



Improving Your Neighbourhoods Using the New Regulatory Framework

20th April 2010
The Midland Hotel, Manchester



*Working together
for cleaner,
greener places*

Workshop session 1

a) Consulting your residents – Learn where to start with market research

Alice Bodley and Sally Lewis, Keep Britain Tidy
Rolls Suite – 1st Floor

b) Neighbourhood Agreements – benefits and pitfalls – how to make them work for you

Shelley Richardson, Keep Britain Tidy
Fairclough Suite – 1st Floor

c) Delivering a ‘Cleaner Greener Neighbourhoods’ Service

Colin Mannion, Salix Homes
Trafford Suite



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Consulting With Your Residents*

*Everything you always wanted to know about Market Research but were afraid to ask

Why consult with your residents?

- TSA Standards
- Cost Saving
- Better Understanding

Empowering Tenants = Behavioural Change

Increased Tenant Satisfaction = Reduced Turnover and Voids

- Evidence Building



Why others consulted with their residents?

“Consultation is essential for us to **identify our customers and their aspirations** for the site.”

Howard Medlicott, Landscape Manager for South Staffordshire Council

“(Market research) has given us an **insight into residents’ perceptions of their local environment which will enable us to better engage** the local community and to work with them to bring about some real change.”

Jeff Buck, Neighbourhood Support Manager, Nottingham Neighbourhood Development Company

“The results of the survey are extremely useful in determining priorities for work in this area and in **looking at ways we could do things more efficiently or with better results.**”

Miriam Biran, Street Scene Liaison Officer, Oldham New Deal for Communities (NDC)

Research Techniques

Two types of research:

Quantitative - conducted with relatively large numbers of respondents, measurable, **statistical**, crucial to have sound questionnaire e.g. STATUS Survey

“32% of residents in the area consider dog fouling to be a major problem...”

Qualitative - conducted with smaller groups of people, **in-depth**, can be used to add detail and feeling to quantitative research

...Many of the residents explained that dog fouling was compounded by the lack of bins and dog walking routes available in the area.”



Methodologies...

Panels

Face-to-face

SMS text

Diaries

Depth interviews

Focus Groups

Online research is usually

adopted to gather quantitative

Postal surveys

data. You can reach high residents

Hall tests

normal sample sizes for less cash

but you must consider whether or

not your audience will have

access to the technology

required to understand

Desk research

on who they are and act the

way they do.

Walkabouts





- Waste around high rise flats a problem

Daily collections in place

I thought that was part of the service charge.

It is handy isn't it?

"I think it's right that they're prosecuting people that put household rubbish out but it's not ok for old prams and things you know.

Household rubbish is smelly and...that can go down the chute. There's no reason for that. But you can't put a washing machine down the chute."

Enforcement

OR

Definition & Communication

Research Buyers:

What you need to think about

- What do we want to know?
- How will we use what we find out – do we need to get buy in from the right people at the start?
- Who should we talk to? How many?
- What should we ask?
- What language should we use?
- When and how should we talk to them?

Research Buyers:

How to select your contractor



- Are they a member of the Market Research Society?
- What market research training or qualifications do they have?
- Who will be working on the project?
- How will the findings be presented?
- How will they help you use the findings?
- What is the consultants field of expertise?
- Have they worked on other similar projects?
- Would you benefit from getting a few quotes?
- Are any elements of the work going to be outsourced?
- Do you get on with the people?
- Ensure you will get actionable findings?



Once the findings come in...

- Get the right people at the debrief
- Set up a working group
- Get top down support
- Ensure budget is allocated to take action on findings
- ‘You Said, We Listened’ - Feed back to the residents
- Prepare to change your plans – you may hear things you don’t like!

Research In Practice: Scenario

- 800 properties, mixed tenure, culturally diverse
- Some recently refurbished areas, some improved service delivery
- Persistent problems with graffiti, fly-tipping, bulky waste
- Low recycling
- Poor status survey results

Research Problem:

- How can we drive up satisfaction generally?
- How can we increase participation in the recycling schemes?
- Can we determine why graffiti, fly-tipping and bulky waste persist?



