



Have your say

Budget 2023-24: Street Cleansing

STREET CLEANSING Budget Option



Consultation: 8 December 2022 – 15 January 2023

Report: 19 January 2023

Contents

1.0 Executive Summary.....	3
1.1 Key Findings.....	4
2.0 Methodology.....	5
2.1 Questionnaire.....	5
2.2 Analysis of Respondents	5
2.3 Interpretation of Results	6
2.4 Direct Representations.....	6
2.5 Communication	6
3.0 Results	7
3.1 The Questionnaire.....	7
3.2 Direct Representations.....	10
4.0 Demographics and Site Traffic	11
4.1 Demographics.....	11
4.2 Have Your Say - Site Traffic	15
Appendix 1: Direct Representations	16



1.0 Executive Summary

The Street Cleansing budget proposal will seek to generate savings through reductions in the scale of regular service street cleansing across the borough in residential areas.

There are two options for consultation – to fully move to a reactive only model (cleaning would be only when needed) or reduce cleansing schedules.

With either option, the service could still respond to fly tipping instances and service litter bins.

Public consultation was held on the Street Cleansing Budget Options from 8 December 2022 to 15 January 2023 allowing people to provide their view of the options. The findings from the consultation are included in this report.

The findings will be considered at the Environment, Climate Emergency & Transport Committee on the 30 January 2023.



1.1 Key Findings

- The questionnaire was responded to by 718 people, 409 responses came through the online portal and 309 paper copies were completed.
- Wirral Council proposed a move to a reactive model which would see cleansing undertaken in response to service requests and in known hot spot/high demand locations only. 61.2% of the responses were opposed the proposal whilst 27.0% supported it (Question 1).
- Wirral Council proposed a reduction in cleansing schedules which would see a move from 4-weekly to 12-weekly cleansing schedules across the whole borough – but keeping the 4-weekly alleyway cleanse service. 61.5% of the responses were opposed to the proposal whilst 26.7% supported it (Question 2).
- Amongst the additional comments, the most common issues or suggestions cited by respondents were: (Question 3)
 - That current street cleansing is not enough or effective (14.8%),
 - Residents, businesses, and volunteers should be encouraged to take responsibility for collecting litter (11.5%)
 - Reducing the service would be unsafe (7.0%).
- Demographic analysis allowed the responses to be categorised by ward. New Brighton (10.7%) and Wallasey (9.8%) were the most represented Wirral wards. Each of Wirral's 22 wards received some representation.

2.0 Methodology

The consultation was carried out between 8 December 2022 to 15 January 2023. The approach used was an online public consultation through the 'Have your say' consultation portal at www.haveyoursay.wirral.gov.uk

A budget consultation Hub was created within the platform which provided users with one single location through which to engage in individual service consultations and access a Budget Simulator tool <https://haveyoursay.wirral.gov.uk/hub-page/budget-2023-24>. Within the Hub there was a page dedicated to the Street Cleansing Budget Options consultation.

An online questionnaire was provided for residents to engage with. Respondents were also able to request paper copies or for help completing the questionnaire, or submit additional comments via a dedicated email address, which was published on the 'Have your say' website alongside the online tool.

Following the consultation, the feedback will be considered at Environment, Climate Emergency & Transport Committee on the 30 January 2023.

2.1 Questionnaire

The consultation questionnaire was developed around understanding resident views on the options presented for reducing the cost of the Street Cleansing services. Key areas in the options included a move to a reactive model which would see cleansing undertaken in response to service requests and in known hot spot locations only, and a reduction in schedules from 4 weekly to 12 weekly cleansing but keeping the 4 weekly alleyway cleanse service.

To enable further understanding, and in-depth analysis, respondents were invited to provide free-text comments to expand on their ideas or concerns. Following closure of the consultation, the responses to each of the direct questions were collated and the responses included in this report. For the free-text comment questions, a text coding approach was used based on the reoccurring themes. This data was then collated and summarised in the report.

2.2 Analysis of Respondents

Respondents to the online tools were provided with the option to provide demographic information about themselves. It must be noted that this is an option and that not all respondents included this information. This data allows the demographic results to be included in this report to enable analysis of the scope of responses and representation from different demographic groups.

2.3 Interpretation of Results

In terms of the results, it is important to note that:

- The public consultation is not representative of the overall population but provides information on the opinion of those residents who engaged.
- Free-text questions that offered respondents the option to provide written feedback could have covered multiple themes. Therefore, with free-text responses were categorised using a coding system. The percentages given reflect the percentage of respondents who made the comment and as they may have made more than one comment, the total percentage may exceed 100%.

