

Report of the Strategic Director – Environment and Sport to the meeting of the Keighley Area Committee to be held on 30 June 2016

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Subject:

Cleaner and greener streets and neighbourhoods in Keighley - devolution to Area Committee

Summary statement:

This report provides an update to information presented to meetings of the Keighley Area Committee in 2015 relating to Council Wardens and Street Cleansing. It highlights a developing approach that delivers on the cleaner/greener agenda at an Area, Ward, neighbourhood and street level that is supported by residents, businesses and community organisations as part of the People Can – Make a Difference Campaign.

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Overview and Scrutiny Area:
**Environment and Waste Management/
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1.0 SUMMARY

1.1 This report provides an update to information presented to meetings of the Keighley Area Committee in 2015 relating to Council Wardens and Street Cleansing. It highlights a developing approach that delivers on the cleaner/greener agenda at an Area, Ward, neighbourhood and street level that is supported by residents, businesses and community organisations as part of the People Can – Make a Difference Campaign.

2.0 BACKGROUND

- 2.1 In 2012 the Council Executive devolved a number of services to Area Committees. The purpose of this was to increase local accountability and to increase the effectiveness of service delivery through increased synergy between services at the local level.
- 2.2 The role of Ward Councillors is integral to the functioning of the developing approach. Good local leadership encourages positive behaviours with local communities and has a positive impact on staff who feel more valued and motivated.
- 2.3 In November 2015 a report came to Area Committee outlining the People Can Make a Difference Campaign which the Keighley Area Committee endorsed.
- 2.4 Within Neighbourhood and Customer Services, Area Co-ordinators are responsible for a range of officers and devolved services that promote the clean and active communities agenda and make contributions to other outcomes. This report only deals with the cleaner elements. However, it is important to recognise that the services and resource allocation also support a wider range of outcomes (highlighted within Ward Plans) as part of their roles and functions. These include the following: Ward Officers, Council Wardens, Street Cleansing Operatives, Youth Workers, Environmental Enforcement Officers.

The developing approach to cleaner streets and neighbourhoods

- 2.5 These area-based functions allow a more joined-up and flexible approach to tackling issues at a ward-and neighbourhood-level. Essentially ward-based teams are created that include functions delivered by different staff. Ward Officers consider the priorities included in Ward Plans and work with the officers listed above to develop projects to respond to the priorities. These projects often involve actions by different officers dependent upon their knowledge and roles.
- 2.6 In terms of maintaining clean streets and neighbourhoods there is a balance between Street cleansing clearing up after people and people taking responsibility themselves.
- 2.7 Within the scope of reduced resources, there is an increased need to encourage more people and communities to take on more personal responsibility and for our services to support people who volunteer to help.
- 2.8 To maintain clean streets and neighbourhoods the local authority need to get the balance right between the following approaches:
- Deployment of a responsive street cleansing service
 - Enforcement of the law where people infringe it and cause environmental issues

- Raising awareness within the public of the possible implications of irresponsible behaviour
- Encouraging residents to volunteer and take action themselves.

2.9 Therefore there are important educative and engagement roles. In terms of education and engagement, there are numerous examples of projects that are undertaken that help to support the cleaner and greener agenda. Sometimes this work is led by residents or businesses and when it isn't, officers encourage and support residents to become involved as part of the 'People Can' approach. Examples of who staff engage with include the following: schools, faith-based groups, businesses, community organisations, and individual residents.

2.10 Specific examples of projects carried out by Keighley Area Co-ordinator's Office can be found in the Ward Plans 2015-16 update report presented to Keighley area Committee at it's meeting held on 14 April 2016 (see Document 'AF').

Work within Area teams

2.11 In addition to the above with regard to education and engagement, it is worth noting that the move of the Environmental Enforcement Team into Neighbourhood and Customer Services in January 2016 has resulted in more collaborative working with other officers. Enforcement Officers respond to complaints generated through the Council's Contact Centre. They share information about jobs in their ward with other officers and ensure that they are dealt with by the most appropriate officer – this has led to a reduction in duplication. They learn more about their respective roles and this has enabled Council Wardens to feel skilled and confident to deal with more lower level jobs allowing Environmental Enforcement Officers to concentrate on the work involving possible prosecutions.

2.12 As part of the area-based approach to tackling environmental issues affecting neighbourhoods, the Environmental Enforcement Team is embracing opportunities to move from a reactive to a more proactive service. This will involve working with Ward Officers, Youth Workers, Cleansing Operatives and Council Wardens to consider a more creative way of responding to issues that will usually involve engagement with other stakeholders. These can be seen by reference to the examples below.

