



*Working together  
for cleaner,  
greener places*

# Intelligence-led Street Cleansing Services

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# Scope

- The case for intelligence-led service management
- What comprises a good monitoring system
- Skills Challenges
- Does it work?
- Conclusion



# The Case For Intelligence-Led Services

*A Small Investment in Routine Monitoring ensures...*

- **Strategy** that is well informed and focused
- **Optimum results** from *routinely* used resources
- **Quick, effective** tactical responses
- **Targets** the minority of locations with problems
- **Evidence** of *performance* and *effectiveness*



# TNI Cleansing Standard – a good starting point

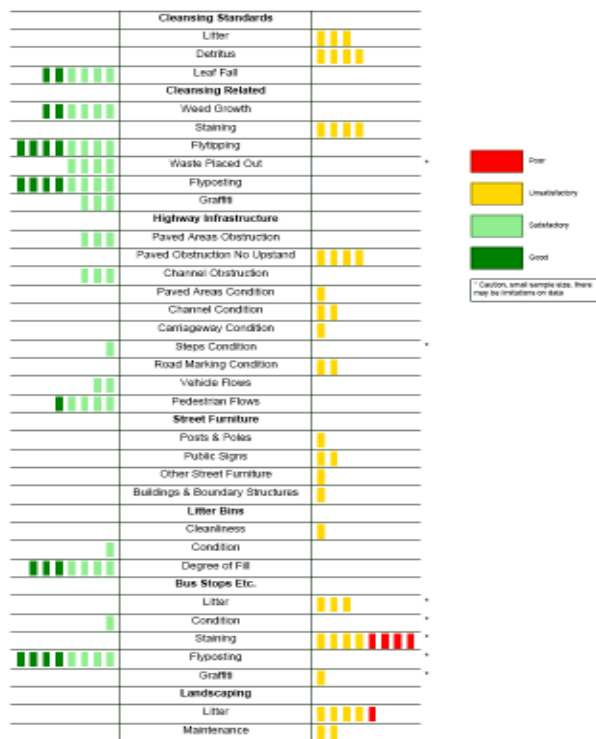
## Some useful characteristics

- Deals with issues relevant to most people's lives
- Grades related to customers' perspective
- Reliable methods and units of measurement
- Contains useful Standard Land Uses

***Tells where, and how bad problems are. Supplies basic management information.***







Gauge Chart

- Overall Standards at District Level
- Relative standards across 32 issues important to people
- Easy-to-understand, unweighted data, enables local decision making over priorities and targets



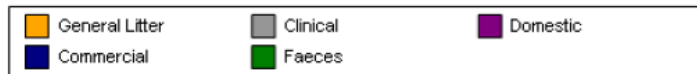
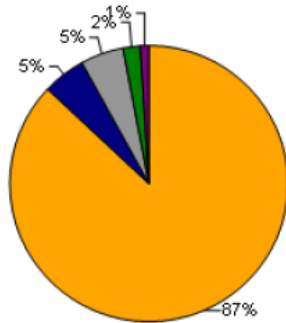
Graffiti Standards Chart by Land Use Category



Combined Gauge Chart

- Overall Standard
- Range of Standards across land uses
- Consistency of service delivery

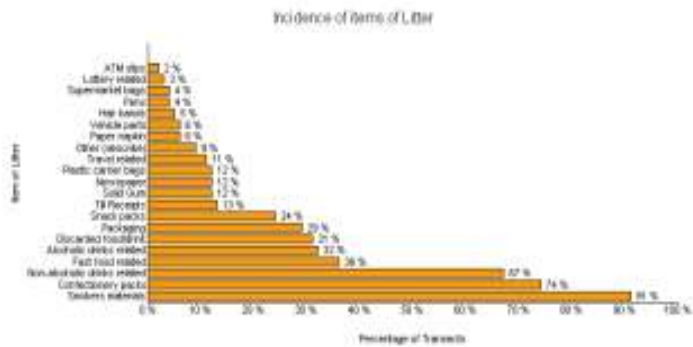
Proportionate Sources of Waste



Sources &  
Causes Chart

## Used to Show Sources of:

- *Litter*
- *Staining*
- *Flytipping*
- *Graffiti*
- *Flyposting*
- *Paved Area Obstruction*



Incidence Chart

- The extent of the distribution for each type of litter / detritus
- Helps identify priorities for action

# Knowing Your Customers

A B C D E F G H I J K

41 42 43

## Group G Municipal Dependency

*Families on lower incomes who often live in large council estates where there is little owner-occupation.*

**Knowsley**  
6.53%

**Overview**

**Key Features**

- Families
- Low Incomes
- Income Support
- Free school meals
- Terraced and semis
- Large council estates
- Outer suburbs
- Bad place to live
- Heavy TV viewing

**Regional Houses**

Nipton, BV4

Manchester, M19

Ardie, ML5

**Rankings**

- Age Rank (6/11)
- Wealth Rank (10/11)
- Good Health (9/11)
- Fear of Burglary (1/11)
- Degree (11/11)
- Public Renting (2/11)
- Higher Tax (11/11)
- Environment (11/11)
- Internet (11/11)

