



# **Environmental Services and Highways APSE Wales Seminar 15 January 2009**

Ruth Chapman  
Chief Highways and Waste Management Officer  
Cardiff Council



# Workshop Objectives

- Local Environmental Quality
- Improving Neighbourhoods
- Investing in Infrastructure
- Effective Engagement with Communities



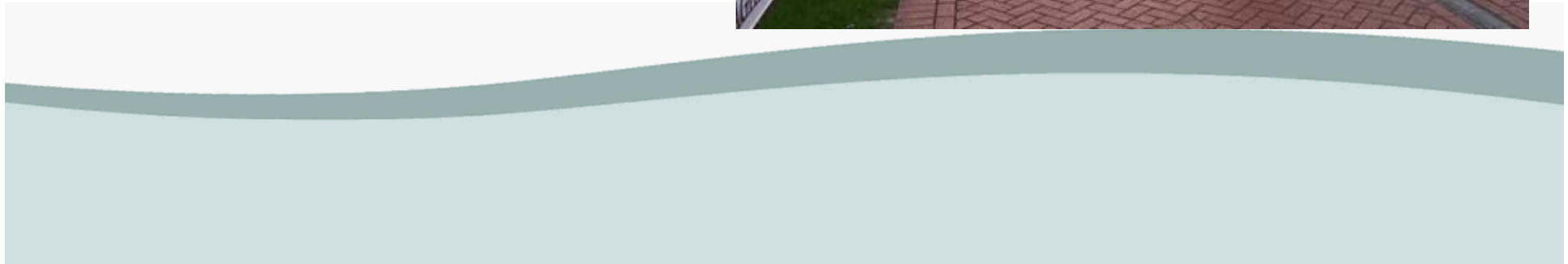
# Environmental and Highway Services



- **Waste Collection and Disposal**
- **Litter**
- **Land Drainage**
- **Traffic**
- **Highways**
- **Parking**
- **Park and Ride**
- **Traffic Management**



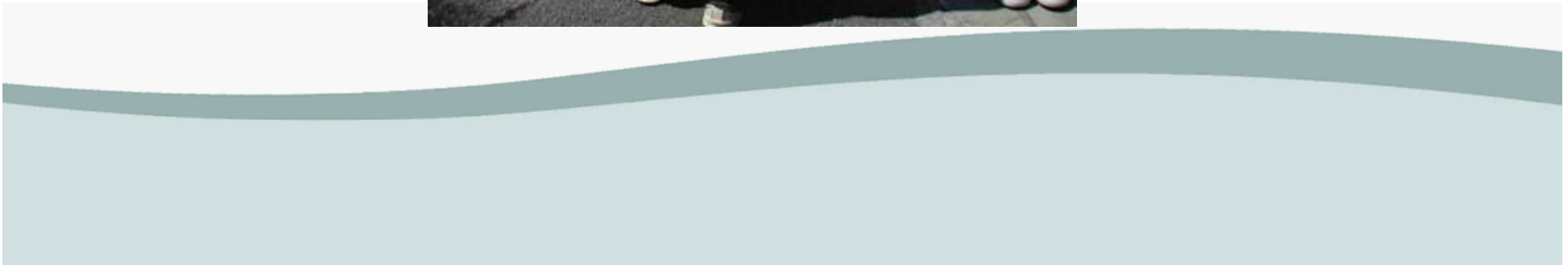
# Environmental Quality – Traffic Management



