



Street Cleansing Overview

How we clean the borough

- In April 2010 we changed the way we carry out street cleaning in the borough from schedule based cleaning to Area Based Cleaning (ABC).
- This new way of working is a more flexible approach to street cleaning. It moves away from rigid schedules and focuses resources in areas that need to be cleaned.
- ABC has been implemented in other high performing councils and as a result of this Ni195 scores and public perception have improved.
- The town centre is not affected by ABC but a slight change in the early morning cleansing has improved the overall cleansing standard.



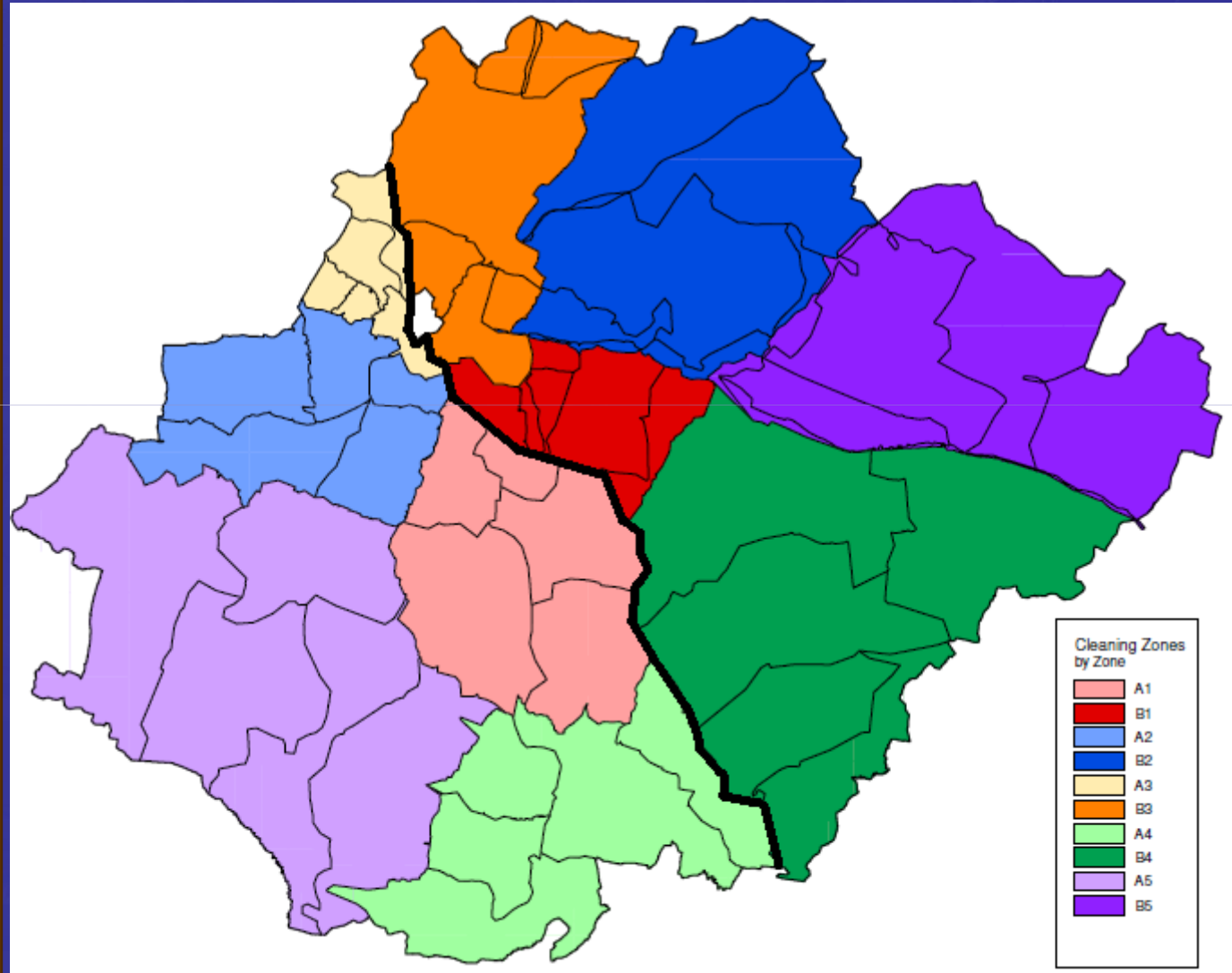
What is Area Based Cleaning?

