



# Delegate pack

## APSE Street Cleansing Seminar 2026

Thursday 5 February 2026



Get involved @apseevents #APSEstreets

## Contents

- ❖ Seminar programme overview
- ❖ Attendance list
- ❖ Exhibitor Profiles
- ❖ Speaker biographies
- ❖ APSE Introduction to Waste Collection Training  
Course Information
- ❖ APSE Solutions Service information
- ❖ APSE Services Information



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# Programme

9:00 Registration and exhibition viewing

10:00 Session One

## What do the public think of your frontline services?

- The Results Are In! How do your services score with the public?
- What do councillors want to protect when it comes to service budget reductions?
- What do public opinion polls tell us about service design and delivery on the frontline?

**Speaker: Mo Baines, APSE Chief Executive, Visting Professor, University of Staffordshire**

## Fighting back against waste crime

- Know your enemy - The scale of the problem
- Regulatory framework – gaps and opportunities.
- Enabling smart and effective regulation and enforcement.
- Resources and coordination to tackle waste crime
- Your role...

**Speaker: Dan Cooke, Director of Policy, Communications and External Affairs, CIWM**

## Group Discussion:

### Is illegal waste crime in England becoming an epidemic?

#### Audience question and answer session

11:30 Coffee Break and Exhibition Viewing

12:00 Session Two

## Using AI to improve environmental quality: A vehicle based littering solution

This will provide attendees with the opportunity to hear about the LitterCam technology which can be utilised by Streetscene and Enforcement teams to detect vehicle based littering offences.

**Speaker: Andrew Kemp, CEO, LitterCam**

## Sweeping Change: How Technology Is Transforming Street Cleansing Services in Durham

- Digitising services to manage services
- Evaluating the work
- Service Confirmation to improve public satisfaction

**Speaker: Geoffrey Knight - Environment and Design Manager, Durham County Council**

#### Audience question and answer session

13:00 Lunch and Exhibition Viewing

14:00 Session Three

## Smarter, Greener, Cleaner: The future of council fleets

- Using data, automation, and green fuel technologies to deliver a more sustainable cleansing services
- Employing technology to reshape the deployment of street cleaning fleet resources.
- Adopting innovative technologies and low emission solutions to deliver cleaner streets, while meeting ambitious environmental targets.

**Speaker: Edward Yendluri, Contracts Manager - Operations, Westminster City Council**

## APSE State of the Market 2025 – Street Cleansing

- Results of the state of the Market Survey 2025
- Key findings – negatives and positives
- Facing the future with confidence

**Speaker: Abi Ademiluyi , Principal Advisor, APSE**

#### Audience question and answer session

15:00 Coffee Break and Exhibition Viewing

15:30 Session Four

## Tougher fines to tackle fly-tipping and protect the environment

- Stepping up efforts to combat environmental crimes.
- Stricter penalties for fly-tipping and littering.
- Enforcement against householders who fail to ensure that their waste will be disposed of legally.

**Speaker: Seth Cornfield, Waste Team Leader, South Oxfordshire and Vale of White Horse District Councils**

## Wyre Forest District Council: Adopt a Street tackling litter picking initiative

- Developing a dedicated online platform featuring an interactive map to track adopted streets, allowing volunteers to log activities and encourage further engagement.
- Redirecting funds from fly-tipping fines to invest in litter-picking equipment, promotional materials, and digital tools to enhance participation.
- Working closely with local businesses, schools, and organisations to raise awareness of social responsibility and encourage wider participation.

