

REPORT TO:	Community Scrutiny Committee	AGENDA ITEM: 7
DATE OF MEETING:	15th January 2007	CATEGORY: DELEGATED
REPORT FROM:	Chair of Community Scrutiny Committee	
MEMBERS' CONTACT POINT:	Councillor Ron Lane (Chair of Community Scrutiny Committee)	DOC:
SUBJECT:	Draft Report – Joint Review with Derbyshire County Council- 'Street-scene' Review	REF:
WARD (S) AFFECTED:	ALL	TERMS OF REFERENCE:

1.0 Recommendations

1.1 This Committee recommends the following:

Contacting the relevant authority

1.2 A central point of contact for members of the public to report street scene issues is pivotal in improving the experience for local people in seeking solutions to street scene problem

Branding of service

1.3 A separate identity for service needs to be provided. However, the branding of the product needs to convey in a 'catchy' way the service being delivered

Public Awareness

1.4 Opportunities to explore to promoting the single point of contact point more vigorously, such as the telephone number being made very high profile on vehicles, employees jackets, street banner and signs etc, as appropriate

Partnership Working

1.5 All departments of both authorities whose services impact on street scene should be made aware of the findings of this review and should work together to ensure that a cohesive approach is adopted for street scene services

1.6 All employees of the District Council and those employees of Derbyshire County Council who work in the South Derbyshire area should be assisted in working together by their managers through the use of IT equipment to improve communication, training (where necessary) and raise the profile of the 'joint working campaign.'

- 1.7 this Council should work closer with Derbyshire County Council to develop ways in which local people may be included in street scene improvement issues

Enforcement

- 1.8 More effort should be made by the relevant departments / Authorities to ensure that private landowners comply with regulations and that development land is adopted more quickly

Transitional Arrangements

- 1.9 Arrangements need to be piloted for at least one year with the County Council in order gauge the success of the scheme

2.0 Purpose of the Report

- 2.1 The purpose of this report is to provide feedback to this Committee and make recommendations to the Environmental & Development Services on the progress made on this Joint Review with Derbyshire County Council.

3.0 Setting the Scene

Introduction

- 3.1 The initial remit for the review was offered by the County Councils' Environmental Services Department, which wanted to make better use of resources in order to have a greater impact on the 'street scene'
- 3.2 It was recognised that this project should be 'badged' because it involved a wide range of measures, including education, publicity, prosecution and enforcement. However, the practical arrangements for enforcement would not be considered by this review
- 3.3 There was the possibility of a more co-ordinated approach to street scene provision by both Derbyshire County and South Derbyshire District Councils.
- 3.4 The scope of this review would cover the whole of the district, recognising the fact that there were important issues affecting both rural and urban areas
- 3.5 The anticipated outcomes of this review, includes better street conditions; 'added value' to the services of both authorities; an enhanced service provision; a seamless interface for members of the public; and ultimately, enhanced customer satisfaction.

What is "street scene"?

- 3.6 The "street scene" is generally accepted as being anything that pertains to the state and condition of the physical environment in any local community. It will include the:

- State of repair of roads, pavements, footpaths and public car parks
- Condition of public buildings
- Facilities provided in local parks and playgrounds, including the standard of landscaping, tidiness and condition of play /leisure equipment
- Degree of evidence of anti-social behaviour, for example, graffiti, litter, abandoned vehicles, fly-tipping, dog fouling and vandalism
- Condition and state of maintenance of street lights, bus shelters, urban landscaping and public open spaces, and the sympathetic use of street furniture and signage

4.0 Consideration by the Community Scrutiny Committee

4.1 The Committee has considered and discussed this matter on occasions as outlined in the table below.

Date / Minute Ref	Detail
12 Dec 05	Consideration of an Overview Committee Report with regards to the possibility of undertaking a joint review with Derbyshire County Council's Scrutiny Working Group on Streetscene
11 th Oct 06	Informal meeting with Members of Derbyshire County council to establish current position
23 rd Oct 06 CYS/28	Progress report and arrangements to agree the way forward
29 th Nov 06	Informal meeting with Members and Officers of Derbyshire County Council to discuss progress and discuss way forward
4 th Dec 06	Special Committee meeting to finalise report and make recommendations to H&CS Committee

5.0 Community Scrutiny Committee's Findings

5.1 The findings are summarised below

5.2 The Committee acknowledged from the outset that the delivery of an attractive street scene in South Derbyshire was the joint responsibility of both this Council and the County Council. For example, street cleaners, refuse collectors, highways inspectors and street lighting engineers etc.

5.3 These employees possess a wealth of knowledge and experience, and there is a shared responsibility for all patterns to ensure that resources are used to provide an attractive street scene in the most efficient way

5.4 A coordinated approach between the District Council and the County Council maybe an onerous task to achieve, but it was not impossible and once achieved, should be mutually beneficial

5.5 Every day people view the local street scene, whether they are passing through the district or as local residents. It will also have an high impact on visitors to the area, and will be an important factor to encourage shopping, commerce, leisure and the desire to live in certain areas

- 5.6 As far as the public are concerned, a single point of contact for all street scene facilities would be a vast improvement. In other words, members of the public are not concerned with which Authority is responsible for which service. Members of the public would prefer to have a single point of contact to report all issues, because this would enable them to feel that their problem was being dealt with promptly
- 5.7 Local perceptions of their environment would be improved, and the outcomes would also affect numerous performance targets of the Council
- 5.8 An improved street scene will also help the council in achieving some of its aims set out in its Corporate Plan and Community Strategy

6.0 Conclusions

- 6.1 Very few people who were consulted were aware of 'Call Derbyshire' contact telephone number
- 6.2 Confusion in the public's mind could be experienced if the *Clean Team* was incorporated within *Call Derbyshire*. A need may exist to however, a need to create a new identity/branding for reporting problems
- 6.3 From a technical point of view, the existing telephone number for contacting the *Clean Team* could be retained, because calls could be seamlessly transferred to *Call Derbyshire*
- 6.4 A separate identity for service needs to be provided. However, the branding of the product needs to convey in a 'catchy' way the service being delivered
- 6.5 A public awareness exercise needs to be undertaken, in order to inform members of the public of responsibility areas, particularly with regards to issues regarding litter and rubbish on private land, pavements etc
- 6.6 It was felt that more effort should be undertaken by the relevant department/authorities ensure that private landowners comply with regulations and that developments are adopted more quickly
- 6.7 The District Council's workforce and depot staff has direct contact with members of the public. For instance, the street-cleansing workforce, were often approached directly by members of the public regarding where they should report issues and problems. The queries being taken 'on board' by the workforce who would then report the details to the relevant responsible authority, especially if a line manager was not available?
- 6.8 A number of innovative suggestions were made to publicise arrangements, which included placing details on street signs, workforce jackets, village news papers, leaflets, on vehicles, the workforce carrying 'call cards' which could be given to a member of the public in the event of a query being raised

- 6.9 Arrangements need to be piloted for at least one year with the County Council in order gauge the success of the scheme.

Acknowledgements

- 6.10 This Committee would like to thank all the Officers and Members who prepared reports and contributed to the discussions, in making this report possible.

7.0 Financial Implications

- 7.1 None directly from this report

8.0 Background Papers

- 8.1 South Derbyshire CVS, *Swadlincote Street Scene Consultation*, (June 2006)
- 8.2 South Derbyshire CVS, *South Derbyshire District Council: Waste Management and Street Cleansing Team – Focus Group* (November 2006)
- 8.3 Derbyshire County Council, *Review of StreetScene'* (2006)