Research Buyers:

What you need to think about

- What do we want to know?
- Who should we talk to? How many?
- How should we talk to them?
- What should we ask?
- What language should we use?
- When should we talk to them?
- How will we use what we find out – do we need to get buy in from the right people at the start?

Research In Practice: Scenario...Keep Britain Tidy's Approach

- How can we drive up satisfaction generally?
- How can we increase participation in the recycling schemes?
- Can we determine why graffiti, fly-tipping and bulky waste persist?

Why? Why? Why? – Qualitative Methodology

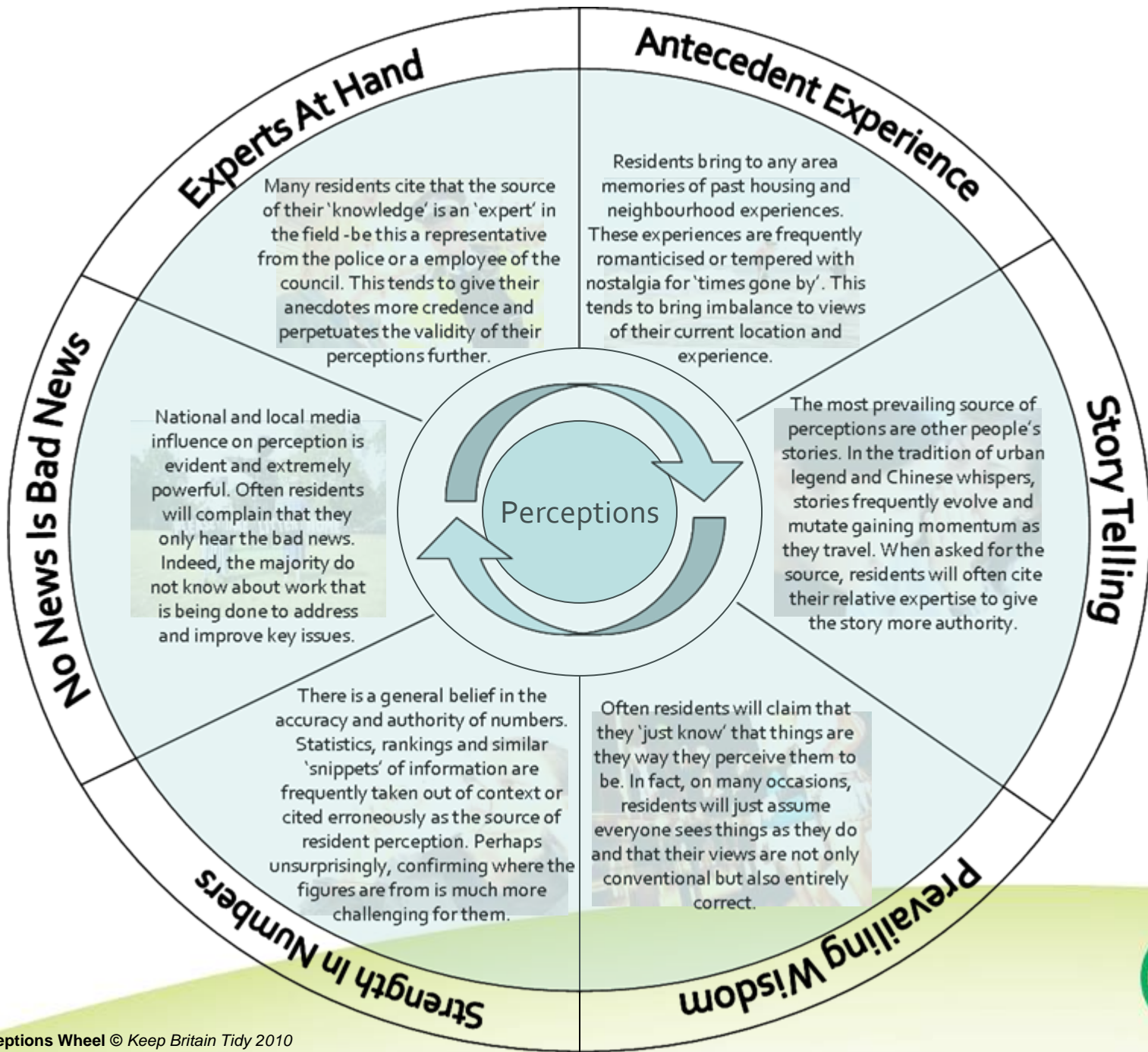
Focus groups perhaps with content analysis e.g. photo diaries and journals