**Speaker: Karen Haynes, Community Project Officer, Wyre Forest District Council**

#### Audience question and answer session

16:30 Seminar close



## APSE Street Cleansing Seminar 2026, Thursday 5 February 2026 - Attendance List

FirstName	LastName	Position	Organisation
Abi	Ademiluyi	Principal Advisor	APSE
Shami	Scholes	Research and Business Support Officer	APSE
Matt	Miller	Executive Consultant	APSE
Mo	Baines	Chief Executive	APSE
Bonni	Jee	Principal Advisor	APSE
Marco	Arreghini	Head of Marketing & Product	Bailey Street Furniture Group Ltd
David	Pringle	Exhibitor Rep	Bailey Street Furniture Group Ltd
Gareth	Newton	Exhibitor	Bradshaw Electric Vehicles
Jack	Parker	Representative	Brightly Software
Nick	Proctor	Account Director	Brightly Software
Lisa	Mills	representative	Bucher Municipal
Mark	Howorth	representative	Bucher Municipal
Matthew	Crowe	Service Manager	Calderdale Metropolitan Borough Council
Mark	Spencer	Area Manager	Calderdale Metropolitan Borough Council
Amy	Powell-Bevan	Volunteer Coordinator	Calderdale Metropolitan Borough Council
Wendy	Johnston	Street Cleansing Team Leader	Cambridge City Council
Grant	Bishop	Product Consultant	Causeway Technologies
Richard	Adams	Account Executive	Causeway Technologies
Tim	Eaton-Fearne	StreetCare & Performance Manager	Chelmsford City Council
Tom	Smith	Assistant Street Care Manager	Chelmsford City Council
Neil	Whitton	Environmental Protection & Enforcement Manager	Cherwell District Council
Dan	Cooke	Director of Policy, Comms & External Affairs	CIWM
Neil	Dixon	Assistant Director   Waste Management & Public Space	Cumberland Council

Liam	Prince	Operations Manager, Carlisle	Cumberland Council
Karen	Appleby	Service Manager - Street Cleansing	Derby City Council
Adam	Houlton	Street Cleansing Operations Manager	Derby City Council
Geoff	Knight	Environment & Design Manager	Durham County Council
Jayson	Cooper	Representative	Eco Removal Systems
Paul	Johnston	Representative	Eco Removal Systems
Phil	Archer	Representative	Exactrak
Sharan	Thandi	Representative	Exactrak
David	Graham	Head of Engineering	Faun Zoeller (UK) Ltd
Benjamin	Hyde	Regional Business Manager	Faun Zoeller (UK) Ltd
Archie	Melville	Team Manager	Fife Council
James	Palmer	Environmental Cleansing Supervisor	Fife Council
James	McCartney	Operations Officer	Fife Council
Scott	McCallum	Operations Supervisor	Fife Council
Adriana	Szostakowska	Environmental Improvement Co-Ordinator	Flintshire County Council
Vicky	Plant	Administration and Enforcement Manager	Flintshire County Council
Louise	Joyce	Waste & Streets Operations Manager	Huntingdonshire District Council
Andrew	Rogan	Head Of Operational Services	Huntingdonshire District Council
Stuart	Henshaw	Representative	Integrated Skills Ltd
Andy	Clewes	Business Development Director	Integrated Skills Ltd
Jonathan	Uttley	Representative	Integrated Skills Ltd
Jamie	Radcliffe	Exhibitor	Lift Safe Ltd
Bradley	Woolley	Representative	Lift Safe Ltd
Andrew	Kemp	CEO	Littercam
Stephen	Davies	Operations Manager	Liverpool City Council
Sarah	Coan	Operations Manager	Liverpool City Council
Darren	Green	Streetscene Business Manager	Newcastle-Under-Lyme Borough Council
Lyndon	Ryder	Neighbourhood Manager	Newcastle-Under-Lyme Borough Council
Samantha	Thomas	Team Manager Cleansing	Newport City Council
Samantha	Richards	Project Officer - Waste and Cleansing	Newport City Council
Andrew	Pyle	Business Development Manager	Nordic Products and Services Limited
Sapphire	Coote-Worley	Environmental Services Officer (Enforcement)	Norwich City Council
Brian	Cobb	Streetscene Supervisor	Oxford Direct Services Ltd

