

**Committee Name and Date of Committee Meeting**

Cabinet – 09 June 2025

**Report Title**

Street Cleansing and Fly Tipping Improvements

**Is this a Key Decision and has it been included on the Forward Plan?**

Yes

**Strategic Director Approving Submission of the Report**

Andrew Bramidge, Strategic Director of Regeneration and Environment

**Report Author(s)**

Barry Connolly – Head of Environmental Services

[Barry.Connolly@Rotherham.gov.uk](mailto:Barry.Connolly@Rotherham.gov.uk)

**Ward(s) Affected**

Borough-Wide

**Report Summary**

This report outlines the progress towards the implementation of the new investment into Street Cleansing and Fly Tipping improvements. With the funding approved in the 2025/26 budget, the Team is aiming to improve rural verge and principal township gateway cleanliness and maintenance and increased management of key activities in the service such as data analysis, deployment of resources, performance management and proactive proposals for prevention and deterrent measures around littering and fly tipping.

The report focuses on the need for the posts, areas to be targeted, anticipated outcomes and the timeline to implementation. This initiative will help towards delivering a cleaner, greener and more sustainable Borough.

**Recommendations**

That Cabinet note the progress to date and commit to receiving a further update in April 2026 once the Team has had time to be established and is fully operational.

**List of Appendices Included**

Appendix 1 – Equality analysis  
Appendix 2 – Carbon Impact assessment

**Background Papers**

N/A

**Consideration by any other Council Committee, Scrutiny or Advisory Panel**

None

**Council Approval Required**

No

**Exempt from the Press and Public**

No

## **Street Cleansing and Fly Tipping Improvements**

### **1. Background**

- 1.1 In March 2025 Council approved the Revenue Investment to improve Street Cleansing and Fly Tipping, as well as two new performance management posts which will be embedded within the Grounds and Streets Operational Teams, working in partnership with the Zonal Operation managers and Teams to contribute to a cleaner and greener Borough.

### **1.2 Rural Verge and Principal Township Team**

The investment will double the resources currently available within the Rural Verge and Principal Gateway Maintenance and Cleansing Team. This team delivers a range of grounds and streets related cleansing and maintenance activities across two distinct periods (Autumn/Winter and Spring/Summer). The team currently consists of four operatives and through this investment that number will be doubled, providing four extra staff within the operational team. The Team at a high level will:

- Provide an additional dedicated resource to the Council's Rural Verge Maintenance Team and will operate on Rural verges at a different time of the year to the current schedule.
- Focus on Principal Township Gateway cleansing and maintenance on a newly developed schedule so the Borough is cleaner and greener.
- Proactively clearing fly tipping when active in Traffic Management restricted areas while working on a maintenance schedule.
- Proactively providing littering and fly tipping intelligence to Officers and Community Protection colleagues.
- Provide a more visible presence along Rotherham's key rural verges and Principal Gateways.

### **1.3 Performance Management and Improvement**

The two additional new Officer posts for performance management will support zonal and Boroughwide operations across a range of grounds and maintenance and cleansing activities and increase key management functions. The Officers at a high level will:

- Provide dedicated support to zonal operations.
- Provide data analysis of littering and fly tipping.
- Provide proactive proposals for the prevention and deterrent measures around fly tipping and littering working closely with other services and partners.
- Provide proactive proposals on maintenance operations to increase output.
- Provide and support performance management across the three zones.
- Drive the service through continued digital improvements.

- Work closely with elected members, zonal operations and service managers to create a high performing culture.

## **2. Key Issues**

- 2.1 The new investment aims to support delivery of the Council's priority of a cleaner and greener Borough across rural verges and principal township gateway routes by providing a visible and action-based delivery service.
- 2.2 The Borough's scheduled rural roadside verges are currently litter picked and cut once per year, with splay ends for visibility and safety cut 6 times per year. The current rural verge Team cuts the verges and litter picks between May and October each year and focuses on 326 roadside rural verges (460km) that require traffic management. As a result of the investment, the capacity in this area will be doubled.
- 2.3 Additional management capacity has been included to more effectively support the workforce, ensuring that the grounds maintenance and cleansing activities are delivered in their respective zones at the required frequency, to the right standards whilst also ensuring health and safety practices and procedures are being followed. The additional posts will provide enhanced capacity for supervision and oversight whilst also seeking to improve engagement with Elected Members and improve the customer experience of the service.

## **3. Options considered and recommended proposal**

- 3.1 That Cabinet note the progress to date and commit to receiving a further update in April 2026 once the Team and Officers has had time to be established and operational.

## **4. Consultation on proposal**

- 4.1 Key stakeholders have been involved in the development of the induction programme and will be part of the recruitment and marketing of the roles.

## **5. Timetable and Accountability for Implementing this Decision**

- 5.1 Potential start date for new officers: July – August 2025  
Full Implementation: September – October 2025

## **6. Financial and Procurement Advice and Implications**

- 6.1 There are no direct procurement implications arising from recommendations detailed in this report.
- 6.2 As part of the 25/26 budget, a revenue investment for £307,000 was approved for Street Cleansing and Fly Tipping improvements. This investment will fund the team as outlined in this report, as well as their associated costs such as vehicles, uniforms and equipment.

## **7. Legal Advice and Implications**

- 7.1 There are no direct legal implications arising from this report.
- 7.2 The initial process of recruitment to the new roles must be completed in accordance with the Council's policies and procedures and the legal framework in respect of recruitment and selection.

## **8. Human Resources Advice and Implications**

- 8.1 The new Roadside Cleansing and Maintenance Team and associated management will be managed in accordance with the Council's relevant policies and procedures.

## **9. Implications for Children and Young People and Vulnerable Adults**

- 9.1 The Team and Officers will undertake mandatory training with regards to safeguarding and relevant reporting procedures.

## **10. Equalities and Human Rights Advice and Implications**

- 10.1 An Initial Equality Screening Assessment (Part A) has been completed and is attached as Appendix 1.
- 10.2 This is a progress update to inform cabinet, all decisions will be made in line with Council policy regarding recruitment that ensures a process which regards equality and diversity through all stages, and therefore there are no equality implications for this report.

## **11. Implications for CO2 Emissions and Climate Change**

- 11.1 The implementation of the changes proposed within this report may slightly increase service level carbon emissions, but this is likely to be small and as a result of increased staffing and travel throughout the Borough. Mitigations include encouraging more sustainable travel and effective waste management.
- 11.2 As an outdoor focussed service, activities and staff may be impacted by future climate change impacts such as heat waves and flooding and these will be managed through the service's existing procedures.

## **12. Implications for Partners**

- 12.1 There are no implications for partners as part of this recruitment update.

## **13. Risks and Mitigation**

- 13.1 Creating a new Team/Officer involves potential risks such as recruitment and retention challenges and impact on the capacity of the wider grounds and streets service who will support the training and induction initially. To mitigate these, the service will implement clear role definitions, detailed

budget planning, targeted recruitment strategies, and a structured induction programme.

**14. Accountable Officers**

Sam Barstow: Assistant Director Community Safety and Street Scene

Approvals obtained on behalf of Statutory Officers: -

	<b>Named Officer</b>	<b>Date</b>
Chief Executive	Sharon Kemp OBE	23/05/25
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	21/05/25
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	21/05/25

*Report Author:*

*Barry Connolly – Head of Environmental Services*

[Barry.Connolly@rotherham.gov.uk](mailto:Barry.Connolly@rotherham.gov.uk)

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