2.13 Unadopted streets – it is the responsibility of occupiers of properties (not owners) on unadopted streets to remove fly tipped waste from their street. This is difficult to enforce as the legislation that we could use is not particularly helpful and was not developed for this purpose. The Council has to enforce against all occupiers on the street and this is extremely time consuming and expensive and frustrates the residents who live on the street who dispose of their rubbish properly. Area teams have therefore developed a more proactive way of dealing with waste on unadopted streets that involves the Ward Officer working with other ward-based officers to identify the unadopted streets where waste is most frequently dumped. These are then targeted by the Enforcement Officers and Council Wardens who door knock to promote Council services and encourage residents and businesses to participate in a community clean-up with street cleansing staff removing the rubbish. Whilst this is the preferred approach, it may not always be possible due to lack of engagement from residents and therefore other options, including enforcement, have to be considered.

- 2.14 Litter from businesses, particularly takeaways – many takeaways are on gateways into Bradford and the litter dropped by customers presents a negative image. As part of project work emanating from the Ward Plans, businesses where there are litter problems are identified and encouraged to work with the Council on Business Litter Reduction Action Plans. At an initial meeting between the Enforcement Officer and the business owner, the business is asked to sign up to a range of actions including to regularly litter pick outside their business. This is then monitored by street cleansing staff and Council Wardens, with a further visit if necessary. A ‘Thank You’ certificate is awarded if the business is compliant and if the business has not complied the evidence collected is used as a basis for enforcement action.
- 2.15 Fly tipping, work with landowners – officers are working with landowners to identify long term solutions to reduce/prevent the recurrence of fly tipping at sites where rubbish is regularly dumped. This includes encouraging the land owner to sell or develop the site, fence off the land or ensure waste is removed regularly.
- 2.16 Fly tipping, work with residents and businesses – sometimes rubbish is dumped by people who live in the vicinity. Fly tipping hotspots are identified on an ongoing basis through various sources and the most relevant approach to each site is considered at Ward Partnership Team meetings or through discussion between officers in between the meetings to ensure that a multi-agency approach is developed and the most sustainable solution is sought. Educative responses will be delivered such as days of action and/or door knocking to talk to residents and businesses to inform them how they can responsibly dispose of their waste. People will also be encouraged to report fly tipping.

Enforcement

- 2.17 The Environmental Enforcement Team is responsible for enforcing legislation affecting the visible environment by undertaking investigations about waste crime. The Team enforces all aspects of waste legislation such as fly tipping, business waste, rubbish in gardens and litter from businesses. Enforcement Officers will prosecute people committing fly tipping offences where there is sufficient evidence.
- 2.18 Surveillance of fly tipping hotspots – there are currently 4 CCTV cameras placed at fly tipping hotspots. They have captured a number of fly tipping incidents which are being prepared for prosecution. One fly tipping case was heard at Bradford Magistrates Court in early February 2016 and the person was found guilty with a record £5,000 fine. The Council has invested in more CCTV cameras and is in the process of identifying locations for these cameras. The top 10 fly tipping hotspots in the district have been identified from a range of sources including street cleansing staff, Enforcement Officers and Ward Officers. It must be noted that not all locations are suitable for CCTV cameras - these cameras have to be erected on street lighting columns and need to be connected to the CCTV room. In addition, 5 standalone covert cameras have been purchased that record on to a hard drive. These are designed to be hidden at locations where CCTV cameras are not suitable such as rural locations, lay bys etc. These will be available for deployment from April 2016, increasing our capacity to capture fly tipping incidents and to prosecute offenders through our increased surveillance presence.
- 2.19 Fixed Penalty Fines for fly tipping – new legislation came into force on 9th May, ‘The unauthorised Deposit of Waste (Fixed Penalties) Regulations 2016’. This legislation allows local authorities to issue fixed penalty fines for fly tipping as opposed to

prosecuting people committing fly tipping offences. Local authorities are waiting for statutory guidance to be issued on the use of this legislation and it is due imminently. A report recommending how Bradford Council implements this legislation will be presented to the Council's Executive in July 2016 proposing that the maximum penalty imposed by Bradford Council is £400, reduced to £300 for early payment. This will enable the Council to deal with low level fly tipping without the costs incurred in going to court.

2.20 Householder Waste Duty of Care Regulations 2005 – this places on all householders a responsibility to ensure that whoever is used to collect, transport and dispose of waste, are appropriately licensed. They could be liable for a fine of up to £5,000 if the waste is subsequently fly tipped and can be traced back to them. It is recognised that there is a lack of awareness about this. Enforcement Officers deal with such cases.

2.21 Work with the Police – where vehicles have been involved in fly tipping and we have been unable to trace the vehicle, the Police have provisionally agreed to allow the Council to use their ANPR cameras to obtain details of the offenders.

2.22 Stop and Searches – Enforcement Officers are liaising with their Police Ward Officers to identify opportunities to undertake stop and searches where vehicles suspected of carrying waste are stopped by the Police. Enforcement Officers will carry out relevant checks to ensure compliance with duty of care legislations – to ensure that they are licensed carriers of waste and have the proper documentation.

2.23 Using legislation effectively – work is being undertaken with Legal Services to ensure that Legal and Enforcement Officers involved in prosecutions are fully conversant with all the legislation and that systems are in place to ensure that all the issues in individual cases are properly understood and presented in court so that magistrates can levy the appropriate fines.

