



PROPOSAL TO: Salisbury Area Board

DATE: 14th May 2015

TITLE: Intensive Community Cleaning Service

PROPOSAL:

Salisbury Business Improvement District (BID) in conjunction with Wiltshire Council and Salisbury City Council proposes to introduce an intensive community cleaning service to business areas of Salisbury within the city ring road. The service is additional to that provided currently by Wiltshire Council's agent, Balfour Beatty. The service will not supplement any existing service level agreement or arrangement between Wiltshire Council and their agent. Whilst maintaining a daily scheduled cleaning element, mainly around pressure washing and deep cleaning, the service will largely be responsive for the benefit of the 550 BID Levy paying clients. Non-levy paying organisations may purchase the use of the service if capacity allows, with the emphasis to encourage them to become levy payers, thus utilising this and other BID services.

The BID service will carry out daily checks around Salisbury to all businesses including independent businesses, multiples, pubs, clubs and restaurants, the railway station, cultural venues including Salisbury Cathedral, Arts Centre, Museum, Playhouse and the City Hall. If a problem is located, a clean will take place, same day and where possible within 3 hours of being reported.

BACKGROUND:

Since the BID came to fruition in April 2014, many businesses, including retailers, offices, food and beverage establishments, those in the late night economy including, clubs, pubs and take away establishments have requested a responsive service that they can utilise as and when required. The feeling is that the city does not currently perform to expected standards and as such, there is a lack of civic pride.

Research has been carried out in other towns and cities, and in Bath and Rugby in particular, a cleaning service of this kind has been successfully introduced and has been one of the highest profile and popular actions taken by their Business Improvement District. Such a service, as well as making an immediate impact to the cleanliness of the city, is highly visible and therefore benefits BID levy payers, other local businesses, local residents and visitors. A major factor of the service will be a hot water deep steam cleaning service and the removal of chewing gum and engrained dirt. Minor repairs to street furniture will also be possible.

PURPOSE:

- **TO MANAGE:** by improving the physical environment, helping to make Salisbury a cleaner, safer and better organised city.
- **TO PROMOTE:** by working to ensure that the city's profile is raised and the programme of events serve to attract visitors, shoppers and businesses.
- **TO SAVE:** by working with third parties to introduce savings opportunities.

1. To undertake deep clean and responsive cleans throughout the city centre.
2. To meet the criteria of the BID business plan, servicing shops, businesses, markets, cafes, pubs, clubs, takeaways, and ensuring attention to our city Purple Flag status.
3. To provide a visible, ambassadorial presence in the city, responding to our businesses.
4. To provide a scheduled weekly service, particularly for the 'hot spots' within the city.
5. To support and promote the ambassadorial element of the Salisbury BID.
6. To ensure that Salisbury BID's profile is raised so that levy payers feel benefit.
To provide a much demanded and responsive service for businesses, aimed at attracting additional visitors, shoppers and those coming for a cultural experience.
7. To develop partnership working with businesses, Salisbury City Council and Wiltshire Council.
8. To provide public reassurance as a uniformed presence in the BID area.

STRATEGIC FIT:

This initiative promotes partnership working and fully meets the criteria of our shared initiative to be a welcoming, safe & clean city. As a Purple Flag accredited city, this service helps us to operate in a proactive rather than reactive approach to city cleanliness.

FUNDING:

The annual first year cost is £60,000, reducing to £45,000 - £50,000 for subsequent years. (A separate detailed income and expenditure budget forecast is available). Wiltshire Council through the Salisbury Area Board have been asked to provide a £20,000 grant for capital costs, subject to a proposal, for approval at their 14 May meeting, and to be allocated from the 2015/16 financial budget. Salisbury City Council ratified a £20,000 budget at their full Council Meeting on 19 January 2015. The BID Board agreed match funding of £20,000 from its 2015/16 budget, therefore making this project a truly partnership arrangement.

EVALUATION & KPI's

1. Daily evidence gathering through BID's established GEOPAL reporting system.
2. No. of reported/attended incident/cleans.
3. Measured feedback from key-stakeholders through regular surveys.
4. Specific case studies/stories.

NEXT STEP:

- PR and publicity throughout the area.
- Risk Assessments, literature & advertising.
- Purchase appropriate equipment).
- Employment of appropriate employed cleaning personnel/operatives.
- Introduction of the new service – proposed June 2015