4 groups: recruit 10 for 8 in each group

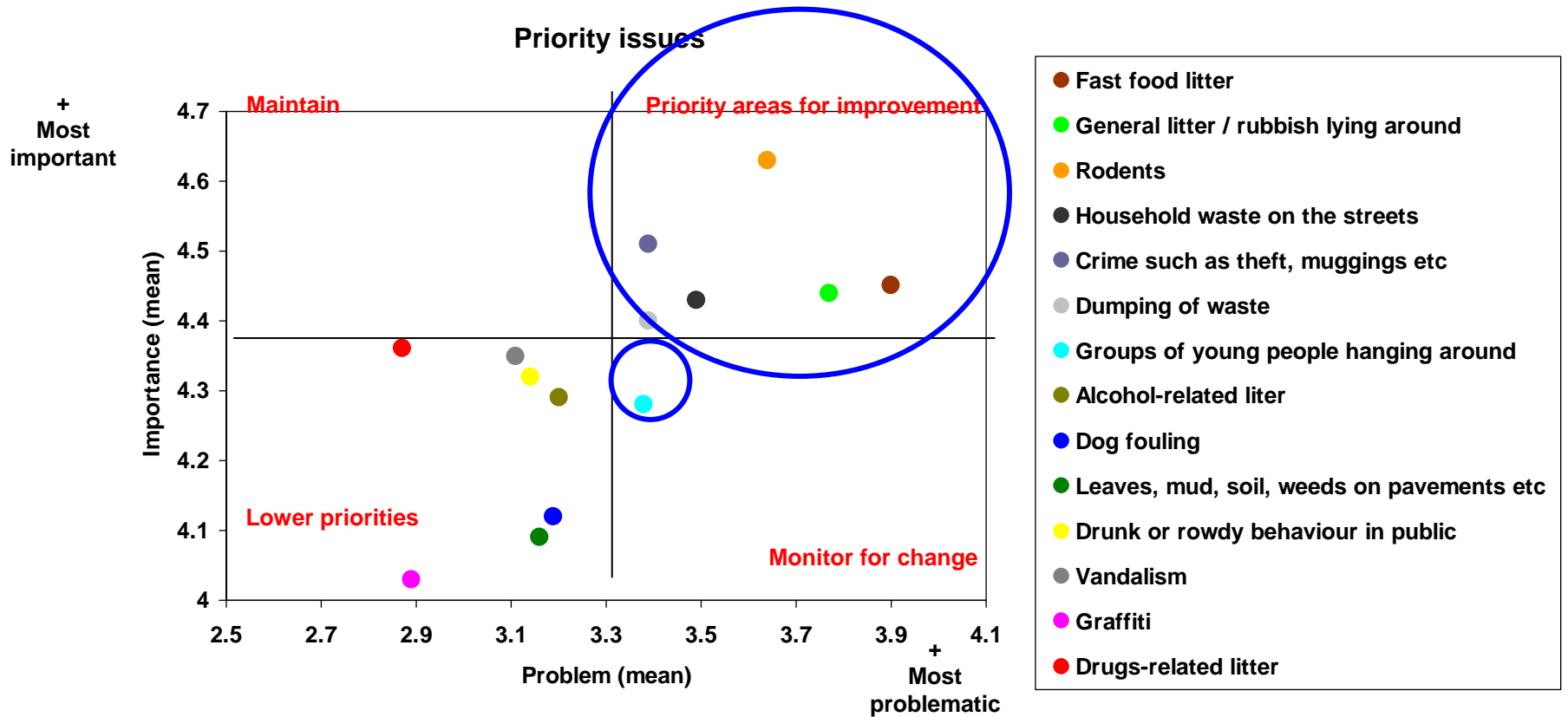
Timings should consider any relevant campaigns and clients budget for action

Follow with *quantitative* research to measure extent of issues raised?