Technology

2.24 Cashless parking – this Service will be introduced this year and will enable customers to pay for on- and off-street parking using their mobile phone and debit/credit card. The service will be available 24 hours per day, 7days a week.

Marketing

2.25 Litter and waste crime – the press office will be involved in promoting prosecutions. There have been recent discussions with Marketing and Communications to consider how to most effectively encourage positive behaviour.

Operational issues (Street Cleansing)

New ways of working and recruitment

2.26 Over the past few months officers in Street Cleansing have been trialling new working arrangements in Heaton and Bradford Moor Wards to develop specific street cleansing plans tailored to the needs of the ward (eg litter hot spots, dirty snickets, overgrown traffic islands, unidentified land etc.) These plans will be unique to each ward and based on incoming intelligence and initial ground work undertaken by officers. They will

be mostly prescriptive, allow ward members to have an input into the plans and can be adapted to changing requirements or circumstances.

2.27 The trials have been very successful with compliments from residents, businesses and Council staff who work in the area. There has been a noticeable improvement in the wider visible environment and the ethos of the new methods is to make longer lasting improvements and impact rather than constantly chasing litter (eg grass verges cut back, detritus manually swept and an increased level of waste being removed operating a 30 hour week.

2.28 The new working arrangements will facilitate closer links with Environmental Enforcement and Council Wardens to address littering and fly tipping hot spots with particular focus on attention to detail with the intention to raise the profile of what the clean team does in an area and also what residents can do to help. It is now the intention to roll the methodology district wide over the next year to produce a more effective model of working in each ward.

2.29 In terms of recruitment, presently 14 apprentice/traineeship street cleansing operatives and four Driver Co-ordinators are being advertised district wide. For Keighley this will mean 5 new starters. Apprentices and trainees will become permanent after one year subject to satisfactory performance and these new recruits will be in position by July. All new apprentices and starters will work a 30 hour week and the campaign will continue to encourage people from under-represented groups and communities to apply.

2.30 The service conducts regular surveys of each Ward to establish a local snapshot of environmental indicators for performance management purposes. The grading methodology is derived from the former Best Value National Performance Indicator - NI 195 indicator and the sample selection process has been adapted to specifically suit Ward based surveying.

2.31 In each Ward approximately six to eight priority streets are graded every month. These are areas of high pedestrian footfall, main roads or retail areas. In addition the monitoring officer will select a further seven to nine streets to include in the survey.

Grades for litter, detritus, graffiti, fly posting and weeds are awarded as follows:

- A None present
- B+ Almost clear
- B Some present but not below acceptable standard
Part of street falls below an acceptable standard (half-fail)
- C Street falls below acceptable standard
Very poor condition
- D Street is completely affected

2.32 Appendix 1 shows the performance in terms of measured cleanliness with regards to litter, detritus, graffiti and fly posting from 2009 to 2016. Out of the six wards, only Keighley Central shows elevated levels of littering when compared to the Area average. Looking back over the past 7 years this has always been the case.

2.33 Performance on detritus is generally similar between all six wards and the overall Keighley Area average. There was a recent spike in Keighley East, however small spikes have happened in earlier years in both Keighley East and Worth Valley.

2.34 Levels of graffiti across the whole Keighley Area are exceptionally low.

2.35 Levels of Fly Posting across the whole Keighley Area are exceptionally low.

New developments/technology

Solar powered compaction litter bins (Big Belly Bins see Appendix 2)

2.36 Presently, there are in excess of 4,000 litter bins situated around the district within the public domain. Significant resources are required to empty these bins and replace with new bags at each visit. In the highest footfall areas, bins can be emptied 2 to 3 times per day.

2.37 Big Belly litter bins can compact the rubbish they hold which increases capacity to between 600 litres and 800 litres of rubbish, which is 6 to 8 times more than the capacity of the litter standard bin. They have a solar panel on the top which powers a 12V battery that is constantly on trickle-charge; requiring only 8 hours of *daylight*, not *sunlight*. Having this smart infrastructure significantly reduces the number of staff hours required servicing bins and the bins have an integrated sim card and online telemetry management system that notifies the Council when it needs emptying by sending an email to management or a driver via a PC or smartphone. This means that only the bins that are approaching capacity will be emptied on any given day. In turn, this frees up valuable staff resources to enable the Council to create a cleaner environment for its residents and tourists with particular emphasis on attention to detail.

2.38 An 8-week pilot study conducted between 16/9/15 and 8/11/15 in Shipley Town Centre saw 34 standard 100L bins replaced by 9 Big Belly bins. During this period there were 68 collections whereas under the standard collection schedule, there would have been over 2000 collections; a 97% reduction redirecting a total of 113 staff hours. Since then, the Council have procured 47 bins of which seven have been sited in the Keighley town centre.

2.39 In addition the bins also have the facility to be used for advertising and sponsorship on three sides of the bin, potentially generating a new revenue stream. A trial is soon to begin to see whether this initiative can generate some income.