Darren	Saxton	Streetscene Supervisor	Oxford Direct Services Ltd
Gerry	O'Boyle	Exhibitor	PEL UK Rentals
Dumi	Makatore		PEL UK Rentals
Daniel	Rose	Operations Manager (Streetscene)	Preston City Council
Ellen	Zito	Rep 3	Routeware
Thomas	Moffat	Representative	Routeware
Rob	Duddington	Account Director	Routeware
Deborah	Tabone	StreetScene Officer	Shropshire Council
Sebastian	Frost	Operations Manager Waste & Street Scene Services	Slough Borough Council
Seth	Cornfield	Waste Team Leader	South Oxfordshire & Vale of White Horse Councils
David	Landreth	Streetscene Team Leader	South Tyneside MBC
Ray	Coffey	Representative	Stock Sweepers Ltd
Jez	Ramsdale	Representative	Stock Sweepers Ltd
Matthew	Bolt	Team Leader	Swansea City & County
Stuart	Willingale	Team Leader – Cleansing Strategy/ Parks & Cleansing	Swansea City & County
Mark	Fellows	Exhibitor	TIP Trailer Services UK Limited
Gavin	Parker	Exhibitor	TIP Trailer Services UK Limited
Jamie	Wickes	Contract Development and Enforcement Lead	Warwick District Council
Edward	Yendluri	Contracts Mananger	Westminster City Council
Steven	Nightingale	Public Realm Team Leader	Wolverhampton City Council
Anthony	Vardi	Public Realm Supervisor	Wolverhampton City Council
Mark	Hollinsworth	Exhibitor	Wybone Ltd
Phillip	Childs	Street Scene and Amenities Officer	Wychavon District Council
Karen	Haynes	Community Project Officer	Wyre Forest District Council

## EXHIBITOR PROFILES – APSE: Street Cleansing Seminar 2026 – Thursday 5 February 2026

# integrated skills.

Integrated Skills – Smarter Solutions for Waste Management & Street Cleansing

At Integrated Skills, we specialise in delivering intelligent software and consultancy services for waste management and street cleansing. Trusted by over 100 UK local authorities, as well as national organisations like DEFRA, WRAP, Zero Waste Scotland, LATCOs and private contractors, we bring over three decades of sector expertise to every client. Our international experience spans more than 70 countries.

Founded in 1993 and now proudly **employee owned (EO)**, we are committed to long-term innovation and client success.

### Route Optimisation That Delivers Real Savings

For the past 18 years, our **Route Optimisation Consultancy** has helped clients reduce costs and improve operational efficiency—typically achieving:

- **15–20% savings** in waste management operations
- **Up to 25% savings** in street cleansing services

Our expert consultants work directly with your service data to create smarter, more efficient routes tailored to your needs. Want to take things in-house? Our **Route Optimisation Software** empowers your internal team to manage routing effectively, with full support, training, and mentoring from our experts.

### SmartSuite – The Next Generation of In-Cab & Back-Office Solutions

**SmartSuite**, our advanced in-cab and back-office platform, transforms how you manage waste and cleansing services. With intelligent features that:

- Enhance efficiency and service quality
- Reduce user interaction through voice and visual prompts
- Guide crews with real-time, context-sensitive service information

SmartSuite supports your frontline teams to complete their work safely, accurately, and on time—every time.

### Tools to Power Better Decision-Making

We've also developed a suite of specialist software tools and mobile survey apps that enable you to **gather and analyse service data quickly and accurately**—putting actionable insights at your fingertips.



Routeware is a leading technology company for the local government waste and environmental services

sector. In the UK, our software and services have been used by over 200 local authorities and most of the leading resource management companies, helping save an estimated £100M+ for UK councils. Our solutions enable authorities of all sizes to reduce costs, improve performance and increase crew safety by streamlining processes, automating tasks and using data more effectively. Routeware is the new home for the WebaspX solutions.



## Clean Streets, Zero Emissions: ePowerTrucks Street Cleaning Solutions

ePowerTrucks is redefining street cleaning for modern towns and cities, delivering powerful, fully electric solutions designed to meet the environmental and operational demands of today's public sector. Our street cleaning range combines zero-emission performance with practical design, helping local authorities achieve cleaner streets while supporting net zero and air quality targets.

Built for urban environments, ePowerTrucks street cleaning vehicles operate quietly and efficiently, making them ideal for early morning shifts, residential areas, pedestrian zones and city centres. With no exhaust emissions and significantly reduced noise levels, they improve working conditions for operators and enhance quality of life for residents and visitors alike.

Our range supports a wide variety of street cleaning applications, including sweeping, wash-down, litter collection and overall maintenance. Compact yet robust, these vehicles are designed to navigate narrow streets, cycle lanes and crowded public spaces with ease, without compromising on performance or payload.

Our range includes:

**MaxWind** – Electric Road Sweeper

**CleanWind** – Pedestrian Street Cleaner

**SmartWind** – Electric Ride On Sweeper

**Ecarr** – Electric Waste Collection

**MaxWindHydro** – Electric Pavement Washer

**Electra2** – Street Sweeper

Reliability and simplicity are at the heart of every ePowerTrucks vehicle. Designed with local authority use in mind, our street cleaning products are easy to operate, straightforward to maintain and supported by a growing UK service network. Charging can be integrated into existing depot infrastructure, enabling seamless adoption without disruption to daily operations.