Priority Mapping



Thank you for your time today.

Any questions?

Alice Bodley

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Sally Lewis

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Neighbourhood Agreements – How to make them work for you!

Shelley Richardson

20 April 2010

Introduction

- What is a Neighbourhood Agreement?
- The Benefits?
- The Pitfalls?
- Who's involved?
- What's the process?
- Positive Outcomes
- Your Questions and Discussion

What is a Neighbourhood Agreement?

A robust, voluntary agreement which sets out the mutual rights, responsibilities and expectations between residents, social landlords and other service providers for creating a clean, safe and green neighbourhood.



Blacon

Cleaner, Safer, Greener Charter

“To build a better Blacon”

This Charter is designed to help make Blacon a cleaner, safer and greener place to live.

Residents' Vision

“One Voice for Blacon fully supports this Cleaner, Safer, Greener Charter. It covers our priorities and genuinely involves us as residents and equal partners in improving our local environment. The Charter is a great opportunity for us to work alongside local service providers and, together, make Blacon a better place to live!”

R Burns

Rosemary Burns,
Community Representative,
Chair of 'Image and Infrastructure' and 'Open Spaces'



Stakeholders' Pledge

We, the undersigned, endorse this Charter. We confirm our joint commitment to the community of Blacon, to make local services better, improve access to services and create a cleaner, safer, greener neighbourhood.

Jan Rowley *John Denny* *Tom McCabe* *Tim Jackson*

Jan Rowley,
Strategic Director,
Chester City Council

John Denny,
Chief Executive
Chester & District
Housing Trust

Tom McCabe
Director of Environment
Cheshire County Council

Tim Jackson,
Chief Superintendent
Western Area Commander
Cheshire Constabulary

Who is responsible and who should I contact?

Direct responsibility Working as a partner but no direct responsibility	Chester City Council	Chester & District Housing Trust	Cheshire County Council	Cheshire Constabulary
Abandoned and nuisance vehicles				
Dogs (barking)				
Dogs (stray)				Out of hours
Dog fouling				
Fly-tipping				
Fly-posting and graffiti				
Lighting				
Litter				
Noise & Nuisance				
Open Spaces				
Play areas				
Roads				
Rubbish				
Safety				

Contact telephone numbers

Chester City Council
01244 402477

Chester & District Housing Trust
Call Centre - 01244 305 503
or freephone 0800 1007701

Police – Area Sergeant
0845 458 6375
(leave an answer phone message)
or non emergency incident line -
0845 458 0000

Cheshire County Council:

Household Waste Permits
and Recycling Centre - 0845 002 0134

Highways – 01244 603475

Street Lighting Faults – 01244 603475

Grass Cutting – 01244 603475

For more detailed information on the content of the Charter please contact the Blacon Neighbourhood Management Pathfinder office on - 01244 373300 or contact the Blacon Neighbourhood Management Pathfinder Community Safety Team - 01244 392906/7

National endorsement - ENCAMS

ENCAMS - the national organisation that runs the Keep Britain Tidy campaign, Blue Flag for beaches and Eco-Schools programme fully endorse the Blacon Charter. At the heart of the Charter is consultation with all partners and most importantly the community, in terms of setting out roles and responsibilities. We at ENCAMS have worked closely with Blacon to pull together this joint response to tackle issues which affect the quality of life for tenants, residents and small businesses. We commend this approach in tackling what matters to people."

The guides for the public include:

- Organising a Clean Up
- Nuisance and Abandoned Vehicles
- Fly-tipping and the Law
- Dog Fouling and the Law
- Litter and the Law

This website is a one-stop-shop of best practice examples. Find out about the initiatives that really work and how to... tackle those cleaner safer greener issues which will make your community a better place to live. www.cleanersafergreener.org.uk

Free Resources

ENCAMS provides a range of free resources -- to download a copy go to www.encams.org/publications or call 01942 612 630. We even pay for the postage.