2.4 Direct Representations

Contact details were provided to enable organisation, groups, or special interest groups to directly submit their responses to the budget proposals.

2.5 Communication

To ensure the consultations were as accessible as possible, a social and digital sub campaign was carried out, which included regular messaging, targeted demographical and geographical communications, resident e-newsletters, and regular theme specific stories, linking with the narrative, and urging residents and stakeholders to take part in the consultation. communication channels included (but not limited to):

- Social media messaging across a variety of platforms.
- Dedicated email address (for comments, ideas, request for paper copies etc).
- Paper copies in libraries and leisure centres.
- WirralView news channel – article and links.
- Links and details in weekly Resident E-Newsletter.
- Digital and social links to the 'Have Your Say' Hub.
- Online redirection through local news platforms.
- Council website notices.
- Internal / Staff communications.
- Local media briefing/ media management.
- Member briefing.
- Sharing of links and paper copy locations with CVF sector.

3.0 Results

3.1 The Questionnaire

The questionnaire was responded to by 718 people. 409 responses came through the online portal, 309 paper copies were completed. No questions were mandatory so respondents could choose which questions to respond to.

3.1.1 Question 1: A move to a reactive model would see cleansing undertaken in response to service requests and in known hot spot/high demand locations only

711 people answered this question. Respondents selected one option that they agreed with. 61.2% of the responses were disagreed with the proposal (35.2% strongly disagree and 26.0% disagree) whilst 27.0% agreed with proposal (5.8% strongly agree and 21.2% agree). 11.8% neither agreed or disagreed.

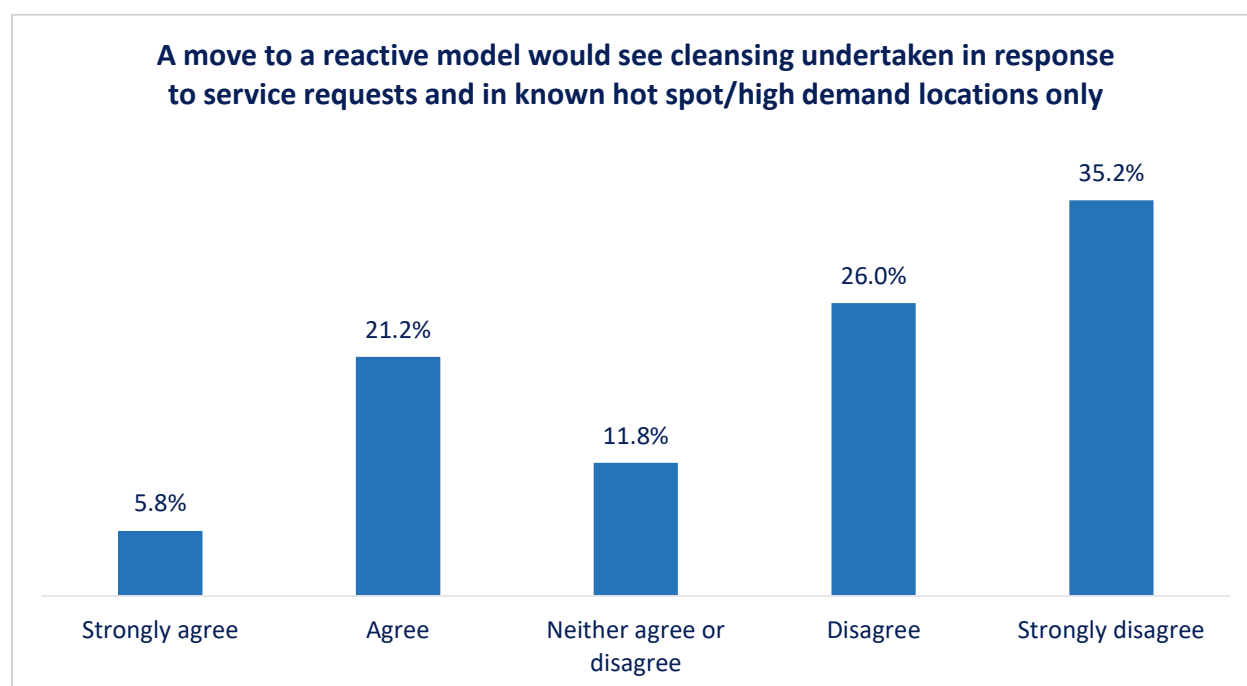


Figure 1: Chart displaying results to the reactive model proposal

A move to a reactive model would see cleansing undertaken in response to service requests and in known hot spot/high demand locations only	Total	%
Strongly agree	41	5.8%
Agree	151	21.2%
Neither agree or disagree	84	11.8%
Disagree	185	26.0%
Strongly disagree	250	35.2%
Total	711	100.0%

Table 1: Table displaying the results to the reactive model proposal

3.1.2 Question 2: A reduction in cleansing schedules would see a move from 4-weekly to 12-weekly cleansing schedules across the whole borough – but keeping the 4-weekly alleyway cleanse service.