2.40 The new bins will not replace all traditional litter bins in the district, but will be targeted to areas of high usage such as town and village centres and remote areas where sending a vehicle to empty bins daily is not economically viable.

2.41 In summary the bins have a number of advantages:

- Reduces the frequency of collections
- Reduces the number of staff hours collecting bins and reallocates staff and vehicle resources to other areas
- Reduces plastic bag usage and plastic to landfill
- Easier management of data collection through telemetry online management system
- De-clutters the streetscape as less bins are required
- Minimises vehicle accessibility problems in high footfall pedestrianised areas and saves on fuel cost from vehicles
- Reduces emissions and therefore CO₂/NO₂
- Prevents illegal trade waste dumping and the potential to create a revenue stream as a result by identifying traders using the bins without a trade waste contract.

- Potential to communicate messages to the public without the need for additional infrastructure (key Council messages or Social Responsibility Appendix 2)
- Re-uses existing bins outside the designated target areas reducing the current litter bin budget.
- Reduces the number of complaints from residents and tourists through total waste containment (enclosed chute-type entry as opposed to open apertures) eg overflowing bins (keep area clean and green), wind-blown debris, pest infestation (rats and pigeons), access to litter and cigarettes and litter-produced odour.
- Reduces street litter by a minimum of 20%.
- Increases opportunities to generate income through advertising. (results of the trial will be brought back to this Committee at a later date)

Mechanical sweeper routing and weed spraying trial

2.42 The primary purpose of the Mechanical sweeping operation is to remove detritus (silt / mud), which if not tackled can lead to blocked gullies, unsafe roads and pavements, and accelerated weed growth. Whilst sweeping these routes the machines do also pick up any litter present, but that is secondary to detritus.

2.43 Routing vehicles will maximise efficiency per machine and identify any latent inefficiency in existing service levels and provide more information about where / when sweeping is occurring i.e. transparency in service levels. The software that will be used has worked successfully by Waste Management to deliver the roll out of kerbside round re-organisation and new waste policies that residents are expected to comply with in order to boost recycling.

2.44 Frequencies for sweeping will vary depending on the land-use category of each street. For example, a main road would be swept more often than a residential road or an industrial street. Introduction of in-cab technology will gradually allow service to develop a more detailed understanding of factors affecting mechanical sweepers e.g. which streets are not getting swept due to parked vehicles, road works etc or feedback about where sweepers are struggling to complete routes as prescribed by the software.

2.45 Routes will be organised sequentially so that any interruptions do not mean a route is missed until the next cycle, but is done on the next available working day. Specifying an exact service date in advance would therefore be difficult due to breakdown etc. It is the intention to get draft routes by October 2016. At this point members will be able to have an input to modify frequencies.

2.46 Finally the service is also looking to trial a weedspraying unit onto the back of a mechanical sweeper whilst servicing the routes.

3.0 OTHER CONSIDERATIONS

Proposals for Area Committee decision-making

3.1 There are a number of factors to take into account when considering how to deploy resources at an Area level. For example, the Council policy on parking enforcement (as set out in Bradford Council's application to Central Government when taking on responsibility for the function) is based on national statutory guidance. The policy expects a consistent, fair and transparent approach within the district to parking enforcement. With

effect from 23rd January 2012 the civil enforcement function passed from Civil Enforcement Officers employed by Parking Services to Council Wardens. Council Wardens are now the Council's designated Civil Enforcement Officers. As such, Council Wardens are expected to deal with all cars parked in contravention in accordance with the district policy. This means that Council Wardens need to have a regular presence in parking hotspots and deal with any cars they find parked in contravention. Statutory guidance clearly states that discretion is a back-office function and it is therefore not the decision of a Council Warden as to whether they deal with a car parked in contravention. The Council Warden has to issue a PCN and this can be appealed by the customer.

3.2 In terms of the deployment of Council Wardens, the Area Committee will have to consider the range of functions the Warden has to carry out and the risks associated with not balancing these. For example, if Council Wardens are not deployed to parking hotspot areas there is a likelihood of increased contraventions, safety and congestion implications, complaints and reduced income. Similarly, if Council Wardens do not deal with environmental issues there will be an affect on the visual amenity and the likelihood of an increase in complaints and anti-social behaviour.

3.3 In terms of Street Cleansing members are able to have influence and decide where staff are deployed, the new routing patterns and the forthcoming prescriptive cleansing work plans.

4.0 FINANCIAL AND RESOURCE APPRAISAL

4.1 The Council Warden Service budget

The total Council Warden budget for the 76 Council Wardens (including 5 Area Operations Managers) has been set at £2,089,700 for the financial year 2016/17.

Area Team	Number of posts	Budget (£) 2016/17
City Centre Team	22	672,600
Bradford East	12	303,200
Bradford South	10	253,100
Bradford West	12	303,200
Keighley	9	228,000
Shipley	8	203,000
Area Operations Managers	3	126,600
TOTAL	76	2,089,700

Note: 18 Wardens are currently being recruited to backfill vacancies and it is hoped that they will start in June 2016. It was recognised that there was under representation from certain groups in terms of reflecting the communities in Bradford and therefore applications from Eastern European, particularly Roma communities, and Asian women were encouraged. Posts have been offered to people from these groups.