By choosing ePowerTrucks, councils and contractors are not only investing in effective street cleaning equipment but also demonstrating visible leadership in sustainability. Our electric street cleaning solutions help create cleaner, quieter and healthier communities, proving that high-performance public service vehicles can also be environmentally responsible.

ePowerTrucks: powering the future of street cleaning.



At **Eco Removal Systems**, we are proud to be recognised as the gum removal specialists. Founded in Smethwick, Birmingham, in 2013, we have dedicated ourselves to tackling one of the most persistent challenges facing public spaces—discarded chewing gum. Our UK-designed and manufactured Ecogum machines provide councils, contractors, facilities managers, and event organisers with a cleaner, faster, and eco-friendly solution to maintain safe, welcoming, and visually appealing environments.

Our product range consists of five specialist machines: Mini, Midi, Maxi, E-MaxE, and the fully motorised Ecogum Truck. Each machine is purpose-built to meet different operational needs while maintaining the same focus on efficiency, portability, and eco-conscious performance. At the heart of every Ecogum machine is a heated, biodegradable, sugar-based detergent that dissolves gum in seconds without harsh chemicals, overspray, or surface damage. Battery-powered and gas-assisted options deliver up to

eight hours of silent, continuous operation, allowing cleaning to be carried out discreetly in busy or sensitive locations.

We are trusted by local authorities, having worked with over 70 councils through the Chewing Gum Task Force initiative since 2021. What sets ERS apart is our combination of specialist focus and UK manufacturing excellence. Every machine is designed, engineered, and assembled at our Birmingham facility, ensuring the highest quality standards and rapid delivery worldwide. By listening to customer feedback and continually refining our solutions, we continue to innovate and provide reliable, sustainable, and cost-effective gum removal solutions. Our Ecogum machines empower communities to reclaim their public spaces efficiently, sustainably, and with lasting impact.



**Stock Sweepers**, founded in 1998, proudly stands as the world's sole British-owned and operated road sweeper manufacturer. Our family business was originally created to recondition and remount used road sweeping equipment

onto new chassis, for our own operated hire fleet. After 10 years of dismantling and rebuilding worn sweeping equipment, we gained invaluable insights into road sweepers. In 2009, we launched two new robust sweepers: the S6400 and S8400, which are still in operation today alongside our latest QuadVac model.

We pride ourselves on building the highest quality machines available on the market. Our mission will never be to build the most road sweepers, but to build the most robust sweeper possible. We create durable and high-end machines that provide a premium service for our customers. The mild and stainless-steel components we use are thicker than the road sweeper industry standard to ensure the longest lifespan achievable. Each piece of equipment undergoes precision fabrication, followed by a powder-priming and coating process, resulting in an exceptionally durable and high-quality finish. We know that our sweepers must be robust, and the subframe and tipping hinges are vital to the vehicle's stability. We utilise double the standard steel to offer optimal stability on rough terrain.

Our machines are now available across North America, Asia, Australia, and Europe. Though we are growing, we still work closely with our customers, with regular communication and attention paid to their needs. Our commitment to extra strength, durability, and a personalised approach is what really sets Stock Sweepers apart in the industry.

# BUCHER municipal

At **Bucher Municipal**, we produce only the highest quality machines across the road sweeping, sewer cleaning and winter maintenance industries.

Over the 200-year heritage of Bucher, we've constantly been driven by change, ensuring clean and safe environments, while embedding continuous improvement into everything

we do. Our rich history of specialised engineering solutions has led to improved technology, better solutions and has always been driven by a focus on quality and reliability. This experience allows us to focus on the evolution of our products and more importantly adapt our units to be the best they can be for you, and the environment.

As the nation looks towards a greener future, we are pleased to be able to offer an electric vehicle alternative across all our divisions, reducing operational costs and significantly reducing emissions. Our environmental solutions reduce fuel consumption, improve air pollution, and save millions of litres of fresh water annually.

Bucher Municipal is a brand you can trust & rely on. With seven strategically placed service centres and over fifty factory trained engineers at your disposal, we have got you covered if anything goes wrong and support is always within easy reach.