709 people answered this question. Respondents selected one option that they agreed with. 61.5% of the responses were disagreed with the proposal (24.8% strongly disagree and 36.7% disagree) whilst 26.7% agreed with proposal (5.2% strongly agree and 21.4% agree). 11.8% neither agreed or disagreed.

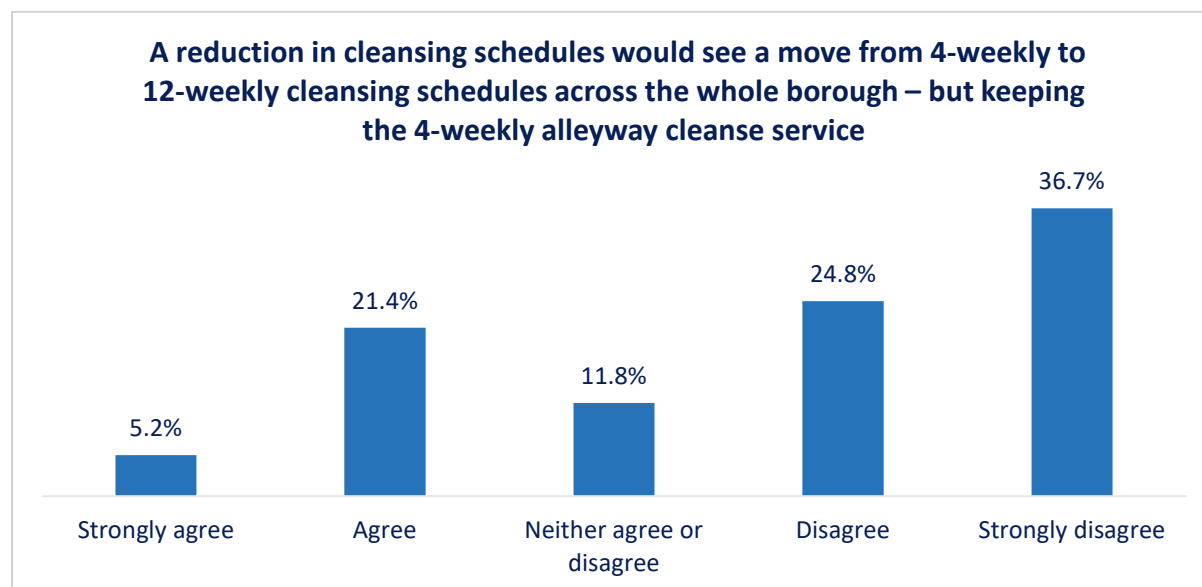


Figure 2: Chart displaying results to the reduction in cleansing schedules proposal

A reduction in cleansing schedules would see a move from 4-weekly to 12-weekly cleansing schedules across the whole borough – but keeping the 4-weekly alleyway cleanse service	Total	%
Strongly agree	37	5.2%
Agree	152	21.4%
Neither agree or disagree	84	11.8%
Disagree	176	24.8%
Strongly disagree	260	36.7%
Total	709	100.0%

Table 2: Table displaying the results to the reduction in cleansing schedules proposal

3.1.3 Question 3: Additional Comments

287 people answered this free text question. Below are the top themes that emerged from the free-text comments as a percentage of the number of people who provided an answer to the question. As the percentage reflects the proportion of respondents who made the comment and that respondents may have made more than one comment in their answer, the total percentages may exceed 100%.