4.2 Street Cleansing

Area Team	Number of posts	Budget (£) 2016/17 All Staff, Vehicles and Equipment
Bradford East	21 + 7 vacancies	732,800
Bradford South	15 + 4 vacancies	669,100
Bradford West including City centre	35 + 8 vacancies	1,222,900
Keighley	18 + 8 vacancies	806,300
Shipley	22 + 3 vacancies	708,300
TOTAL	111 + 30 vacancies	4,139,400

Note: This does not include Public toilets and Ancillary services

5.0 RISK MANAGEMENT AND GOVERNANCE ISSUES

5.1 The financial risks posed are limited by the nature of the expenditure delegated.

6.0 LEGAL APPRAISAL

6.1 Legal implications of the devolution of budgets to Area Committees have been reviewed by the City Solicitor, and any issues and constitutional amendments were made at the Council's Annual General Meeting.

6.2 Area Committees now have the opportunity to consider how to implement the constitutional changes related to devolution. Legal Services will continue to advise and support Committees regarding the legal implications of any proposed changes they seek to make.

7.0 OTHER IMPLICATIONS

7.1 EQUALITY AND DIVERSITY

7.1.1 Area Committee decisions will need to be made in line with Equal Rights legislation. This will require Area Committees to assess the potential equality impact of any decisions they make.

7.2 SUSTAINABILITY IMPLICATIONS

7.2.1 Increased local decision-making has the potential to create more sustainable solutions to local issues.

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

7.3.1 No specific issues.

7.4 COMMUNITY SAFETY IMPLICATIONS

7.4.1 Increased local decision making has the potential to improve community safety through more closely addressing local priorities.

7.5 HUMAN RIGHTS ACT

7.5.1 There are no Human Rights Act implications arising from this report.

7.6 TRADE UNION IMPLICATIONS

7.6.1 Trade unions are being consulted at levels 1, 2 and 3 on all changes to Street Cleansing and Warden services.

7.7 WARD IMPLICATIONS

7.7.1 The information in this report is relevant to all Wards in Keighley.

8.0 NOT FOR PUBLICATION DOCUMENTS

8.1 There are no not for publication documents.

9.0 OPTIONS

9.1 As this Service has now been devolved, the Area Committee can decide how to shape the Service within the previously-mentioned parameters.

10.0 RECOMMENDATIONS

10.1 Keighley Area Committee notes the information in this report which is intended to inform decisions on this devolved service in Keighley.

11.0 APPENDICES

11.1 Appendix 1 Performance – Street Cleansing

11.2 Appendix 2 Solar powered compaction bins

12.0 BACKGROUND DOCUMENTS

12.1 Council Wardens, Document 'AY', Keighley Area Committee, 22 April 2015

12.2 Street Cleansing, Document 'I', Keighley Area Committee, 17 September 2015

12.3 People Can Make a Difference - Campaign to promote and encourage strong and active communities, Document 'S', Keighley Area Committee, 3 December 2015.

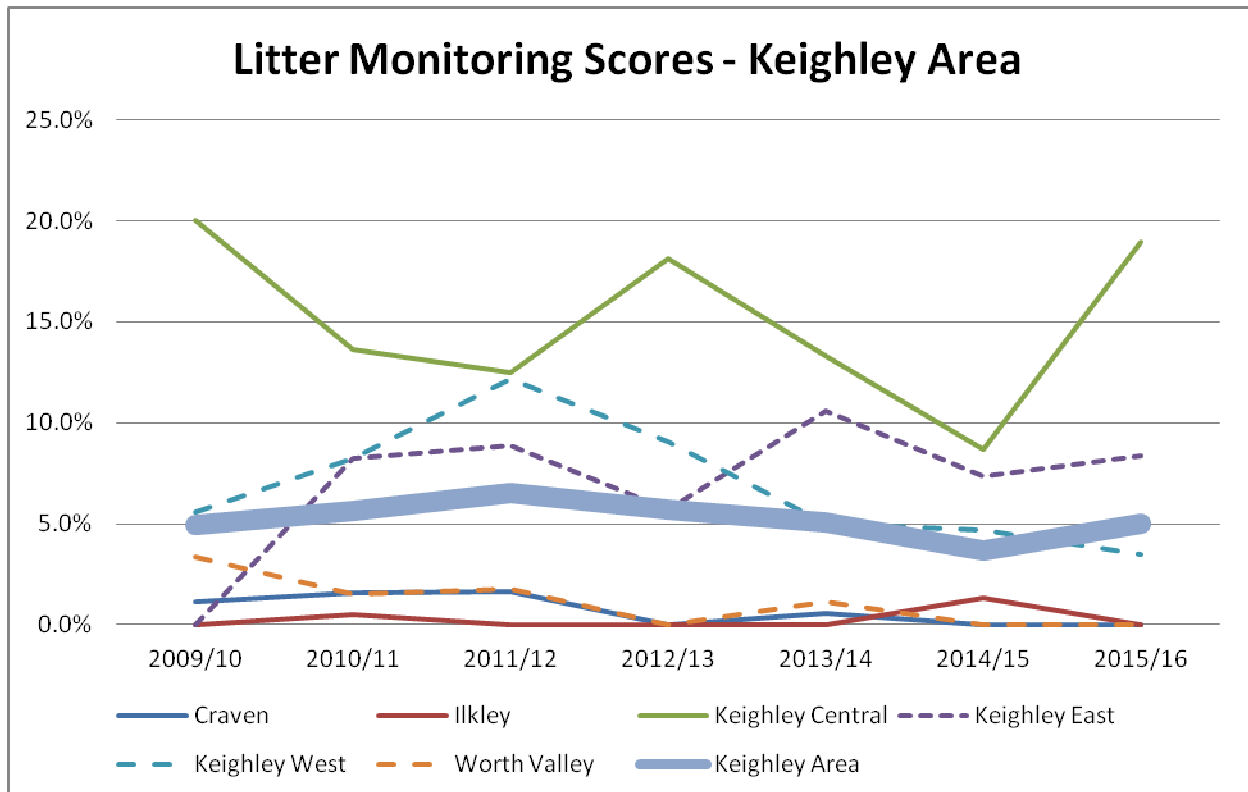
12.4 Keighley Area Ward Plans 2015-16 Update, Document 'AF', Keighley Area Committee, 14 April 2016.