**Top Councils**

- Knowsley (35.61%)
- South Tyneside (31.87%)
- Kingston upon Hull, City of (30.26%)
- Easington (27.95%)
- Sunderland (27.49%)
- Middlesbrough (27.48%)
- Liverpool (26.31%)
- Hartlepool (25.44%)
- Manchester (24.68%)

**Constituencies**

**Regional Distribution**

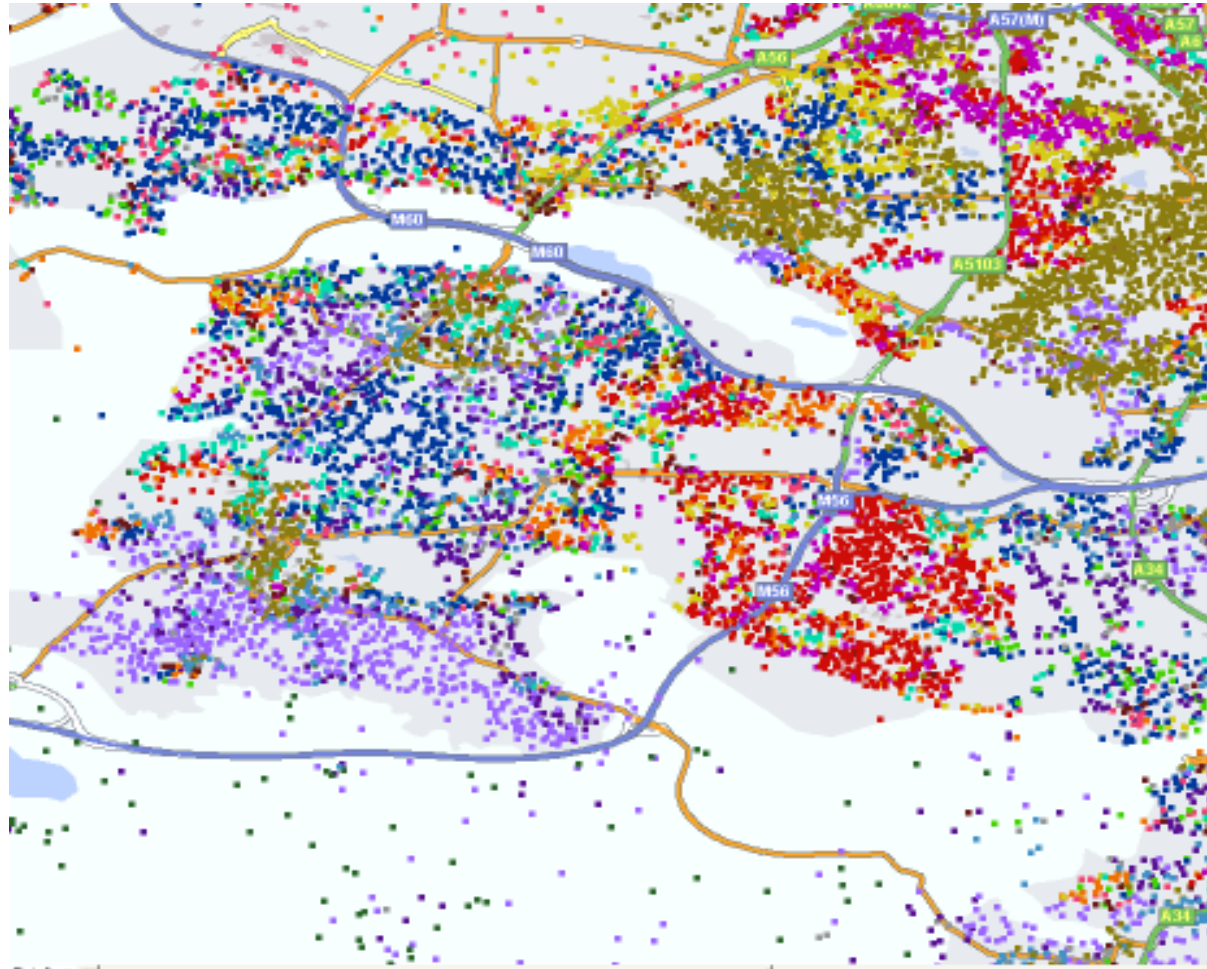
- London (24%)
- South East (24%)
- East Angles, Midlands, South West, Wales (20%)
- North, South West, Yorkshire (18%)
- Scotland, Northern Ireland (14%)

**Contents**

- Overview
- Description
- Characteristics
- Who We Are
- Our Education
- Our Work Lives
- Our Finances
- Where We Live
- Our Home Lives
- Weitanschauung
- Time Use
- Measures of Deprivation
- Supporting Notes



# Identifying Campaign / Customer Targets



- Mosaic UK Group 2009
- A Alpha Territory
  - B Professional Rewards
  - C Rural Solitude
  - D Small Town Diversity
  - E Active Retirement
  - F Suburban Mindsets
  - G Careers and Kids
  - H New Homemakers
  - I Ex-Council Community
  - J Claimant Cultures
  - K Upper Floor Living
  - L Elderly Needs
  - M Industrial Heritage
  - N Terraced Melting Pot
  - O Liberal Opinions