# Environmental Quality – Public Transport



# Environmental Quality - Highways



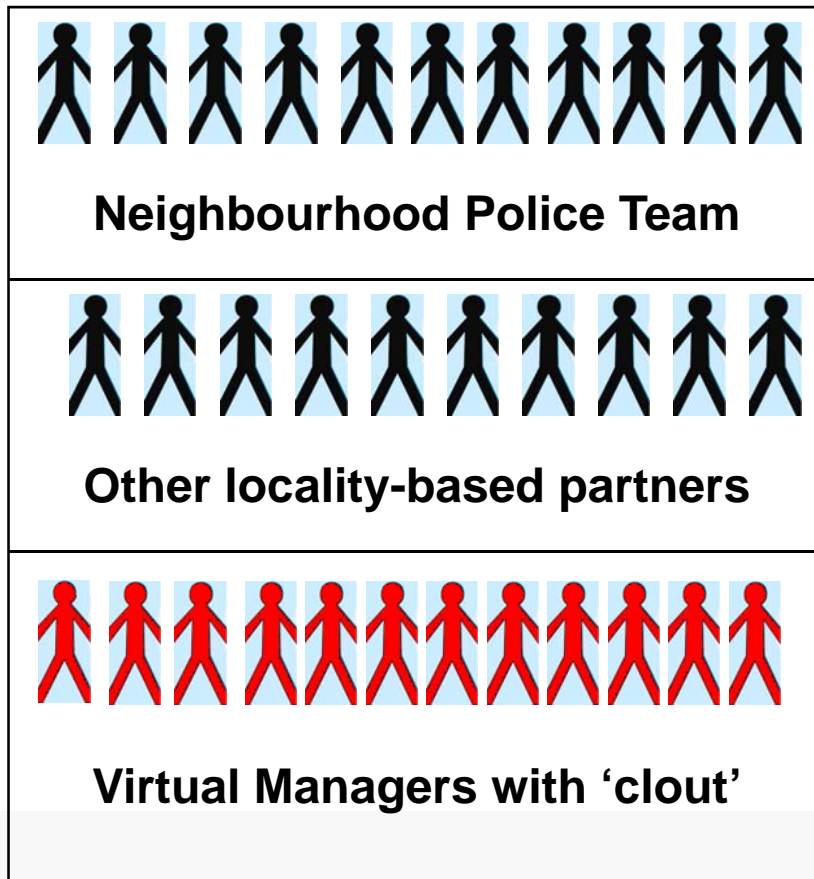
# Environmental Quality – Litter and Waste Enforcement



# Environmental Quality – Graffiti and Fly-poster Removal



# Investing in Infrastructure - The Cardiff Pilot Model



- Cost neutral
- Evolutionary growth
- Breaks down silos
- Management learning & development tool
- Change of ethos & attitudes rather than change of structures

# Improving Neighbourhoods – Case Study: Multi Agency Action Days



Public concern raised at Cathays and Plasnewydd PACT

- high level of litter
- dumped household items
- graffiti
- unlicensed or abandoned vehicles

Adopted as a PACT priority



# Investing in Infrastructure



# Investing in Infrastructure - Neighbourhood Management

“The local organisation, co-ordination and delivery of core civic and community services within a neighbourhood.”

It is:

a mechanism for change

- a process, not a project or a fund
- about improvements to mainstream services
- spending existing money better

*Richard Crossley's report to ODPM on Neighbourhood Management*

# Improving Neighbourhoods – Case Study: Multi Agency Action Days



- **South Wales Police**
- **101**
- **South Wales Fire & Rescue**
- **Cardiff Council**
- **Keep Wales Tidy/ Tidy Towns**
- **DVLA**
- **Environment Agency**
- **Probation Service**
- **Communications Representatives**

# Community Engagement – Case Study: Food Waste Collection



## Identify

- Aims
- Key Messages
- Target Audience

## Agree

- Protocols
- Responsibilities

# Community Engagement – Case Study: Food Waste Collection



## Tools

- Individual Household marketing
- Educational Support
- Focus groups
- Roadshows/Events
- Press & Media
- Radio
- National Campaigns
- Advertising
- Councillors
- Vehicle livery
- Web
- Text Messaging
- Schools and Students
- Existing Networks
- Partners/Sponsors

# Conclusions

- **Communication**
  - Education and awareness
- **Co-operation**
  - Multi agency
  - Data sharing
- **Commitment!**





# Questions and Discussion

Ruth Chapman  
Chief Highway and Waste Management Officer  
Cardiff Council

[ruthchapman@cardiff.gov.uk](mailto:ruthchapman@cardiff.gov.uk)

Tel: 029 2087 3104