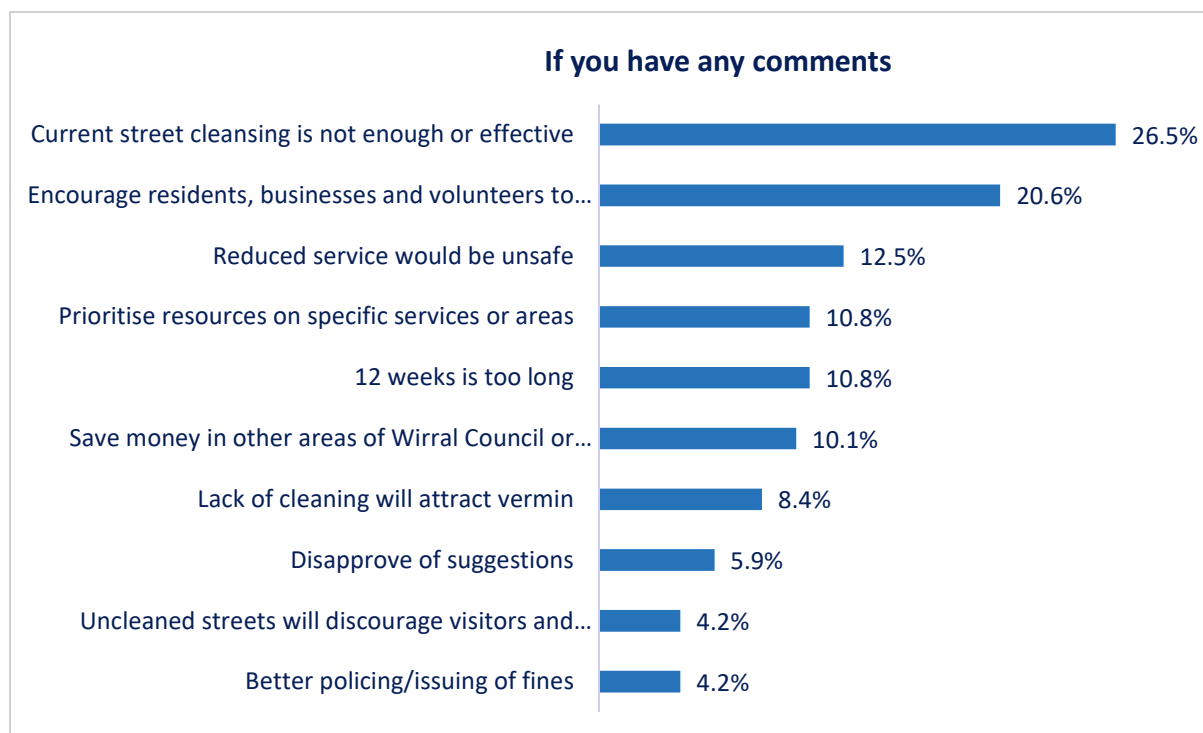


Figure 3: Chart displaying top themes among additional comments

If you have any comments	Total	%
Current street cleansing is not enough or effective	76	26.5%
Encourage residents, businesses and volunteers to take responsibility for collecting litter	59	20.6%
Reduced service would be unsafe	36	12.5%
12 weeks is too long	31	10.8%
Prioritise resources on specific services or areas	31	10.8%
Save money in other areas of Wirral Council or through improvements in efficiency	29	10.1%
Lack of cleaning will attract vermin	24	8.4%
Disapprove of suggestions	17	5.9%
Better policing/issuing of fines	12	4.2%
Uncleaned streets will discourage visitors and investment	12	4.2%

Table 3: Table displaying top themes among additional comments

- **Current street cleansing is not enough or effective (26.5%).** This was the most cited theme, mentioned by 75 of the 287 respondents. Many of these stated that current services are not sufficient, and any reduction would be detrimental. Many of the respondents also advocated that the proposed 12-weeks is too long and that 6 or 8 weeks would be a more appropriate compromise.
- **Encourage residents, businesses, and volunteers to take responsibility for collecting litter (20.6%).** Respondents advocated that Wirral Council should encourage and incentivise the public to collect litter through education programs in schools, volunteering initiatives and discounts on council tax for those who do. They also advocated for stricter enforcement of fines for littering and fly tipping as well as targeting what they saw as the origins of the litter such as fast-food establishments and landlords.
- **Reducing the service would be unsafe (12.5%).** Respondents citing concerns over uncollected leaves making pavements dangerous, uncollected leaves blocking drains and causing flooding. Many of these respondents suggested that Wirral Council should prioritise resources on collecting leaves after September to mitigate the issue. Many of these respondents also cited concerns that uncollected litter would attract vermin and considered the impact vermin might have on public health.

3.2 Direct Representations

One direct representation was received from an individual. The representation is included in Appendix 1.

4.0 Demographics and Site Traffic

4.1 Demographics

Registration was required to engage in the online Budget 2023-24: Street Cleansing consultation. The registration form included questions regarding demographics including gender, age group, ethnicity, and sexual orientation, however not all questions in the registration form were compulsory and respondents could choose to select 'prefer not to say' or skip the question. The demographics results are summarised below. The same questions were included on the paper-copy questionnaires.

Most respondents (89.8%) of the respondents classed themselves as local residents.