- The Borough is separated into 2 Areas.
- The workforce is also separated into two equal teams with an Area Leaders in each team.
- The Area Leader will visit **every road** in the borough on a minimum of a 5 week cycle.
- Area Leaders have been trained by Defra to full Ni195 levels.
- Shop fronts, main routes in and out of Maidstone, recycling sites and school fronts will still be on a daily or weekly schedule.

Key points for ABC

- The highway will not be automatically cleaned but an Area Leader will visit that area and make a judgement on what cleansing action is needed (if any). This judgement will be based on Defra Ni195 methodology.
- Any road that falls below a Grade B will need to be cleaned. The road might need a litter pick, a mechanical sweep, a full cleanse or no action whatsoever.
- Area Leaders record name of road, grade awarded, date and time of the inspection and what cleansing has taken place for all roads inspected. By doing this it will provide a robust record.
- **Shop fronts, main routes in and out of Maidstone, recycling sites and school fronts will still be on a daily or weekly schedule.**

ABC Map



How we judge what Cleansing is needed.

Litter



Grade A- No Litter/Detritus Present



Grade B- Predominantly free of litter/detritus

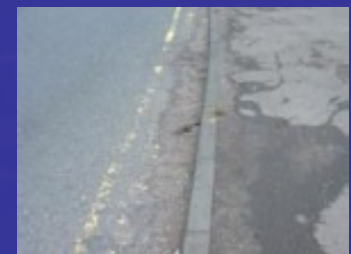
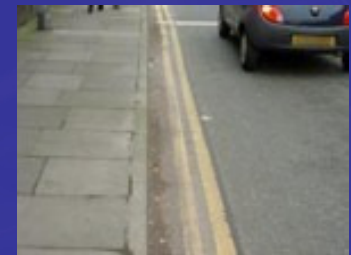
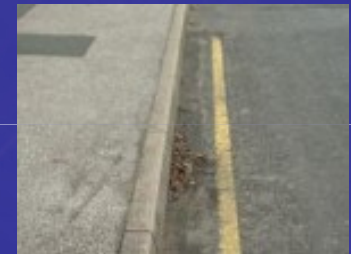


Grade C- Widespread distribution with minor accumulations



Grade D- Extensively covered with litter/detritus with significant accumulations.

Detritus

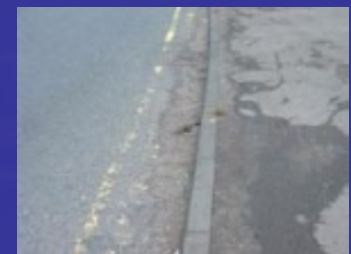
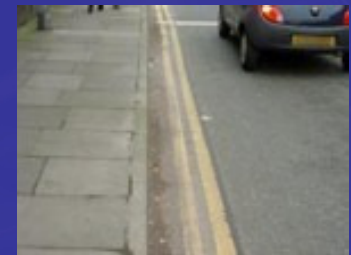
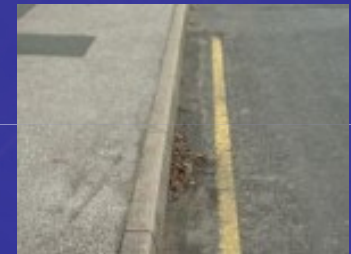


How we judge what Cleansing is needed.