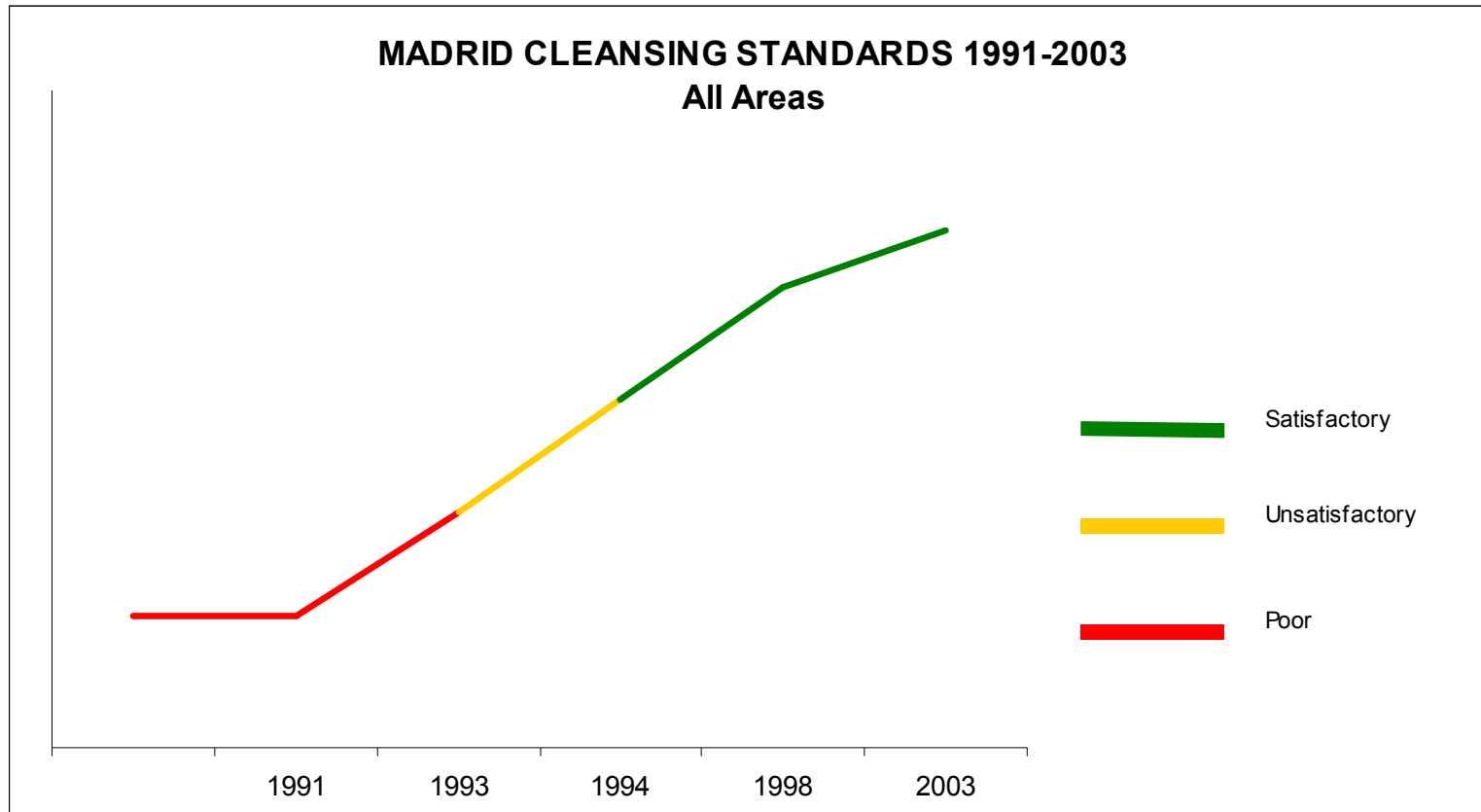


# Five Skills Challenges

1. Systematic monitoring and management
2. Development and maintenance of effective strategy
3. Enabling tactical responsiveness through skilling and empowering frontline staff
4. Knowing your (ever-changing) customer
5. Effective communication with, and engagement of your customers



# Does This Approach Work?



# Three-Stage Improvement Process

- **STAGE 1 - Improvements Within Cleansing Contract**  
Managers' Skills - Routine Monitoring - Staff Development  
- Right Equipment, Right Place, Right Time
- **STAGE 2 - Engaging With Others**  
Waste & Recycling - Highways - Building Control - Police -  
Targeted Businesses - Targeted Community Sectors
- **STAGE 3 - Renewing the Infrastructure**  
Maintainable Designs for Highways and Open Spaces -  
LEQ now seen as a key element of economic success



# Conclusion

## Monitoring focuses resources on:

- **Right** places
- **Right** times
- **Right** targets
- **Right** style
- **Right** (combination of) methods
- **Right Results**

