

EQUALITY IMPACT ASSESSMENT (EIA)

Title of EIA		Enhanced Cleansing service
EIA Author	Name	Sarah Elliott
	Position	Strategic Lead for Environmental Services
	Date of completion	02/02/2026
Head of Service	Name	Mark Adams
	Position	Director for City Services
Cabinet Member	Name	Patricia Hetheron
	Portfolio	City Services

PLEASE REFER TO [EIA GUIDANCE](#) FOR ADVICE ON COMPLETING THIS FORM

SECTION 1 – Context & Background

1.1 Please tick one of the following options:

This EIA is being carried out on:

- ☐ New policy / strategy
☐ New service
☐ Review of policy / strategy
☒ Review of service
☐ Commissioning
☐ Other project (*please give details*)

1.2 In summary, what is the background to this EIA?

Last year, Street pride received a one-off investment of £420,000, realising a significant boost to resources across its teams and delivered real, measurable improvements to our residents.

The benefits realised were:

- Extra staff, vehicles, and equipment deployed to priority areas, increasing cleansing frequency in locations most affected by litter, fly-tipping, and antisocial behaviour.
- Fly-tipping response times were slashed, from over five days to just 1.5 days
- Targeted projects tackled specific environmental challenges, improving the quality of life across the city.

This proposal looks at further increasing this funding to £2.28m over the next 3 financial years to sustain these significant improvements and expanding the impact further.

The proposal aims to continue this momentum by maintaining the additional teams introduced last year and expanding capacity further:

- Two new dedicated teams will operate in Foleshill, Henley, and Tile Hill, replicating the success of the Ball Hill project.

• These teams will focus on:

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- Reducing fly-tipping incidents and associated clean-up costs
- Improving resident satisfaction and pride in their communities
- Strengthening community engagement and tackling inequalities

Why It Matters

This initiative is about more than cleansing—it's about improving outcomes and tackling inequalities within our communities. By investing in targeted interventions, we create safer, cleaner neighbourhoods and foster a sense of ownership and pride among residents.

Cleaner streets. Stronger communities. A better Coventry for everyone.

This initiative supports the Council's commitment to sustainability, efficiency, and inclusivity. By addressing barriers to service access and reducing environmental impact, we create long-term benefits for both residents and the city.

1.3 List organisations and people who are involved in this area of work

Coventry Residents, Businesses and Visitors
Waste Services

1.4 Who will be responsible for implementing the findings of this EIA?

Sarah Elliot

SECTION 2 – Consideration of Impact

Refer to guidance note for more detailed advice on completing this section.

In order to ensure that we do not discriminate in the way our activities are designed, developed and delivered, we must look at our duty to:

- Eliminate discrimination, harassment, victimisation and any other conflict that is prohibited by the Equality Act 2010
- Advance equality of opportunity between two persons who share a relevant protected characteristic and those who do not
- Foster good relations between persons who share a relevant protected characteristic and those who do not

To find out more about local data, please visit the below links:

[Facts about Coventry](#)

[Census 2021](#)

[Joint Strategic Needs Assessment \(JSNA\)](#)

2.1 Baseline data and information to include data on Protected Characteristics, Health Inequalities and Digital Inclusion

Please include a summary of data analysis below, using both your own service level management information and also drawing comparisons with local data where necessary. Where possible, compare your data to local data using: Facts about Coventry; Census 2021; JSNA.

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This proposal will impact health inequalities positively. The Healthy Streets Approach, included in The Royal Society for Public Health publication Health on the High Street, describes 10 features that a healthy street environment should include:

- pedestrians from all walks of life
- easy to cross
- shade and shelter
- places to stop and rest
- people choose to walk and cycle
- not too noisy
- people feel safe
- things to see and do
- people feel relaxed
- clean air

There will be a direct impact on people who are more likely to experience health inequalities, these include:

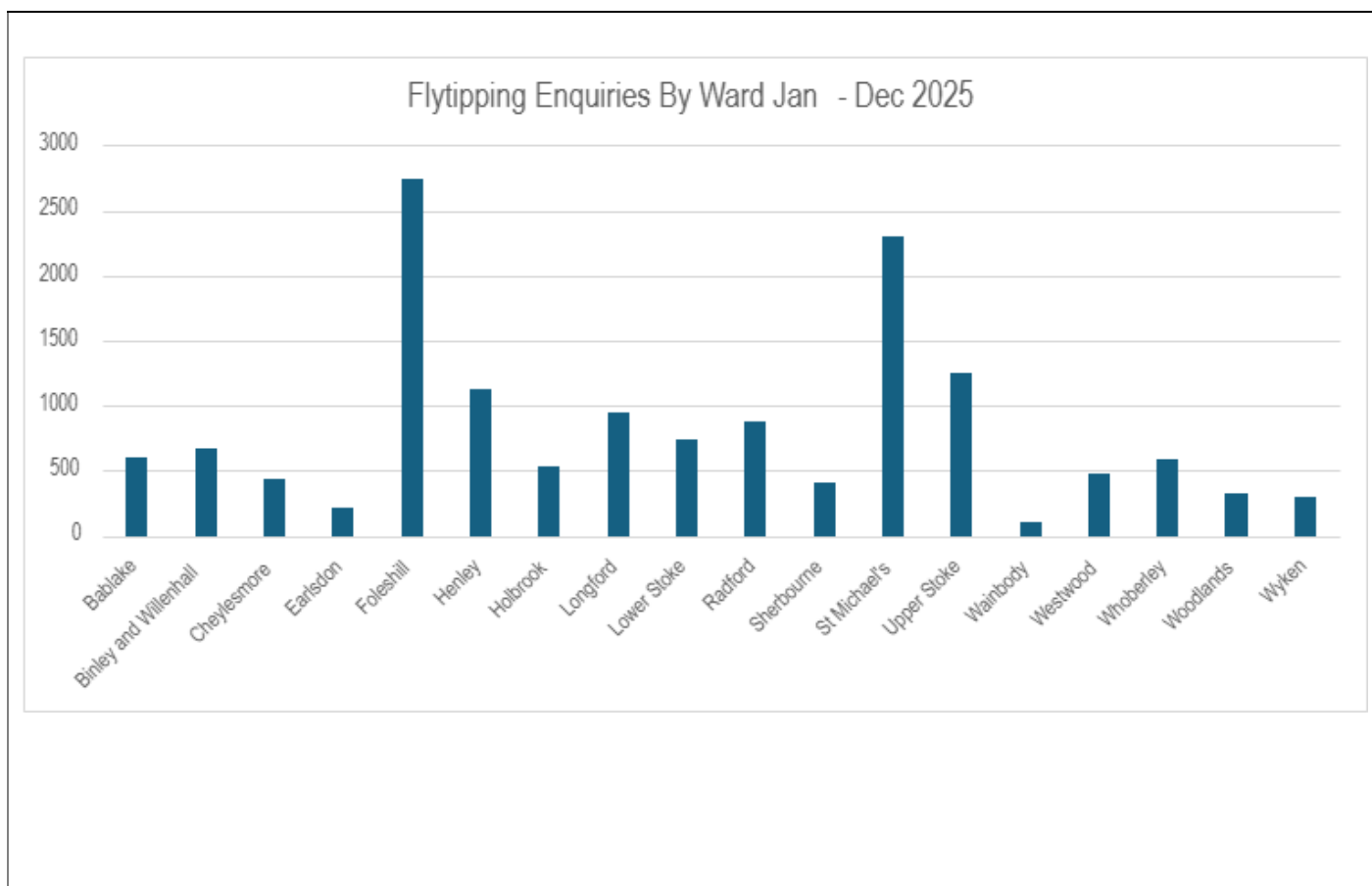
- People with a disability, and those living in areas of deprivation
- People who may be further disadvantaged as they are living in the areas of
- People who may face financial barriers/ be less likely to be able to access a vehicle to use local waste services to dispose of waste.
- Living in areas where reduced waste/ flytipping cleaning has an indirect impact on their health

Currently, access to clear good quality greenspace (free of litter/ fly tipping) impacts health inequalities positively. Evidence shows that living in a greener environment can promote and protect good health, and aid in recovery from illness and help with managing poor health. People who have greater exposure to greenspace have a range of more favourable physiological outcomes. Greener environments are also associated with better mental health and wellbeing outcomes including reduced levels of depression, anxiety, and fatigue, and enhanced quality of life for both children and adults.

In 2025 fly tipping clearance teams responded to more than 14,500 requests to remove fly tipped material off the streets of Coventry. Around 43% of these removals were undertaken from within three wards - Foleshill, St Michaels and Upper Stoke.

The table below shows the reports received by Ward.

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2.2 Please highlight which Marmot Principles does this EIA Support.

1. **Give every child the best start in life**
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives
3. **Ensure a healthy standard of living for all**
4. **Create fair employment and good work for all**
5. **Create and develop healthy and sustainable places and communities**
6. Strengthen the role and impact of ill health prevention
7. Tackle racism, discrimination and their outcomes
8. **Pursue environmental sustainability and health equity**

SECTION 3 – Protected Groups

3.1 On the basis of evidence, complete the table below to show what the potential impact is for each of the protected groups.

- Positive impact (P),
- Negative impact (N)
- Both positive and negative impacts (PN)
- No impact (NI)

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Protected Characteristic	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Age 0-18	P	<p>The enhanced service will create cleaner streets and public spaces, reducing the risk of accidents and contamination for children playing outdoors.</p> <p>The quality of the area will be improved, and this group will be able to live and play in an environment which will have increased hygiene conditions, look cleaner and more attractive..</p> <p>It will also minimize exposure to germs, pests, and unpleasant odours, which is essential for protecting children's health and supporting their development.</p> <p>Clearing away any combustible waste means that we won't be providing an opportunist with fuel to start a fire resulting again in a safer, cleaner living environment.</p> <p>It will also assist in maintaining an overall quality standard B as defined in the in the 1990 Environmental Protection Act code of practice along with its defined rectification period.</p>
Age 19-64	P	<p>This group will be positively impacted. The removal of rapid roadside debris will</p> <ul style="list-style-type: none"> • reduce the vehicle accidents rate and improves driver safety. • lead to less injuries and accidents for pedestrians, runners, and cyclists. <p>The increased clean-up will allow people within this group to live in an environment which will have increased hygiene conditions, look cleaner and is more attractive.</p>
Age 65+	P	<p>Cleaner streets will positively impact this group. Older people can enjoy the cleaner street environment and remove present physical, sensory, and cognitive barriers to this freedom of access.</p> <p>The removal of rapid roadside debris will</p> <ul style="list-style-type: none"> • reduce the vehicle accidents rate and improves driver safety. • lead to less injuries and accidents for pedestrians, runners, and cyclists. <p>The increased clean-up will allow people within this group to live in an environment which will have increased hygiene conditions, look cleaner and is more attractive.</p>
Disability	P	