Technology is shaping the way the world operates, and our industry is no exception. At Bucher Municipal, we are releasing our revolutionary new data & insights platform - Bucher Connect. It changes the way you operate, saving time, money and unnecessary stress. Problems can be remotely diagnosed and quickly fixed, routes can be planned, and data can be analysed to maximise your machine's efficiency, thus reducing costs.

At Bucher Municipal, we strive to develop intelligent solutions that enable you to meet current demands and stay ahead of future change, leading the way towards smarter technologies and alternative energy sources.

Bucher Municipal - Driven by Better



**Wybone Ltd** is a family run UK manufacturer with over 50 years of experience designing and supplying high quality street furniture and waste management solutions for local authorities public spaces and frontline environmental services. Built on craftsmanship reliability and customer

focused service Wybone is a trusted partner to councils and streetscene teams across the UK and overseas.

Our extensive product range includes robust litter bins recycling systems dog and grit bins clinical and food waste containers along with complementary street furniture such as benches planters and cycle racks. Manufactured predominantly in house using durable materials our products are engineered to withstand demanding environments while supporting efficient street cleansing operations and improved public realm presentation.

Wybone understands the practical challenges faced by street cleansing and enforcement teams including increasing service pressures environmental targets and public expectations. We work closely with clients to deliver bespoke solutions tailored to local needs including custom designs colour schemes and branding where required. Our responsive customer service and reliable lead times help ensure continuity and confidence for frontline operations.

Aligned with the principles of smarter cleaner greener services Wybone continues to innovate with sustainability and longevity at the forefront of product design. By focusing on durability repairability and effective waste segregation we support local authorities in improving environmental performance reducing long term costs and delivering cleaner safer communities. Wybone is proud to support the essential work of streetscene professionals and to play a positive role in enhancing public spaces.



**Nordic Products and Services Ltd**  
**Celebrating 31 Years of Environmental Cleaning Excellence**

For over three decades, Nordic has been a trusted leader in tackling graffiti, chewing gum, and environmental cleaning challenges across the UK. With 31 years of proven expertise, we deliver innovative solutions that enhance local environmental quality, from strategic advice and specialist equipment to graffiti removal chemicals & protective coatings, professional training, and fully managed contract services. Our long-standing partnerships with local authorities, BIDs, and major organisations including the London Boroughs, Birmingham City, Bristol City, Durham County, and Milton Keynes Council are built on reliability, results, and trust.

Nordic's signature system, 'Clean and Protect', offers an advanced floorscape cleaning and protection solution that prevents deep staining, enables faster cleaning, and makes chewing gum removal easy.

In 2022, our teams proudly supported Birmingham City Council ahead of the Commonwealth Games removing over 106,000m<sup>2</sup> of graffiti with just eight dedicated teams.

Let's make your public spaces cleaner, safer, and more welcoming.

[andrew.pyle@nordicps.co.uk](mailto:andrew.pyle@nordicps.co.uk)

[www.nordicps.co.uk](http://www.nordicps.co.uk)



TIP Sweepers is the new dedicated sweeper hire division of TIP Group, one of the UK's leading specialist vehicle rental and service providers. We supply premium truck-mounted road sweepers to municipal and contractor fleets, backed by TIP's nationwide network and long-standing reputation for reliability.

Our growing fleet includes the latest Bucher V65, V80 and V80 RS models on DAF and Scania chassis. Every unit is supplied ready for work, fully maintained and supported by TIP's UK workshop and supplier network. Customers benefit from strong vehicle availability, quick turnaround times and a professional preparation process carried out by engineers experienced with complex specialist equipment.

TIP Sweepers has been created to give local authorities, waste operators and environmental service providers a dependable and flexible hire partner. We offer short and long-term rental options, structured support packages and a service approach built around uptime and operational confidence.

As part of TIP Group, we bring the same standards of safety, compliance and technical knowledge that our customers rely on across other high-spec vehicle types. This ensures every sweeper is supplied and supported to a consistent, high-quality standard.

Whether you manage daily street cleansing, event support or seasonal uplift, TIP Sweepers provides a modern fleet, dependable backup and a straightforward way to keep your operations moving.

*Talk to the team at our stand to learn more about our fleet and how TIP Sweepers can support your service needs.*



ELECTRIC • VEHICLES

that improve productivity, reduce noise, and support cleaner operations in urban environments.