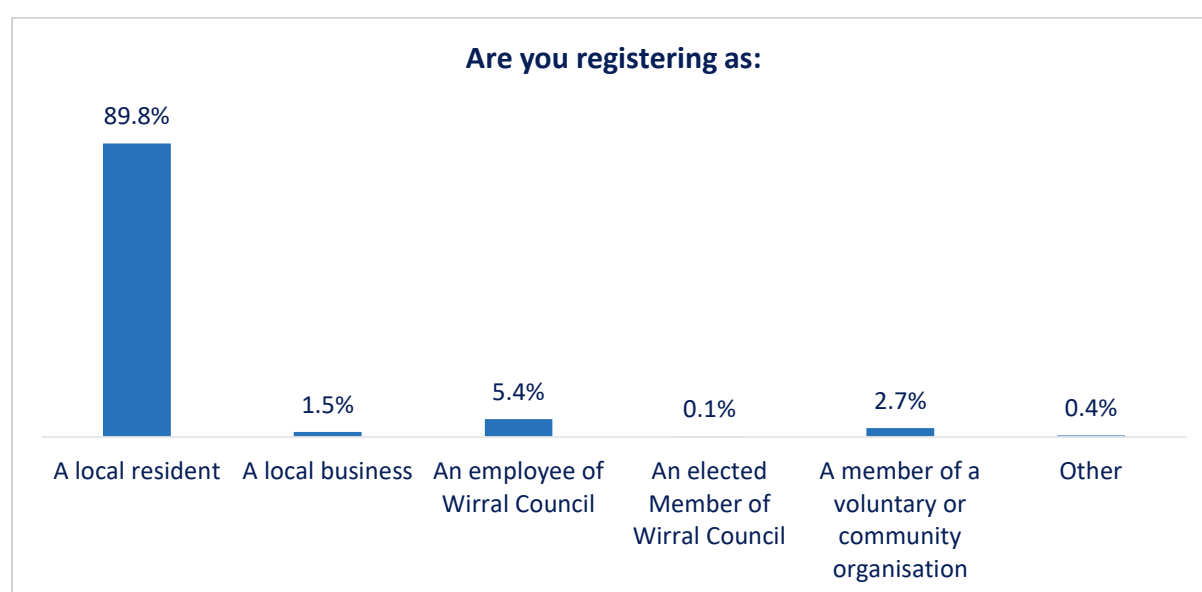


Figure 4: Chart displaying who respondents are registering as

The age group profile is illustrated below with the most common age groups being 65-74 years (24.2%), followed by 55-64 years (22.9%) and 45-54 years (17.3%). 16-24 years only made up 1.3% of respondents.

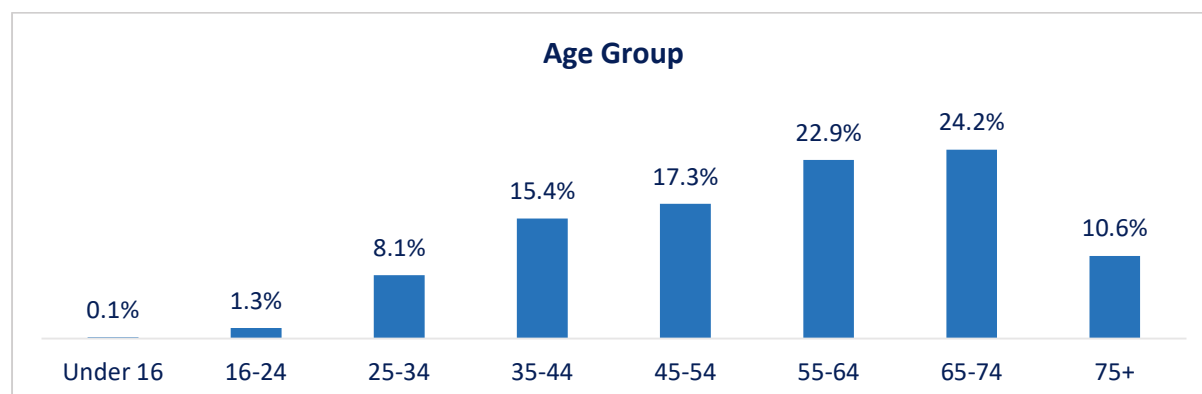


Figure 5: Chart displaying age groups

57.2% of respondents identified as female and, 39.9% male. 2.5% preferring not to say and 0.4% preferring to use their own term.