APPENDIX 1

PERFORMANCE – STREET CLEANSING

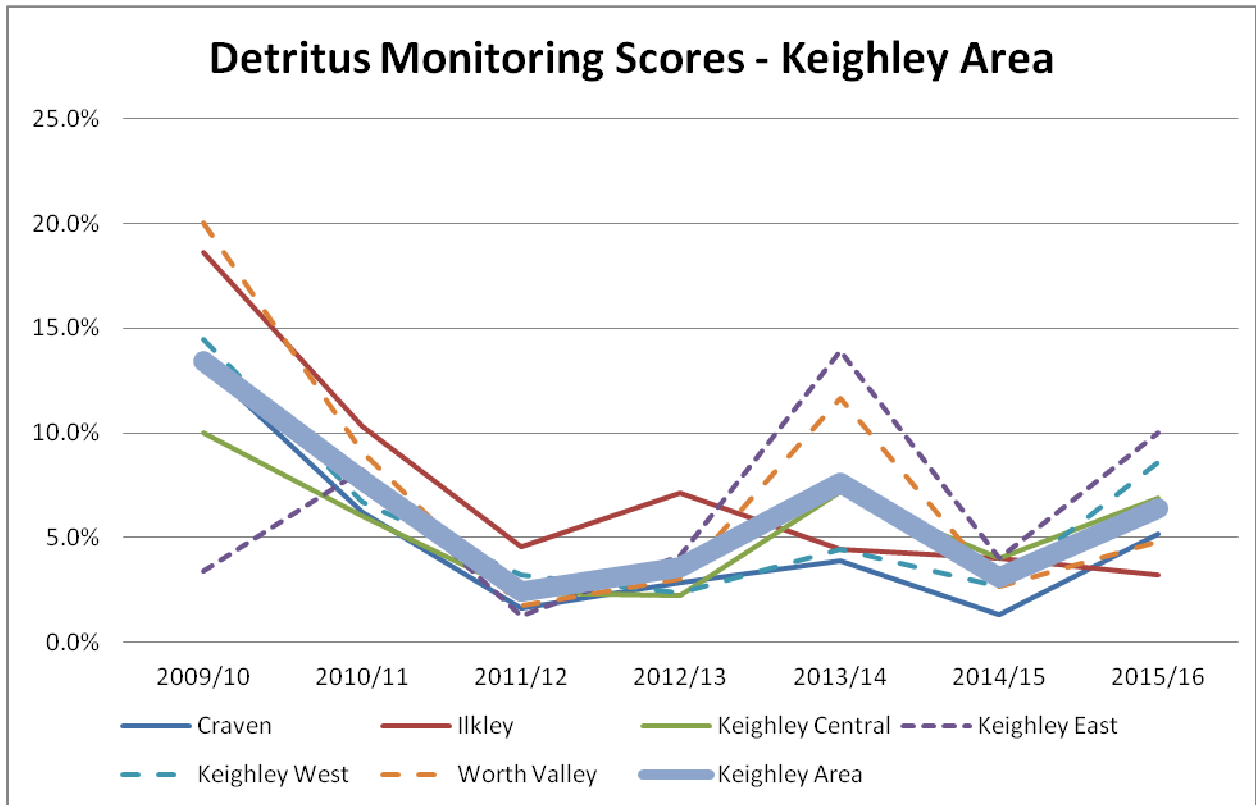
Monthly Monitoring Scores – Litter (Keighley Area)

