitment to make neighbourhoods as clean as the city centre
- Citizens must get involved to keep their neighbourhoods clean
- Enforcement is important to keep it clean

City Services Ward Responsibilities



Purpose of the Campaign

- Increase awareness
- Promote behaviour change
- Localism
- Increased satisfaction and engagement
- Enforcement
- Showcase innovation



Campaign Messages

- Keep it clean! (love where you live)
- Clean Cleaner Cleanest
- Join in and make a difference
- Shame on you! (enviro crime)



Activities

- Launch event
- Easier reporting –
launched Report it now on
line
- Programme of local Clean
Ups – at least one per ward
- Innovation showcase
- Themed weeks



Measurement of success

Increased public perception

Increased cleanliness

Increased volunteers

Increased on line reporting, web hits

Positive media coverage



Results – City Wide

- 129 events including community clear ups, litter picks, repairing and painting fencing, graffiti and fly tip removal, leaflet drops and ward walks; Approx 1000 volunteers involved
- Presentations to 17 schools with 3 subsequently organising litter picks. Approx 3000 children involved.
- NCH cleared 123 alleyways and 37 Garage sites. Additionally, organised over 50 Estate Inspections with residents
- Report it on line – 335 July; 453 August
- Cleanliness Index unchanged; Dog Fouling incidences down by half; Fly tipping incidence reduced
- On Line Survey – 90% happy with state of their neighbourhood



Events by Area

Area 1	14
Area 2	18
Area 3	11
Area 4	13
Area 5	22
Area 6	19
Area 7	2
Area 8	14
Area 9	9
City wide events	7

West Area 3

- 11 events held
- 3 Schools visited
- Harwill Crescent clear up
- Songs of Praise Garden make overs
- Kennington Road clean up with dancers
- Clean Ups with Brocklewood and Southwold Schools

Leen Valley Clean Up and Dance Celebration

Kennington Road, Radford in the Leen Valley Ward has been selected to benefit from a 'makeover' on Friday 2 September.

As part of the Council's Big Summer Clean campaign, the event will take place between 8.30 am until 1.00 pm.

The event has been organised by Nottingham City Council's Neighbourhood Management and City Services in partnership with Nottingham City Homes, Nottinghamshire Police and Nottinghamshire Fire Service, and supported by Ward Councillors.

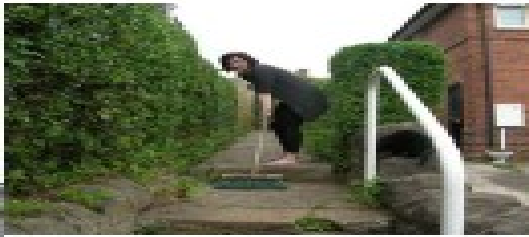


Bulky waste collections, weeding, thorough sweeping and clearing alleyways are just a few of the 'clean-up' tasks on the agenda for this event. Residents are being encouraged to maintain the tidied area and continue to keep the area clean and free from clutter.

Alongside the clean-up event will be a Ward Walk with Ward Councillors Glyn Jenkins and Mohammed Saghir, together with Officers who deliver services in the area. They will be talking to residents face to face about their local area. This will be a key part of the event as it ensures residents have a chance to raise issues important to them and helps the Council and other key agencies to learn firsthand about the issues in the area and wherever possible deal with the issues that are raised.

Harwill Crescent Improvements





What next?

- Chewing Gum Campaign – 5th Sept to 30th Sept
- Launch FIDO
- My Street promotion



Any questions?

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