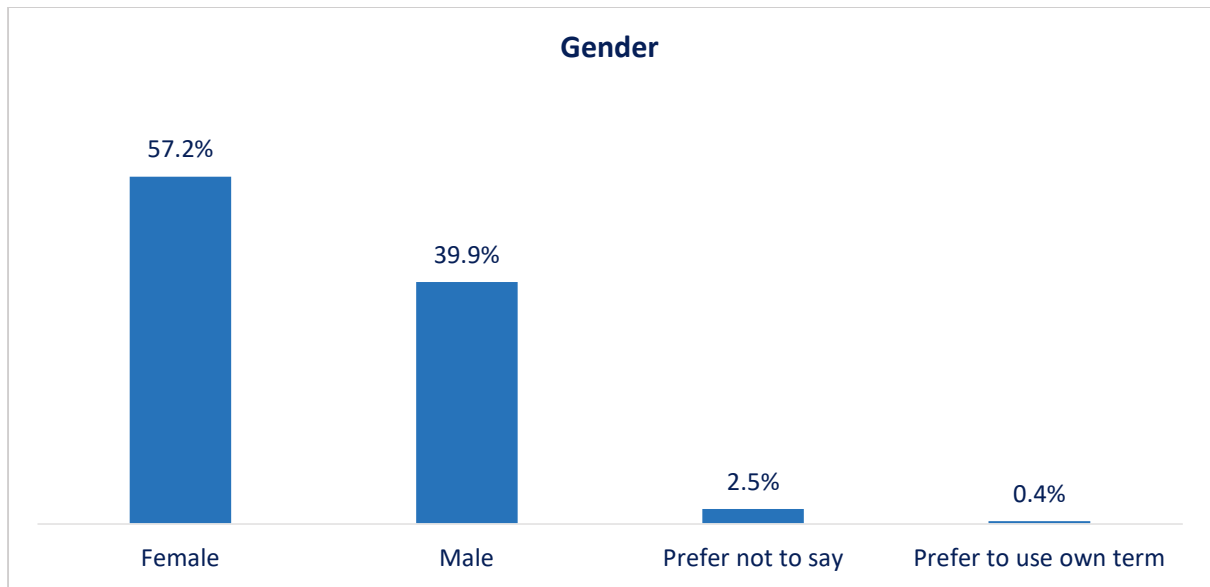


Figure 6: Chart displaying gender

85.3% of respondents were heterosexual, 1.6% were gay/ lesbian, 1.6% bisexual and 11.4% preferred not to say.

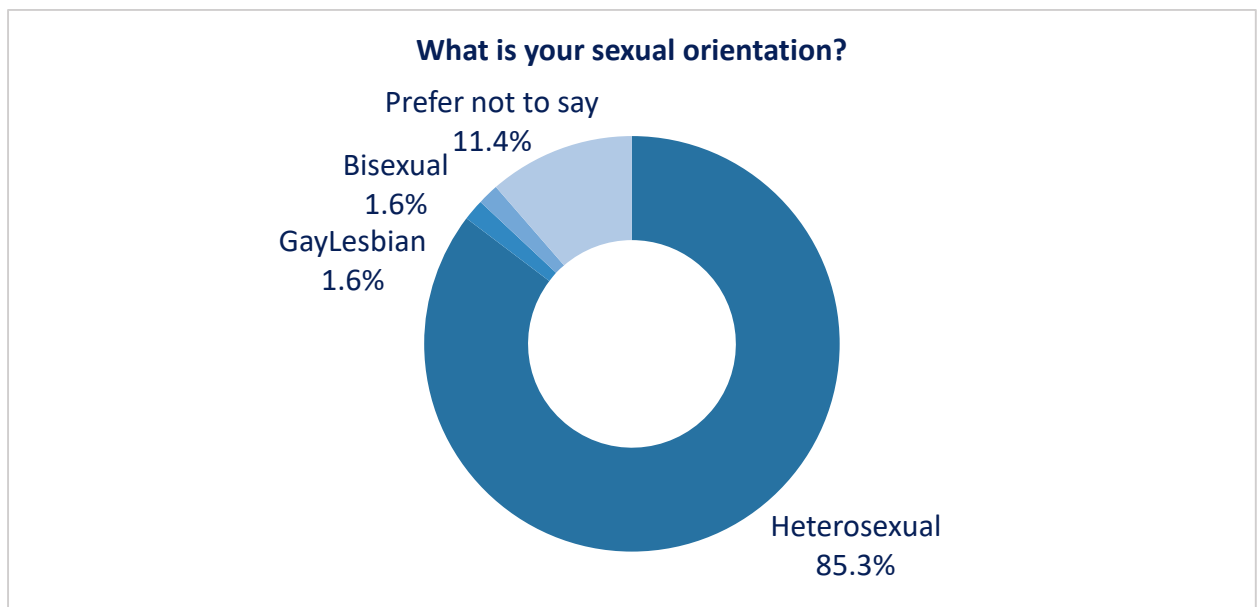


Figure 7: Chart displaying sexual orientation

81.7% said they did not have a disability whilst 13.0% of respondents said that they had a disability, 5.3% preferred not to say.