Combined Data	Area	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Craven	Keighley	1.1%	1.5%	1.6%	0.0%	0.6%	0.0%	0.0%
Ilkley	Keighley	0.0%	0.5%	0.0%	0.0%	0.0%	1.3%	0.0%
Keighley Central	Keighley	20.0%	13.6%	12.5%	18.1%	13.3%	8.7%	19.0%
Keighley East	Keighley	0.0%	8.2%	8.9%	5.7%	10.6%	7.3%	8.3%
Keighley West	Keighley	5.6%	8.2%	12.2%	9.0%	5.0%	4.7%	3.4%
Worth Valley	Keighley	3.3%	1.5%	1.8%	0.0%	1.1%	0.0%	0.0%
Keighley Area		4.9%	5.6%	6.5%	5.7%	5.1%	3.7%	5.0%



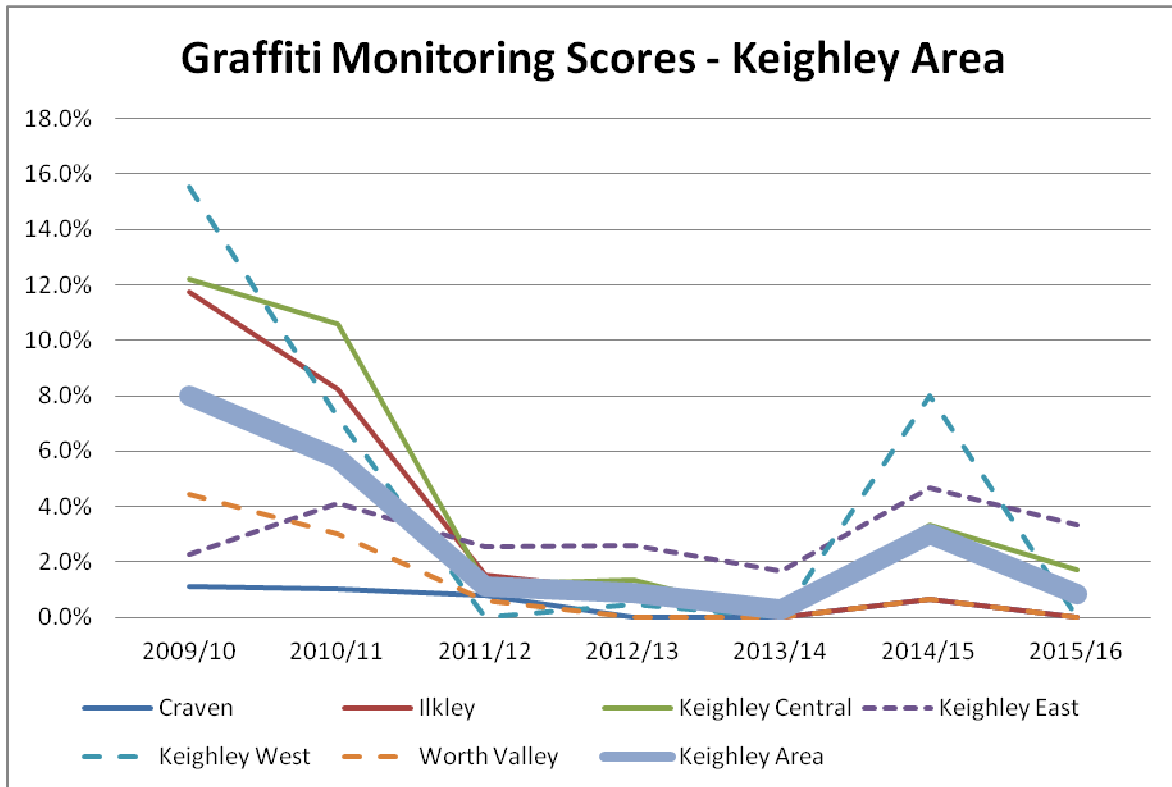
Monthly Monitoring Scores – Detritus (Keighley Area)

Combined Data	Area	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Craven	Keighley	13.3%	6.2%	1.6%	2.9%	3.9%	1.3%	5.2%
Ilkley	Keighley	18.6%	10.3%	4.5%	7.1%	4.4%	4.0%	3.2%
Keighley Central	Keighley	10.0%	6.1%	2.4%	2.2%	7.2%	4.0%	6.9%
Keighley East	Keighley	3.4%	8.2%	1.3%	4.1%	13.9%	4.0%	10.0%
Keighley West	Keighley	14.4%	6.7%	3.2%	2.4%	4.4%	2.7%	8.6%
Worth Valley	Keighley	20.0%	9.1%	1.8%	3.0%	11.7%	2.7%	4.8%
Keighley Area		13.5%	7.8%	2.4%	3.6%	7.6%	3.1%	6.4%