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		<p>Increased cleaning will allow large litter items being removed from footways, which will positively impact people with mobility and visual impairments.</p> <p>The increased clean-up will allow people within this group to live in an environment which will have increased hygiene conditions, look cleaner and is more attractive.</p>
Gender reassignment	NI	No direct impact although residents will benefit from the increased hygiene conditions, cleaner and more attractive areas.
Marriage and Civil Partnership	NI	No direct impact although residents will benefit from the increased hygiene conditions, cleaner and more attractive areas.
Pregnancy and maternity	p	No direct impact although residents will benefit from the increased hygiene conditions, cleaner and more attractive areas.
Race (Including: colour, nationality, citizenship ethnic or national origins)	p	This group will be both positively. The increased clean-up will allow people within this group to live in an environment which will have increased hygiene conditions, look cleaner and is more attractive. Any racist graffiti will be removed at a much faster pace
Religion and belief	NI	No direct impact although residents will benefit from the increased hygiene conditions, cleaner and more attractive areas.
Sex	NI	No direct impact although residents will benefit from the increased hygiene conditions, cleaner and more attractive areas.
Sexual orientation	NI	No direct impact although residents will benefit from the increased hygiene conditions, cleaner and more attractive areas.

3.2 On the basis of evidence, complete the table below to show any impact on the following characteristics which are not specified as protected characteristics but should be considered.

Group	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Care Experienced	NI	No direct impact although residents will benefit from the increased hygiene conditions, cleaner and more attractive areas.
Armed Forces	NI	No direct impact although residents will benefit from the increased hygiene conditions, cleaner and more attractive areas.
Social Economic Groups (low income, poverty, education, unemployment,	P	It is recognised that 70% of our cleansing service enquiries were attributed to 4 wards namely Foleshill, St Michaels and Upper and Lower Stoke Wards. Most of these enquiries were either fly-tipping related or general cleansing issues. These are area associated with high levels of deprivation.

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community safety and social support)		<p>There are differences in levels of cleanliness between the most and least wealthy streets in England (including high streets). Deprived areas experience worse overall local environments, including higher levels of graffiti, fly-tipped waste, and litter. Areas with high levels of property abandonment increase risk of ill health by encouraging the dumping of hazardous waste. Litter is harmful to communities, their economies, and residents' health. Litter has been found to be associated with antisocial behaviour.</p> <p>Evidence has also demonstrated an increase in trespassing, dropping litter, stealing and other low level crime and disorder in areas that are poorly managed and neglected. Litter can have direct and indirect impacts on mental health. Increased levels of local area crime associated with litter and degradation impact negatively on residents' mental health. Source Public Health England, Institute of Health Equity Healthy High Streets Good place-making in an urban setting.</p> <p>Deprived inner-city areas have five times less good quality greenspace and higher levels of pollution than other urban areas.</p> <p>Evidence shows that living in a greener environment can promote and protect good health, and aid in recovery from illness and help with managing poor health. Public Health Improving access to greenspace: A new review for 2020</p>
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SECTION 4 –Next steps

Planned Action	Owner	Timescale

4.2 How will you monitor and evaluate the effect of this work?

The way the impact of this proposal will be monitored is through complaints and comments received during both the consultation exercise once the change is implemented.

SECTION 5 – Impact on Council Staff

5.1 Will this area of work potentially have an impact on Council staff? Yes/No

If yes

Nature of impact and any mitigation required

Yes – Additional, staff will be recruited to enable the delivery of the additional services

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SECTION 6 – Completion Statement

As the appropriate Head of Service for this area, I confirm that the potential equality impact is as follows:

- No impact has been identified for one or more protected groups ☐
- Positive impact has been identified for one or more protected groups ☒
- Negative impact has been identified for one or more protected groups ☐
- Both positive and negative impact has been identified for one or more protected groups ☐
- The potential impact of this proposal on protected groups is not yet known ☐

Before you submit this form - please save your progress and forward the email you receive with any questions to equality@coventry.gov.uk. The team will review your Equality Impact Assessment and provide you with feedback.

Only click submit if the Equality Impact Assessment has been reviewed and you have been advised to by the equality team.

7.0 Approval

Name of Head of Service: Sarah Elliott	Date approved by Head of Service: 29/01/2026
Name of Director: Mark Adams	Date sent to Director: 02/02/2026