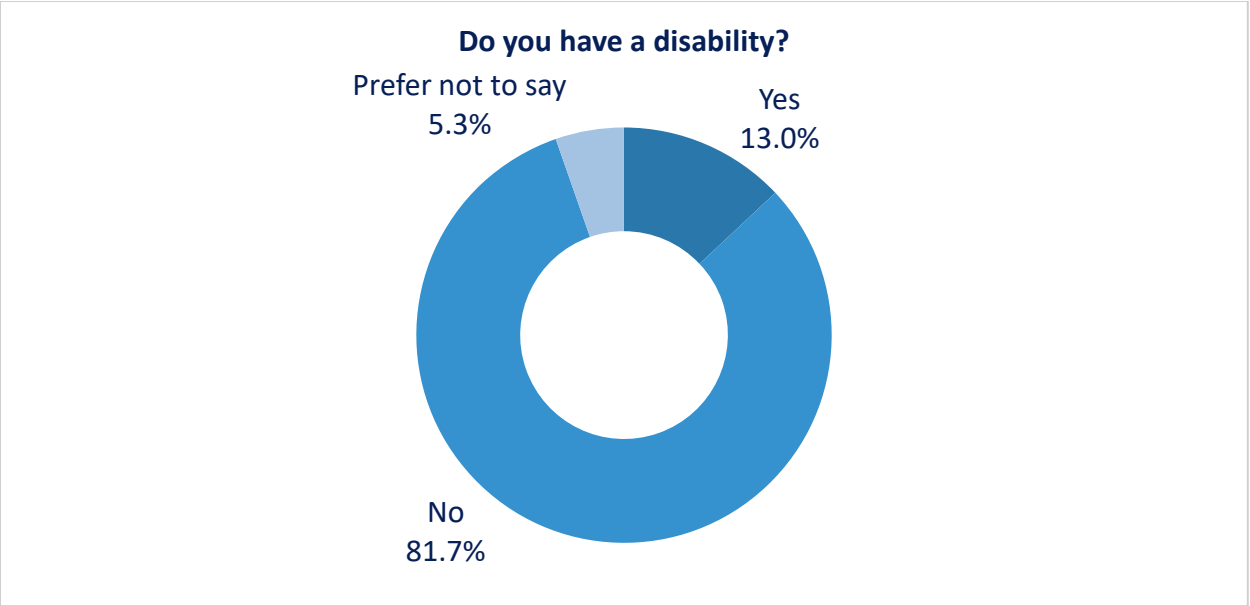


Figure 8: Chart displaying proportion of respondents with a disability

The majority (95.8%) of respondents identified as White – English, Welsh, Scottish, Northern Irish, British.



Figure 9: Chart displaying ethnicity of respondents

The most represented wards were New Brighton (10.7%) followed by Wallasey (9.8%) and Hoylake and Meols (8.9%). Each of Wirral's 22 wards received some representation.