At the heart of our waste industry offering is the Glutton® range, an industry-proven solution for modern street cleansing. The Glutton is a compact, powerful, and highly manoeuvrable vacuum unit designed for high-footfall areas such as town centres, transport hubs, retail parks, and public spaces. Its all-electric operation enables quiet, efficient cleaning with minimal disruption, while its versatility makes it ideal for tackling litter, leaves, and debris in challenging environments.

Bradshaw EV also supplies the Goupil electric utility vehicle range, including the popular G4, which is widely used for waste collection support, parks maintenance, and on-site logistics. With configurable body options and payload capabilities, Goupil vehicles can be tailored for a wide variety of operational requirements, from equipment transport to waste and recycling duties. Their compact footprint and electric drivetrain make them well suited to tight routes, pedestrianised areas, and low-emission zones.

For high-efficiency bin and trailer movements, Bradshaw EV provides robust Bradshaw tow tractors, designed for bin towing and waste handling applications across depots, estates, campuses, and industrial sites. Built for heavy-duty performance, these tow tractors help streamline internal collections and reduce reliance on larger vehicles, improving safety and operational control while cutting emissions.

With expert support, proven product performance, and a focus on real-world waste sector needs, Bradshaw Electric Vehicles is a trusted partner for organisations looking to electrify their fleet and enhance day-to-day cleaning and waste operations.



A Siemens Company  
users through the key phases of the entire asset lifecycle.

**Brightly**, a Siemens company, is the global leader in intelligent asset management solutions, enabling organisations to transform the performance of their assets. Brightly's sophisticated cloud-based platform leverages more than 20 years of data to deliver predictive insights that help

#### SMARTER ASSETS, SUSTAINABLE COMMUNITIES

We partner with more than 12,000 clients in diverse industries across the globe so they can better manage and optimize their assets and operations through the key phases of the asset lifecycle. Our sophisticated, cloud-based platform leverages more than 20 years of data to deliver predictive insights to help our clients prevent the next flood or leak, avoid a costly power outage or equipment failure, and repair city streets and bridges when they need it most.

#### SOFTWARE FOR SMARTER ASSETS

From preventing a leak to avoiding a power outage to repairing city streets and bridges, Brightly helps clients through the key phases of the asset management lifecycle. Designed to simplify and help oversee every detail of your assets and operations, our data-driven solutions enable you to eliminate waste, avoid undue costs and work smarter.

Brightly pairs its complete suite of intuitive software – including CMMS, EAM, Strategic Asset Management, IoT Remote Monitoring, Sustainability and Community Engagement – with tailored consultancies and award-winning support services to light the way to a bright future where we can all thrive.



across a wide range of sectors to identify their specific needs, challenges, and concerns throughout every aspect of waste management. By partnering with our customers and fully understanding their operations, we help significantly reduce waste disposal costs while delivering added benefits such as freeing up valuable space and reducing labour requirements.

PEL offers a comprehensive range of waste handling solutions, including patented glass bottle crushers, balers for cardboard and plastic, and an extensive selection of refuse bin compactors. We are committed to continuous innovation and the ongoing expansion of our product portfolio, which includes the BriteBins™ range of solar compacting units designed, developed and manufactured by PEL.

Our experienced customer service team is on hand to discuss your waste management strategy and provide clear, objective advice on selecting the most effective waste reduction equipment to suit your specific operational needs and challenges.



#### CREATING OUTDOOR SPACES TOGETHER

installation and long-term aftercare.

With in-house CAD and BIM capabilities, UK manufacturing facilities in Cheshire and Lancashire, and a dedicated logistics and field-based installation team, BSFG delivers design-led, durable solutions tailored to modern urban environments. Sustainability underpins every stage of its operations, from responsible material sourcing and certified manufacturing processes to reducing carbon impact and promoting biodiversity. The group and products hold recognised environmental standards, including ISO 9001 and 14001, Constructionline Gold, Builder's Profile, RISQS, PSSA, FSC®, and CPD Certified accreditations.

BSFG collaborates with leading international partners and designers and is part of the wider CROWD group, enabling access to an extensive product portfolio and shared expertise. This approach ensures consistency in quality, streamlined delivery, and trusted technical support for architects, landscape designers, contractors, and local authorities.

