

Street Scene & Community Michael Bell



Bromsgrove Background

- CPA Rating off the bottom of the scale (Along way of the bottom)
- In voluntary engagement
- Inspectors crawling all over us
- Incomplete accounts for a 5 year period
- 36% of streets below acceptable standards of cleanliness BVPI 199
- High cost of refuse collection service
- Low satisfaction with services according to resident surveys
- Very poor perception of Authority compounded by negative press.
- Very disenchanted workforce

What did we do?

- Replaced Corporate Management Team
- Eventually replaced Chief Executive
- Agreed new vision for future with CMT and Cabinet
- New Strap line (Internally)
- 'Aspiring to be Poor!'
- New Vision
- 'Working together to build a District where people are proud to live and work through community leadership and excellent service'
- Looked to the Community to find out what was wrong
- Committed ourselves to PACT (Partners Against Crime Together)

PACT

- This was already in existence as a Police initiative. LA not committed
- Pact meetings involve Police, County, Parishes, Resident groups RSL's and District.
- District agreed to become more committed to PACT now send a member of CMT to every meeting (15 PACT meetings held on regular basis)
- Format of discussion:
 - Issues raised by audience.
 - Issues prioritized
 - Agreement on which 3 to pursue
 - Report back to next meeting with results.

Issues from PACT

- Main issues, minor crime, pot holes speeding, litter and fly tipping.
- In some areas litter was the main concern
- Some very vociferous complaints about litter specifically in the social housing areas.
- General concern that Council did not care or become involved.
- This echoed some concerns raised by members and was reflected in the PI results



The Way Forward

- Council agreed that 'Clean Streets' needed to be one of its priorities
- Main concern from PACT was an area with property formally owned by District now managed by RSL. Bromsgrove District Housing Trust
- Many issues over responsibility of land since transfer and hence responsibility for litter.
- Agreement reached with RSL that they would contribute to cleansing cost
- Agreed that a trial area should be identified and new techniques tried.
- New technique became an old technique. Man with barrow and broom.

Involving Residents.

- PACT used as vehicle for information transfer
- Immediate improvement
- Still problems within trial area but decreasing emphasis on litter
- Adjacent PACT areas started to request same level of service



Future Ideas

- Extend 'barrowman' schemes.
- Meet with more rural area PACT to identify different solutions
- Consider how technology can help through PDA's
- Area Team based working
- New 'Hit Squad'



Results

- We encourage residents to advise us of problems.
- 48 hour response to littering complaints
- 24 hour response to fly tipping incidents
- Comments from residents about a cleaner area
- Comments from Councillors about a cleaner area
- Receipt of Green Apple Award in recognition of improvements
- Massive improvement in morale of team because of praise
- Local village recently received an award for cleanliness
- Latest BVPI. 11% now not acceptable compared with 36% 2 years ago. That's a result.