

# Operations, Innovation and Impact

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## Challenges facing Glasgow

- **Severe financial challenges**
- **Scale and size (Urban/deprivation)**
- **Expectations**
  - **Political**
  - **Citizens**
- **Service Delivery Challenges (Absence levels)**
- **Perception issues – impact on Tourism**
- **Lack of Pride, responsibility and accountability**
- **Anti social behaviour/homelessness/drugs**
- **Legislative changes (POPS/WUDS)**



## Sources of blight

- **Common litter (fast food/plastics)**
- **Smoking litter including vapes**
- **vandalism**
- **Graffiti**
- **Weed growth**
- **Detritus**
- **Chewing Gum**
- **Flytipping/Fly posting**
- **Commercial Waste**
- **Unclean pavements**



## Glasgow's Response- What's Glasgow Doing?

- **Financial Investment of £9.7m**
  - **Street Cleansing Nightshift**
  - **Deep Clean**
  - **Local neighbourhood Teams**
  - **Parks**
  - **Enforcement and pest control**
- **Use of Data/Intelligence/Technology**
- **Transformation of Waste Programme**
- **Strong active partnership working**
  - **Registered Social Landlords**
  - **Chamber of Commerce**
  - **Business Community**
  - **Police/HSCP/ZWS/KSB/SEPA/Scottish Government**
- **City Centre Task Force**
- **Let's Go Glasgow – Business Improvement District (BID)**



## Glasgow's Response- What's Glasgow Doing?

- **Pride in the workforce initiatives – Positive Culture (Ambassadors)**
  - Empowerment
  - Communication
  - Celebrating Success
- **Regeneration of the City – City Deal – Avenues Programme**
- **Legal Graffiti walls**
- **Enforcement focus**
- **Lobby Scottish Government (Proportionate fines)**
- **Change the narrative – get on the front foot**
- **Customer focus culture- Reactive to proactive approach**



## Behavioural Change and prevention – Pride and improving standards

**Not a quick fix.... Or would have done it already**

- **Upstream**
- **Circular Economy**
- **Extended Producer Responsibility (EPR)**
- **Recycling Improvement Fund**
- **AI**
- **Collaboration/Innovation involving everyone**

**“Every litter bit hurts”**

**“Be part of the solution not the pollution”**



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## Vision for Glasgow and how can we contribute?

- Perception issue of cleanliness
- More welcoming City Centre
- Safer and more secure City Centre
- Vibrant more engaging City Centre
- Lobby re Policy/legislation as deterrent
- Continuous Improvement – high quality public services
- Change the narrative
- Lead by example
- Be ambassadors for the City
- Report issues – be pro active



**“ Progress isn’t created by one person or policy, it’s created by all of us, together”**



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