

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, equality of opportunity; and legal, financial, environmental, health, respect for human rights, personnel and property considerations.

DERBYSHIRE COUNTY COUNCIL

SUSTAINABLE COMMUNITIES/CULTURAL AND COMMUNITY SERVICES IMPROVEMENT AND SCRUTINY COMMITTEE

28 February 2007

Report of the Chief Executive

Review of the Street Scene

1. Purpose of the Report

To inform Members of the Improvement and Scrutiny Committee of the recommendations approved by the South Derbyshire District Council's Scrutiny Committee in respect of the Street Scene review, and to recommend the submission of the final report to Cabinet.

2. Information and Analysis

Members will recall that the final report for the Review of the Street Scene was approved by this Committee on 3 January. Subsequently, the Scrutiny Committee of South Derbyshire District Council considered its own report as this review had been undertaken, in part, jointly with that Authority.

Whilst the recommendations of the District Council report are, for the most part, the same as those of our own final report, Members should be aware that there is one issue where the District Council has made an amendment,

This is relating to the use of the Call Derbyshire number as the main contact point for all Street Scene issues. The District Council would prefer to retain the number of its own, recently installed, call centre as opposed to relying entirely on the Call Derbyshire number.

However, the District Council is still keen to promote both the Call Centre numbers throughout the South Derbyshire area, and that operators on both systems could deal with street scene issue calls irrespective of whether the matter is for one Council or the other.

A copy of the SDDC report is attached to this report for information.

Members will note that the decision by SDDC to continue to use both Call Centre numbers impacts on the first recommendation approved by *this* Committee at its meeting on 3 January.

It is therefore proposed that the final recommendations of this Committee be as follows;

1.
 - A the appropriate officers of both Derbyshire County Council and South Derbyshire District Council liaise to develop the use of the “Call Derbyshire” Call Centre and South Derbyshire District Council’s own Call Centre for communication regarding street scene issues. This to include staff of both Call Centres being able to deal with enquiries, irrespective of which Authority is responsible, to offer a seamless service to the public.
 - B opportunities be explored to promote the existence of “Call Derbyshire” and its services more vigorously, with a campaign being especially targeted in South Derbyshire where the partnership of the two Councils should be widely promoted, using marketing methods such as the Call Derbyshire number being made high profile on vans, employees jackets, banners, street signs etc, as appropriate
 - C all Departments of both authorities, whose services impact on the street scene, should be made aware of the findings of this review and should work together to ensure a cohesive approach is adopted for street scene services
 - D employees of South Derbyshire 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 raising the profile of the “joint working campaign”.
 - E That the willingness of local people to be included and involved in initiatives to improve the local street scene is acknowledged and that Derbyshire County Council and South Derbyshire District Council work together to develop ways in which local people may be included in street scene improvements issues
2. The Improvement and Scrutiny Officer be authorised to liaise with Members and Officers of South Derbyshire District Council to progress the review recommendations.
3. That an officer of appropriate seniority be identified to “champion” the implementation of the recommendations of this review and their potential roll-out across the county.

Other Considerations

The impact of the review on the Council’s financial, property and personnel resources has been taken into account.

OFFICERS' RECOMMENDATIONS

That the revised recommendations, as set out in this report, be referred to Cabinet for approval, along with the attached action sheet which sets out responsibility for implementing the recommendations once Cabinet approval has been granted.

NICK HODGSON
Chief Executive

Report of SDDC Scrutiny Committee

REPORT TO:	Environmental & Development Services Committee.	AGENDA ITEM:
DATE OF MEETING:	1st February 2007	CATEGORY: DELEGATED
REPORT FROM:	Community Scrutiny Committee	
MEMBERS' CONTACT POINT:	Councillor Ron Lane (Chair of Community Scrutiny Committee)	DOC:
SUBJECT:	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 It is vital that members of the public find it easy to report matters in need of attention. Therefore, the contact centres of South Derbyshire District Council and Derbyshire County council should be able to handle and secure resolution of service requests relating to either authority. This 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. The selection of the contact telephone number is of paramount importance.

Public Awareness

1.4 Explore the opportunities to promote the contact centre number for South Derbyshire more vigorously, such as making effective use of our website. The telephone number and website details being made very high profile on vehicles, employees jackets, street banner and signs etc, as appropriate. This then builds on the Council's Customer First target of having one 'golden number' for the public to use in contacting the Council.

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 A major opportunity to assist the public from having to report street scene issues is self-reporting. Staff of both authorities should be encouraged to report matters that require attention and these should be attended to promptly and with similar care and attention as any other public request.
- 1.8 This Council should work more closely with Derbyshire County Council to develop ways in which local people may be included in street scene improvement issues.

Enforcement

- 1.9 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.

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 first and foremost that the public find it easy to report matters in need of attention. Therefore the contact centres of South Derbyshire

District Council and Derbyshire County Council should be able to handle and secure resolution of service requests relating to either authority.

- 3.3 In addition, 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.
- 3.4 There was the possibility of a more co-ordinated approach to street scene provision by both Derbyshire County and South Derbyshire District Councils.
- 3.5 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.
- 3.6 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”?

- 3.7 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 streetlights, 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
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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 The contact centres of South Derbyshire District Council and Derbyshire County council should be able to handle and secure resolution of service requests relating to either authority.
- 6.2 South Derbyshire should promote our contact centre as the contact point for members of the public. So enabling the drive towards one contact number for the Council.

6.3 The call centre telephone number is of paramount importance. For example, the telephone number should be one that is easy to remember.

6.4 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.

6.5 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. An appropriate method of capturing these requests and ensuring they are dealt with should be examined.

6.6 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.

6.7 Recognition of present report arrangements both at County and District Councils will need to be managed to ensure that the pilot scheme can be successful.

Acknowledgements

6.8 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)