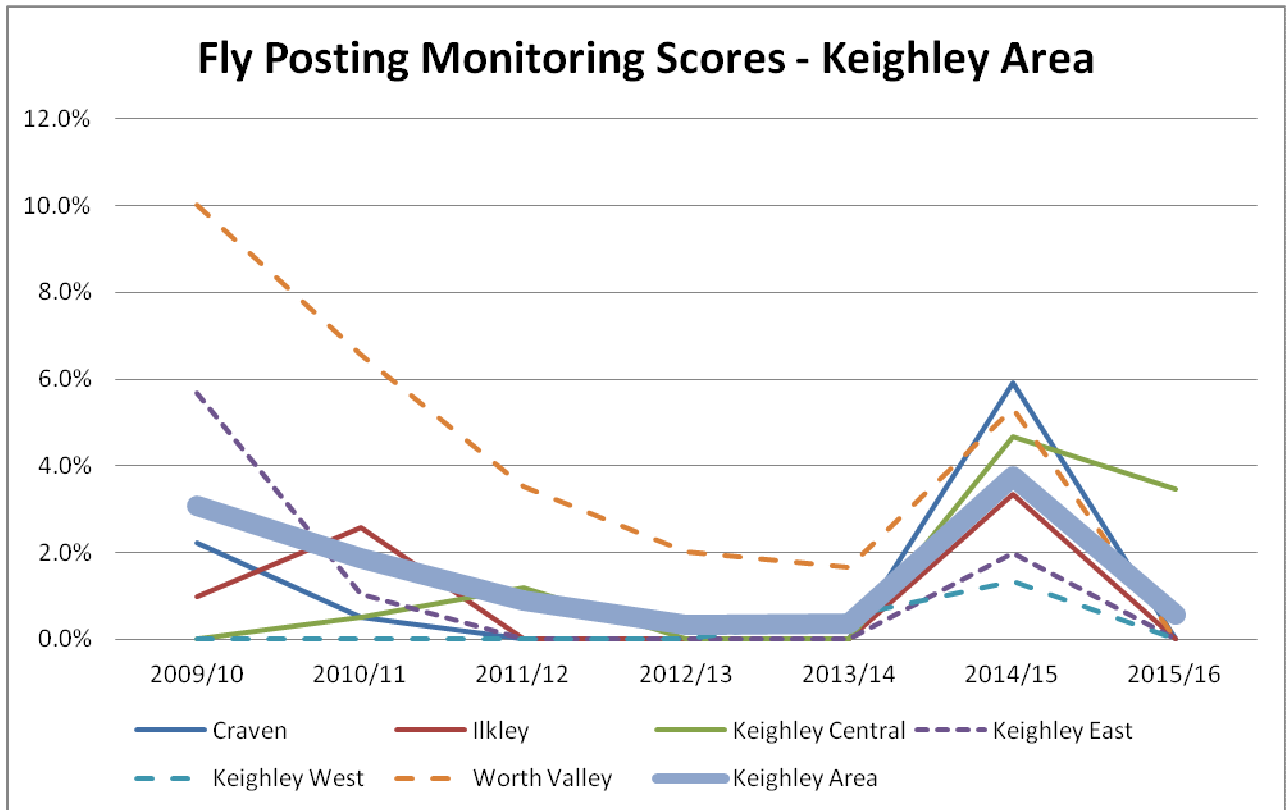
Monthly Monitoring Scores – Graffiti (Keighley Area)

Combined Data	Area	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Craven	Keighley	1.1%	1.0%	0.8%	0.0%	0.0%	0.7%	0.0%
Ilkley	Keighley	11.8%	8.2%	1.5%	1.0%	0.0%	0.7%	0.0%
Keighley Central	Keighley	12.2%	10.6%	1.2%	1.3%	0.0%	3.3%	1.7%
Keighley East	Keighley	2.3%	4.1%	2.5%	2.6%	1.7%	4.7%	3.3%
Keighley West	Keighley	15.6%	7.2%	0.0%	0.5%	0.0%	8.0%	0.0%
Worth Valley	Keighley	4.4%	3.0%	0.6%	0.0%	0.0%	0.7%	0.0%
Keighley Area		8.0%	5.7%	1.1%	0.9%	0.3%	3.0%	0.8%



Monthly Monitoring Scores – Fly Posting (Keighley Area)

Combined Data	Area	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
Craven	Keighley	2.2%	0.5%	0.0%	0.0%	0.0%	5.9%	0.0%
Ilkley	Keighley	1.0%	2.6%	0.0%	0.0%	0.0%	3.3%	0.0%
Keighley Central	Keighley	0.0%	0.5%	1.2%	0.0%	0.0%	4.7%	3.4%
Keighley East	Keighley	5.7%	1.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Keighley West	Keighley	0.0%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%
Worth Valley	Keighley	10.0%	6.6%	3.5%	2.0%	1.7%	5.3%	0.0%
Keighley Area		3.1%	1.9%	0.9%	0.3%	0.4%	3.8%	0.6%



APPENDIX 2

EXAMPLES OF BIG BELLY BINS AND ADVERTISING CAMPAIGNS