© Document produced by ENCAMS

KEEP
BRITAIN
TIDY

The benefits?

- Help address a specific problem
- Get a better understanding of service provision locally
- Partnership approach to assess gaps and duplications agreement to address
- Tool to enable more efficient service delivery and tailor to local needs
- Engaging and empowering residents and Stakeholders to 'play their part'

Not a stand-alone piece of work



The Pitfalls Challenges!

- Managing Expectations
- People Engagement
- Sustainability

No increase in resources for frontline services

No instant overall improvement

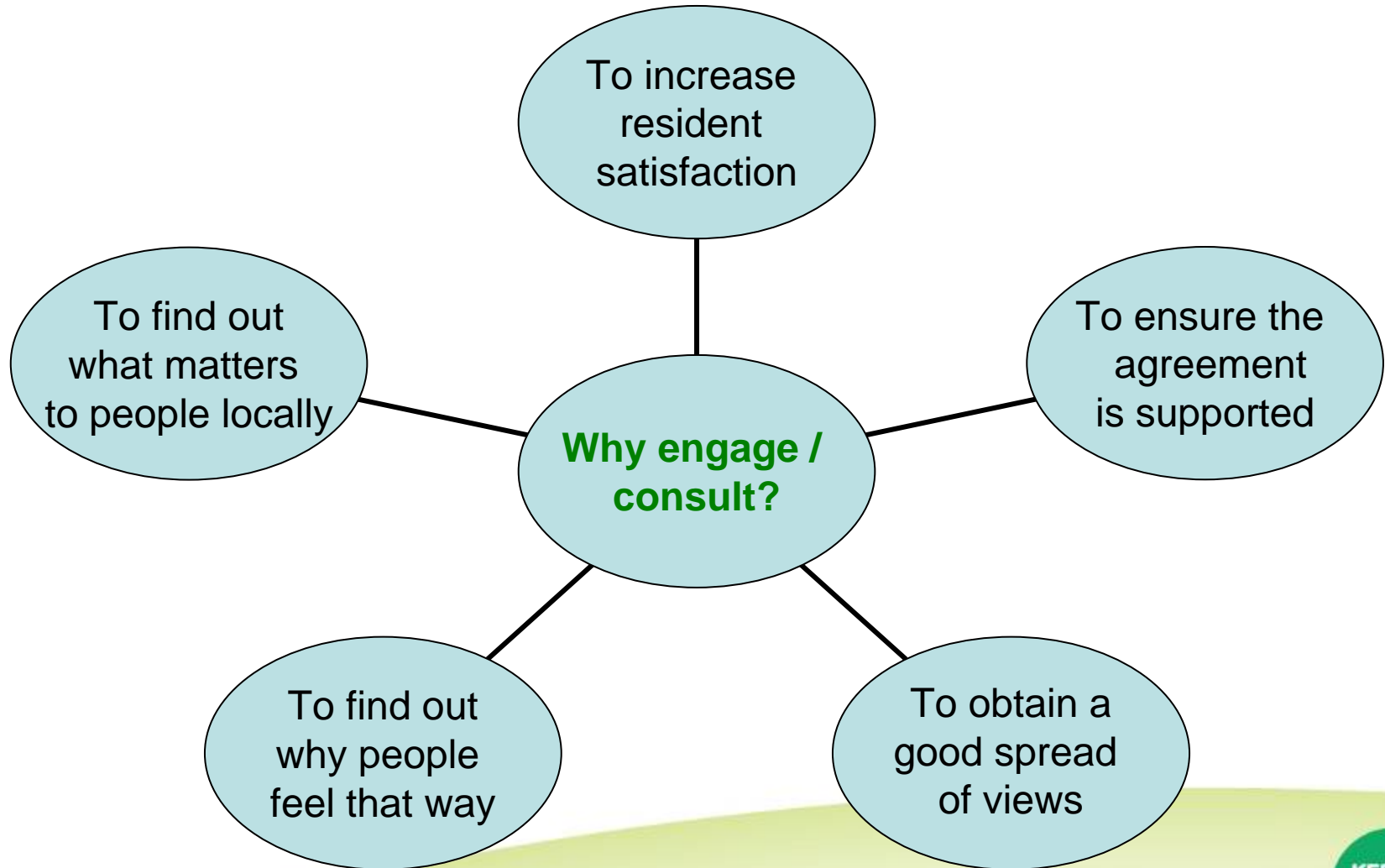
Who's involved?