#### Mission

*BSFG's mission is to enhance urban living by creating stimulating, functional, and sustainable outdoor spaces that enrich communities, improve well-being, and encourage people to spend more time outdoors.*

**PEL** is an innovative manufacturer of waste reduction equipment, serving customers worldwide. Our mission is to deliver dynamic, ground-breaking waste handling solutions that exceed expectations in quality, efficiency and reliability.

Our team is passionate about helping organisations reduce their carbon footprint and minimise their environmental impact. We work closely with clients

7



At Exactrak, we specialise in helping local authorities operate safer, more efficient, and more resilient vehicle fleets. Our data-driven telematics technology is designed specifically to support councils in delivering essential public services - from winter maintenance to waste collection - with greater accuracy, visibility, and control.

Our *Map-a-Route Cloud* software gives your teams the ability to design, customise, and optimise routes remotely and in minutes. Whether you're planning new gritting routes, adapting networks at short notice, or fine-tuning existing operations, our intuitive cloud platform enables year-round route management and provides detailed post-analysis of vehicle activity.

Through Navtrak, our real-time tracking and in-cab navigation system, we help keep your drivers safe and supported on the road. Navtrak provides highly accurate GPS data and clear audiovisual guidance, meaning any driver can confidently complete bin collection, gritting, or gully-emptying routes - even without prior route knowledge. Combined with automated salting technology, Navtrak ensures precise salt distribution, cutting oversalting by up to 15% to reduce both environmental impact and operational costs.

Our *Data Route* platform gives you the insight needed to make informed, strategic decisions. With 24/7 visibility over fleet activity, configurable reporting, and analytics covering route efficiency, resource allocation, fuel consumption, and driver behaviour, we help you pinpoint inefficiencies, reduce waste, and plan future budgets with confidence.

We securely retain your fleet data for over 21 years, giving your Local Authority long-term evidence and protection to defend against insurance claims, public complaints, and any potential legal or regulatory challenges. By safeguarding this data we help you demonstrate compliance, protect your teams, and provide clear, authoritative proof whenever your organisation needs it.

Want to learn more? Come and meet us in the exhibition hall.

## SPEAKER BIOGRAPHIES – APSE Street Cleansing Seminar 2026 – Thursday 5 February 2026



### **Mo Baines, APSE Chief Executive and Visiting Professor, Staffordshire University**

Mo is Chief Executive of the Association for Public Service Excellence (APSE) and is responsible for the delivery of the Association's services to its UK-wide local authority networks, which support councils in the delivery of excellence in frontline services. APSE also delivers a research programme which seeks to apply theory into practice specifically on frontline services and issues of local democracy and governance.

Mo is a Visiting Professor at Staffordshire University and holds an MPA with distinction from the University of Liverpool and is author of 'Rebuilding Capacity: the case for insourcing public contracts' as well as a regular columnist for The MJ. Mo's career in local government began in 1989 working for Manchester City Council's City Solicitors division. In 1993 Mo moved to the Council's Tendering Unit providing operational, employment and strategic support to in-house teams subject to competitive tendering processes. Mo helped implement a number of service reviews and service improvement plans, with regular involvement across a range of local authorities and trade unions.

Mo previously worked as APSE's Head of Communications and coordinated the work of the membership resources policy team and latterly had responsibility for APSE Northern Ireland. Following a period as Deputy Chief Executive she was appointed as Chief Executive in 2023. Mo enjoys walking, running, trying to cook almost edible vegan food, watching her two grown daughters flourish, and her very patient husband. Not necessarily in that order! Complaints into Compliments. She continues to work within APSE to support individual training and development needs across our local authority partners.



### **Dan Cooke, Director of Policy, Communications, and External Affairs, CIWM**

CIWM is a chartered membership body dedicated to moving the world beyond waste. It represents and equips a professional community of 8,000+ members to influence and deliver the science, policies and services for the sustainable management of resources and waste in the UK and beyond.

In his current role, Dan is responsible for the CIWM teams and services overseeing policy, innovation and technical services, marketing and communications, media and content, and external affairs.

Dan has held previous roles at: Cornwall Council (Head of Protected & Historic Landscapes); FTSE100 Pennon Group plc (Head of Sustainability); Viridor (Director of Communications, Director of Regulatory & External Affairs); Tidy Britain Group/Environmental Campaigns Ltd; and Coventry City Council.