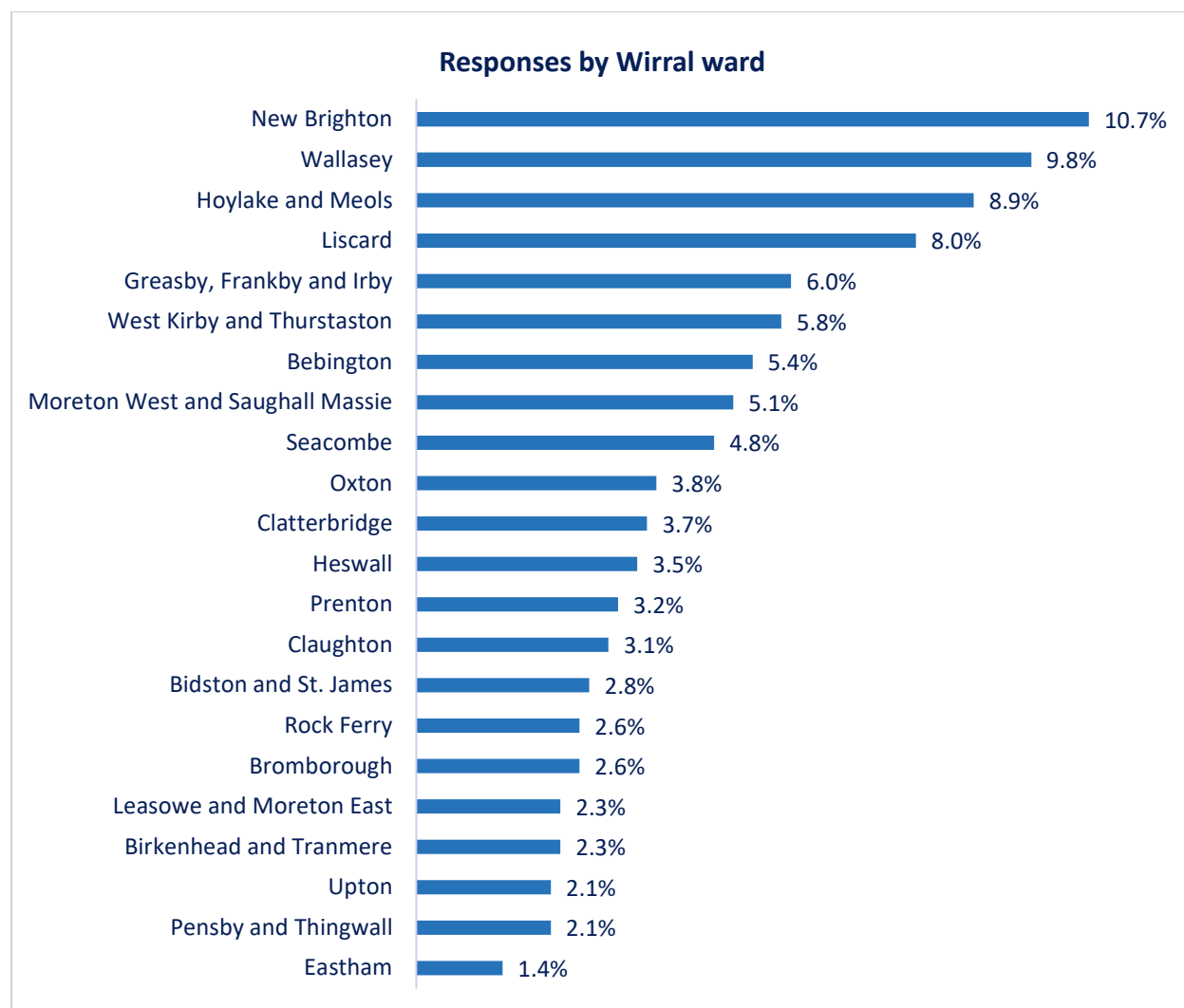


Figure 10: Chart displaying Wirral Ward representation

4.2 Have Your Say - Site Traffic

Reviewing the site activity, visits, and how people visit the site can be useful to evaluate if people are aware of the site, as well as to ensure engagement activities are deployed effectively, and to a wide range of different people – enhancing public engagement in the future. 1515 unique visitors viewed the Budget 2023-24: Street Cleansing consultation of the Have Your Say site. Of these, 38 viewed a photo and 409 people completed the questionnaire.

These figures cannot be viewed as definitive as they are based on site tracking through ‘cookies’ and there are a number of factors that can impact on this. These include that cookies may be disabled or deleted, individuals may access the site multiple times through different devices or different browsers. However, the figures can be used to gauge how much interest has been generated in individual projects through the rate of engaged participants.

The route that people access the site is known as the traffic source. The ‘Have your say’ portal allows analysis to be carried out on traffic source, and if they lead to engagement in the site tools such as the questionnaire. This analysis allows a greater understanding of which communication and promotional tools to use to optimise engagement.

For this project a range of traffic sources have been reviewed and summarised in the table below. Most visits to the site were either visits where people typed the internet address into their web browser (831) or links clicked from social media sites (404). It should be noted that Search engine visits generated the highest engagement rate (44.4%) (after .gov sites which generated low traffic) although with a lower number of visits (90) compared to social media and web browser.

Traffic Source	Aware Visits	Informed Visits (%)	Engaged Visits (%)
.gov sites	10	8 (80.0%)	5 (50.0%)
Direct	831	556 (66.9%)	241 (29.0%)
Email	141	94 (66.7%)	32 (22.7%)
Referrals	86	65 (75.6%)	26 (30.2%)
Search engine	90	57 (63.3%)	40 (44.4%)
Social	404	250 (61.9%)	65 (16.1%)
Total	1562	1030	409

Table 4: Site traffic sources

Appendix 1: Direct Representations

A REPRESENTATION FROM AN INDIVIDUAL

Consider encouraging residents to become responsible for their own Street pavement cleansing. Provide local and easy access facilities for them to get rid of street debris. Put more dog fouling signs up. Incentivise the scheme.