- Residents
- Local Authority departments
- Police
- Fire and Rescue Service
- Housing providers
- Business community
- Parish Councils
- Local Strategic Partnership
- Voluntary groups
- Others relevant to local circumstances
 - Animal wardens
 - Schools
 - Probation Service

What's the Process?

- Be clear on the objective/s for introducing the neighbourhood agreement
- Make sure you involve all relevant people – **EARLY**
- Do your research- determine performance measures
- gather baseline information

Consultation and engagement



What's the Process continued....

- Consult the residents
- Engage and consult with the stakeholders – develop partnerships
- Negotiation and **agreement**, drafting and production of the documents

What's the process continued..

- **Launch!** This is only the start!
- Partnership Action, Resident Involvement, Evaluation and improvements

Outcomes

- Improved or focused Partnership working
- More efficient service delivery
- Sense of community ownership and pride
- Resident satisfaction
- Improvements in local environment
- Positive publicity

Questions / discussion

Shelley Richardson – Client Delivery Manager
shelley.richardson@keepbritaintidy.org



Colin Mannion
Delivering a 'Cleaner, Greener Neighbourhoods'
Service: 20 April 2010



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for cleaner,
greener places*



About us

- Previous ALMO dissolved
- Launched in July 2007
- We manage 10,500 council owned homes and work in partnership with the council on a number of housing renewal and regeneration projects.
- Our position as a housing management service and regeneration organisation means we have a key role in place making and transforming neighbourhoods and improving lives

Salford Context

- Central Salford is at the heart of the Greater Manchester city region
- Population loss has stopped / no longer a city in decline
- A changing population in Central Salford
 - ✓ 17% over 65 years old
 - ✓ BME communities doubled since 2001 (to 7.3%)
 - ✓ Non white British schoolchildren trebled since 2001 (to 13.2%)
 - ✓ Growing student and young household population

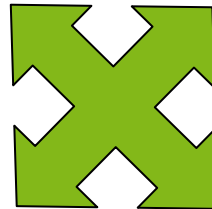


Key facts and challenges



- **Multiple deprivation 2007-15th (from 12th 2004) most deprived local authority in the country (*IoMD*)**
- **Over half of super output areas are within the 3% most deprived nationally**
- **Household incomes lower than national or regional average**
- **Alcohol and drug abuse double national average**
- **Life expectancy lower than national or regional average**

Managing the relationship between housing, crime and the environment



‘Broken Windows Syndrome’



Neighbourhood Perception

- “ The actual incidence of crime, including serious crime is not the principal factor in determining how safe people feel. For the majority of people it is their daily experience on their street or estate that shapes their view” **Audit Commission**
- “We asked the general public to list their biggest concerns and 63% of those interviewed named the appearance of their local area” **The Word on Our Street, Keep Britain Tidy (2009)**
- “Environmental conditions in neighbourhoods; a key concern”. **STATUS 2008**

Critical stakeholders in this work: 'One Team'



Salford City Council



CENTRAL
SALFORD



Summary of the key challenges



Open Space Audit

- Establish what open space lies within the Central Salford boundary
- Assessment of its condition
- Who is responsible for which areas of land – in order to ensure that management and maintenance responsibilities are fully undertaken
- Information on over 1084 sites
- Classification of each site by type (e.g. parks, sports grounds, rough ground, small paved or grassed areas, cut through pathways or verges and allotments).
- Grading of the condition and level of each site according to ENCAMS standards: 1= Good, 2 = Satisfactory, 3 = Poor, 4 = Unacceptable
- 84 sites categorised as 3 or 4
- Creation of ILM Clean Team

CLEAN TEAM

Helping to make Central Salford Cleaner, Greener and Safer.