Previously he has also served as: President (2023) & Chair of CIWM, Chair of the Waste Management Industry Training & Advisory Board (WAMITAB); Director of Viridor Credits Environmental Ltd (an independent charity distributing grants of £5-8m p.a. via the Landfill Communities Fund); and Trustee of the Carymoor Environmental Trust and of Cornwall Wildlife Trust.



### Andrew Kemp, CEO, LitterCam

Andrew Kemp is the Founder and CEO of LitterCam. His interest in the environment stemmed from his father collecting rubbish from the lakes where he fished and the early adoption of solar technology to heat water at his childhood home. He has 20 years' experience in technology innovation and service delivery improvement. Andrew's now supporting local authorities and government departments to embrace artificial intelligence in their fight against environmental crime and to improve road safety.



### Geoffrey Knight Environment & Design Manager, Durham County Council

Geoff Knight MSc Bio: Currently acting as Durham County Council's Environment and Design Manager, overseeing DCC's environmental specialisms, including ecology, landscape architecture, arboriculturists, environmental partnerships, landscape development and play and recreation teams. Geoff Knight has been at the authority for 16 years. Starting in environmental enforcement, but quickly moving into engagement and project management.

Whilst working for the authority Geoff also trained as a youth worker and spent several years working with the county's youth in various capacities, most notably in the delivery of the Duke of Edinburgh Award, and managing a targeted intervention programme for young people involved in anti-social behaviour.

In 2021 Geoff moved away from DCC to work for a local youth homelessness charity as their development manager, returning around a year later to fill the role of Technical and Service Development manager within the Grounds Maintenance and Street Cleansing teams in Durham, overseeing ongoing service development, strategy and policy, along with systems oversight and delivery.

Geoff recently completed a L7 Apprenticeship in Ecology and Land management, gaining an MSc from the Eden Project University Centre in Cornwall. Outside of work, Geoff is a devoted husband and father of two young children, *has a passion for nature and the outdoors and is actively involved with his local church.*



### Edward Yendluri, Contracts Manager – Operations, Westminster City Council

Ed has developed and delivered many key sustainable and recycling projects that have been recognised nationally and internationally. He recently led Westminster City Council's largest fleet decarbonisation project, which removed over 2,000 tonnes of CO<sub>2</sub> emissions from Westminster streets. Ed was recognised as one of the top 100 most influential people in the fleet industry by GreenFleet UK and won Awards for excellence in circular economy category, Green Fleet, LAPV

and Vision fleet international awards for most sustainable fleet strategy and public sector fleet of the year. **Ed is also a national representative at LARAC (Local Authority Recycling Advisory Committee) and a member of the policy team, where he helps to shape new waste and recycling legislations.**

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### **Abi Ademiluyi, Principal Advisor, APSE**

Abi is the Principal Advisor for the APSE Southern region and has been with APSE for almost 7 years.

Before joining APSE, Abi worked at the Vale of White Horse and South Oxfordshire District Council Waste teams for 13 years, overseeing the delivery and performance of the councils' waste collection and street cleansing contracts. Abi's role involved contract management for the waste services including but not limited to health and safety of contractors, street cleaning, abandoned vehicles, assisted waste collections, statistics and performance indicators, planning applications and rolling out new waste services.

With an APSE service portfolio of Street Cleansing Services, Abi is passionate about all things waste and streetscene.



### **Seth Cornfield, Waste Team Leader, South Oxfordshire & Vale of White Horse District Councils**

With two decades of experience in local government environmental services, I've developed specialist expertise in environmental crime, waste operations, and enforcement. I began my career with London Borough of Ealing in 2005 before moving to South Oxfordshire in 2012 to address rising waste crime. In 2019, I stepped into a senior role supporting both South Oxfordshire and Vale of White Horse District Councils, where I established and led an Environmental Crime team. I now serve as Waste Team Leader, overseeing environmental enforcement and the operational delivery of the joint waste service, including street cleansing and fly-tipping clearance, while also chairing the Oxfordshire Waste and Resource Partnership on enforcement.



### **Karen Haynes, Community Project Officer, Wyre Forest District Council**

Karen Haynes is a Community Project Officer, based at the council's depot where she provides support and management of community and strategic projects for Community and Environment Services. Her role is to co-ordinate, deliver and monitor projects, liaising with partners and community groups across the District.



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