Litter



Detritus



Advantages of ABC

- More efficient use of resources by cleaning areas on demand.
- This approach is designed to improve the overall perception of street cleanliness within the borough, particularly in areas where there is currently lowest perception.
- A better ability to deal with unpredictable fluctuations in demand.
- Every road in Maidstone will be visited at least once every 5 weeks.
- We now inspect every road in the borough on a 5 week rota. This was not the case with the old way of working
- A better ability to visit problem areas more often due to a more flexible work force.



Street Cleansing Elements



Customer satisfaction/Public perception

- We carry out a monthly customer satisfaction survey.
- We survey 200 household over 2 wards every month.
- Last year we received 489 replies (an average 24.45% survey cards returned).
- This year we have received 175 replies to date (an average of 21.87% survey cards returned).
- Questions on these surveys are based on the Place survey questions.



Printed on recycled paper

Please could you spare a few moments of your time to comment on our services? Tell us how you feel about the area in which you live by answering the questions below and returning the card to us.


<p>1 How satisfied are you with the cleanliness in your neighbourhood?</p> <p><input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neither satisfied or dissatisfied <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied</p>	<p>5 When was the last time you saw Maidstone Borough Council cleaning in your area?</p> <p><input type="checkbox"/> In the last month <input type="checkbox"/> In the last 3 months <input type="checkbox"/> In the last 6 months <input type="checkbox"/> More than 6 months ago</p>
<p>2 What has happened to the cleanliness in your neighbourhood over the last 12 months?</p> <p><input type="checkbox"/> Got better <input type="checkbox"/> Stayed the same <input type="checkbox"/> Got worse <input type="checkbox"/> Unsure</p>	<p>6 How satisfied are you with your weekly rubbish collection service?</p> <p><input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neither satisfied or dissatisfied <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied</p>
<p>3 Which areas in your neighbourhood tend to get most dirty?</p> <p><input type="checkbox"/> Roads <input type="checkbox"/> Paths <input type="checkbox"/> Garages <input type="checkbox"/> Car parks <input type="checkbox"/> Other (Please specify)</p>	<p>7 How satisfied are you with your fortnightly recycling collection service?</p> <p><input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neither satisfied or dissatisfied <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied</p>

4 Are any of these a regular problem in your neighbourhood?

Litter Dog fouling Graffiti Flyposting
 Flytipping Other (Please specify)

Thank you for completing the card. If you wish to report a specific problem, please call the **Cleansing Hotline** on **01622 602162**. Your postcode:

Maidstone Borough Council
Environmental Services Satisfaction Card

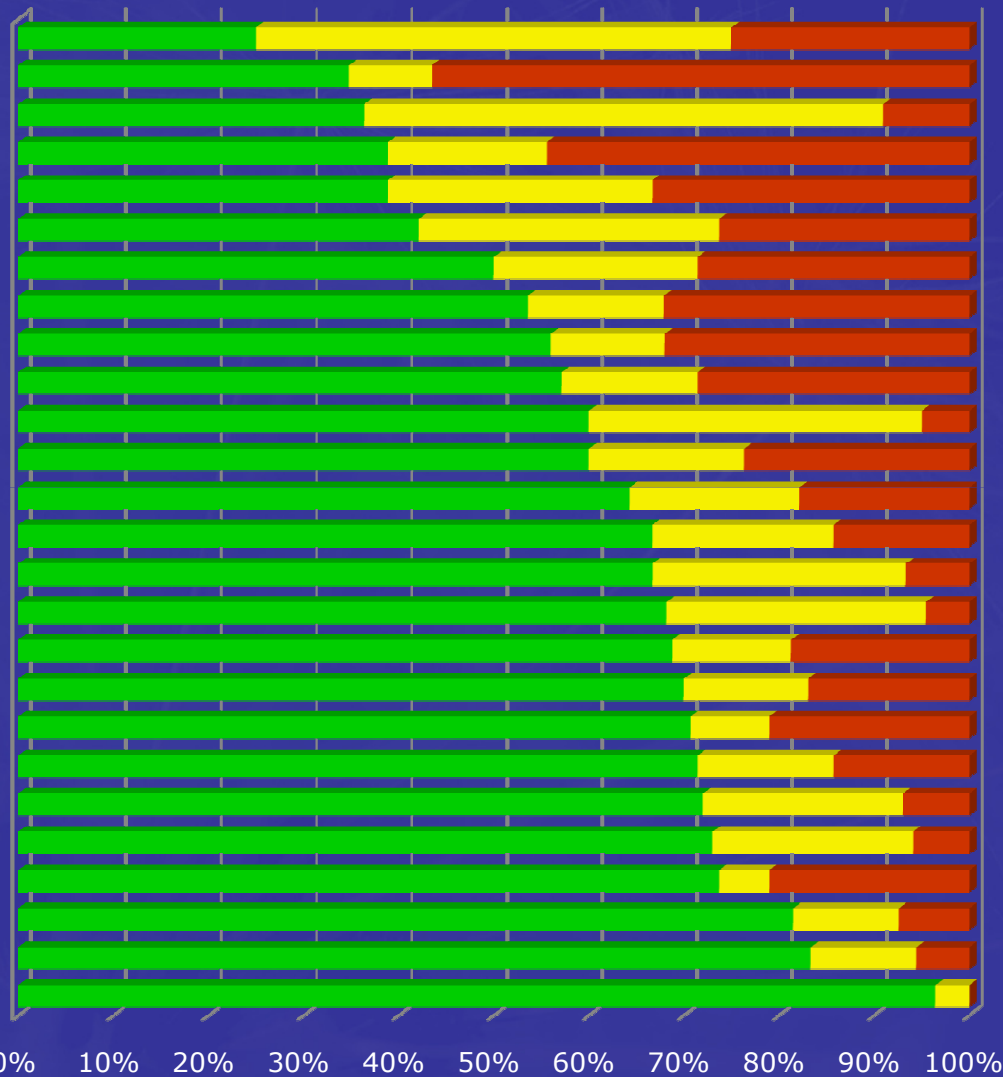


Customer satisfaction Results

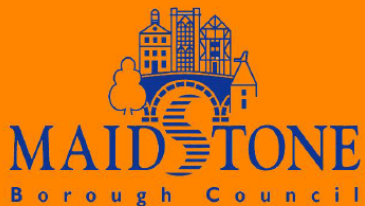
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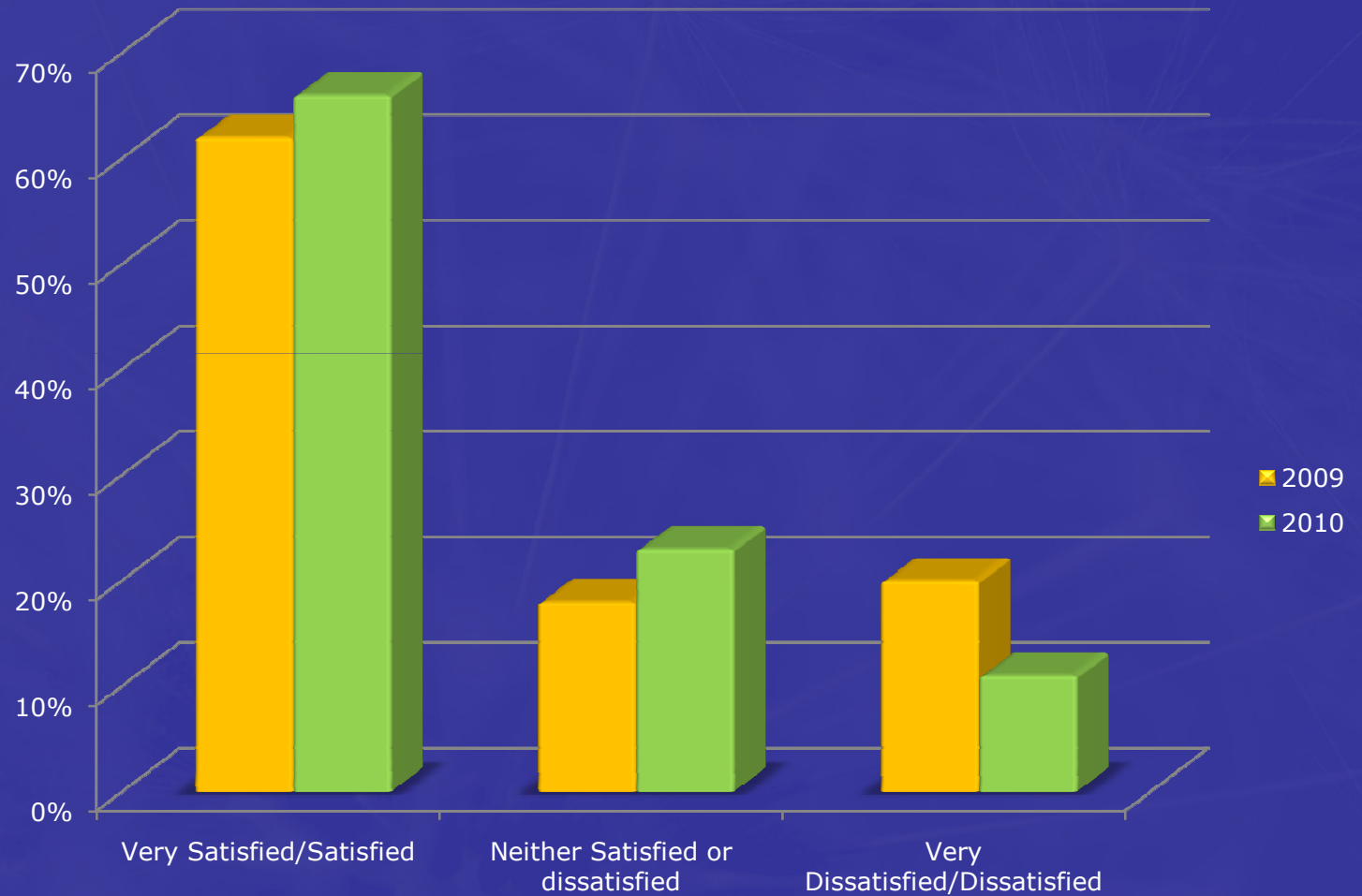
- High street
- Parkwood
- Harrietsham and Lenham
- Loose
- Shepway South
- Headcorn
- East
- Fant
- South
- Shepway North
- Staplehurst
- Leeds
- Bearsted
- Detling and Thurham
- North
- North Downs
- Boxley
- Heath
- Bridge
- B Monchelsea and C Sutton
- Marden and Yalding
- Sutton Valance and Langley
- Coxheath and Hunton
- Barming
- Downswood and Otham
- Allington



(Results from June 2009 to April 2010)



Customer satisfaction/Public perception



How satisfied are you with the cleanliness in your neighbourhood?



Compliments from members of the public

Very pleased to report that your Road Sweeper arrived before 9.00.am. and he has done a really thorough job. Please thank him for me. Thank you also for arranging this so promptly. 07th July 2010.

- Thank you for your time last week regarding the alleyway alongside 32 High Street. I was very pleased to find that the alleyway had been cleaned early this morning. 2nd August 2010.

- Mrs x phoned in and wanted to say thank you for clearing this so quickly, a job well done (in her words!) regarding a Fly tip in chart Sutton.

- Thanks for your quick response and for looking into the matter. Regarding litter in Cornwallis avenue. 05th July 2010
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