Managing the Public Realm

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- 3rd largest city in south of England
- 2012 population = 275k. Est 2020 population 290k
- 12 million annual visitors
- 70k train passengers to London each day
- 35k student population
- High density (126k properties) & surrounded by 10 miles of coastline & South Downs National Park
Brighton & Hove City Council

- £1bn private sector led seafront investment programme
- £500m Waterfront project
- British Airways I360
- City Plan – c30,000 additional homes
Managing the Public Realm

- 146 street cleansing staff
- Supplemented by 20 seasonal beach cleaners
- 5am – 10pm, 365 days a year
- Enforcement & Education
- Spend more vs managing demand differently
Demand & Technologies
Communal Refuse & Recycling

- Used in areas of high density housing
- One communal refuse bin = 40 domestic properties
- c200 refuse collections per day, 7 days a week x 2 rounds = equivalent of 100,000 properties
- Sensor technology / round configuration
Demand & Technologies

• Chargeable Garden Waste
  - £180k via online payment
  - 90% channel shift

• 80% reduction in collections
  6-8 staff released
Any Questions

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