

OXFORDSHIRE WASTE PARTNERSHIP JOINT COMMITTEE**25 MAY 2007****CLEAN & GREEN - PUBLIC PERCEPTION ON CLEANLINESS RESEARCH****1 Purpose of Report**

- 1.1 To communicate the findings of the research on the perceptions of Oxfordshire residents of how clean and green the County is to the OWP.

2 Background

- 2.1 At its January meeting, the OWP agreed it would adopt the over-arching governance role for delivery of the Clean and Green stretch targets and that the Clean Green Group would be disbanded. There is a potential reward grant of around £1.4 million payable on delivery of the agreed LAA Clean and Green stretch targets. 50 per cent of this grant can be held for further work to deliver the targets of OWP.
- 2.2 The majority of the reward grant for Clean and Green stretch targets is focused on the percentage of relevant land that is littered to a significant or heavy extent; £1.1m will be payable if we achieve a 9% reduction in this measure over a three year period. The smaller sum of £280k reward grant has been set against an improvement in BV89, which measures the proportion of people who express satisfaction with standards of cleanliness in their area. The Oxfordshire average in 2005/06 was 62.58 % of respondents were satisfied with cleanliness and the target was set to improve this measure by 7% over three years to 69.58%.
- 2.3 The Clean and Green Group recognised that to improve on this measure it was vital to understand what underpins public perception. Marketing Works were commissioned to undertake market research into public perceptions of cleanliness in Oxfordshire to understand what drives satisfaction and what factors would quickly achieve an improvement of this measure.
- 2.4 Since this work was commissioned, the 2006/07 data has been released. The results showed that the Oxfordshire average had climbed to 71.4%, exceeding our 2008/09 target in the first year. Whilst the OWP will want to applaud this good news, it is vital the Partnership understands how these results can be sustained and what factors can bring even further improvement.

3 Areas Affected

- 3.1 The research undertaken by Marketing Works was a countywide project that produced a series of recommendations. Many of the recommendations are generic and countywide, whilst some are more specific to particular locations, e.g. town centres or rural areas. Some relate to actions that can be taken on the ground to improve the environment in ways that matter to our residents and others focus on promoting the work that already goes on that residents may not be fully aware of.
- 3.2 On receiving the outcome of these two pieces of research, the Clean and Green group had anticipated commissioning two pieces of work; firstly a PR campaign to improve communications and secondly appointing a project officer with a budget to coordinate

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specific actions across the Districts that are likely to improve the Partnership's score.

- 3.3 At its last meeting, the OWP received a presentation and report on the ENCAMs research which recommended that the partnership launch a PR campaign to improve public perception. The recommendations on improved communication made in this research presented today could provide the content of any future PR campaign.
- 3.4 The recommendations made by Marketing Works on specific actions could be addressed by a combination of the Councils' cleansing teams and support from a dedicated project coordinator.

4 Options or Alternatives

- 4.1 In the light of the early achievement of the LAA target, the Partnership may consider it unnecessary to take forward any of the recommendations within the Market Works report. This decision, however, is likely to impact on our ability to sustain the recent improvements in the public satisfaction stretch target.

5 Effect on Strategic Policies

- 5.1 Clean and Green Initiatives support Policy 14, which states "The Oxfordshire Waste Partnership will develop methods of working together to improve the level of service through effective and efficient use of resources within Oxfordshire.

6 Financial, Risk and Staff Implications

- 6.1 The Clean and Green Budget has spent: £45,637 to date and has £24,363 remaining for future initiatives.

7 Recommendations

- 7.1 To commission the lead Director to consider the recommendations of the research to date and report back with an implementation plan to take this work forward.

8 Reasons for Recommendations

- 8.1 To keep Oxfordshire as Clean and Green as possible, promote improvements and show we are addressing our residents' concerns.

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Background Papers: Marketing Works research on public perceptions of cleanliness in Oxfordshire.