**YOUR NEIGHBOURHOOD
JUST GOT CLEANER,
GREENER, SAFER.**



A Different Approach: Services in Neighbourhoods

- ✓ Cleaner, Greener Neighbourhoods Team
- ✓ Safer Neighbourhoods Team
- ✓ Better Neighbourhoods Team
- ✓ Supporting Neighbourhoods Team
- ✓ Ordsall & Langworthy Co-location Team
- ✓ Broughton Co-location Team
- ✓ Reviewed & restructured caretaking & cleaning services
- ✓ Service Specific Panels – Customer Senate

Cleaner, Greener, Neighbourhoods Team

- Responsibility for our cleaning and caretaking services – 29 High-rise blocks, 200 low-rise blocks
- Rapid Response Team – Estate Based Caretaking
- Clean Team – Open Spaces Audit
- Future Jobs Fund Gardening Team
- Salix Mini-Sweeper
- **Cleaner, Greener Neighbourhoods Officers**
- Estate Management-focus on Neighbourhoods
- Co-Located Team Working
- Environmental management & co-ordination of 'Street Scene'

Co-located Team - Membership

- Salix Homes involvement
 - ‘Team Captain’ role
 - Officers – Safer, Cleaner, Greener, Better and others as necessary
- Additional Police Officers and PCSOs working from Salix HQ
- URC, Environment Services, SCC Neighbourhood Management, Urban Vision, Youth Service

Co-location Tasking and Co-ordinating meetings

- Mondays and Thursdays
- Joint problem solving approach
 - Recent issues
 - Progress SPOTLIGHT Action Plan
 - Refer to CDRP
- Highlights resource and budget issues
- Action Tracker - Accountability

Performance Management

- **Monthly block inspections with customers supported by a pictorial guide and rating system– Action Plans agreed with customers**
- **Monthly programme of neighbourhood walkabouts**
- **Local Environmental Quality Standards - 0,1, 2 & 3 Star rating & pictorial guide**
- **‘Rate Your Neighbourhood’ Survey- Neighbourhood Team RYN walkabouts**
- **Neighbourhood Action Plans**
- **Cleaner, Greener, Service Specific Panel**
- **Neighbourhoods Committee**

Local Environmental Quality Standards



Local Environmental Quality Standards Audit

Date:

Neighbourhood :

Street :

Cleaner Greener Officer :

1. Litter and rubbish 2. Vandalism 3. Graffiti 4. Cleanliness of communal areas	5. Maintenance of communal areas 6. Untidy properties and gardens 7. Deliberate fires 8. Nuisance animals / dog fouling 13. Damaged street lighting (obtain column no.)	9. Neglected open spaces 10. Fly-tipping 11. Abandoned / derelict vehicles 12. Damaged street furniture
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Address / location	Issue/s identified	Action to be taken and date for completion	Date of completion	Outcome / Impact / Customer feedback
	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			







Rate Your Neighbourhood



Rate your Neighbourhood!

We would like to know your opinion of your neighbourhood.
Please complete card to tell us what the problems are in your area.
We can then work with you and other agencies to resolve the problems!

Pop your details on the reverse on the ensure that your views are heard and that you're entered into a **£50 Prize Draw!**

Please tick one for each question	 Very big problem	 Fairly big problem	 Not a very big problem	 Not a problem at all
Litter and rubbish				
Vandalism				
Graffiti				
Cleanliness of communal areas				
Maintenance of communal areas				
Untidy properties and gardens				
Deliberate fires				
Nuisance animals or dog fouling				
Neglected open spaces				
Fly-tipping				
Abandoned or derelict vehicles				
Damaged street furniture (telephone boxes, road signs, bus shelters, benches)				
Damaged street lighting				

Rate Your Neighbourhood

March 2010

Average of Litter and rubbish	2.292 Star
Litter and Rubbish	2.292 Star
Vandalism	1.832 Star
Graffiti	1.612 Star
Cleanliness of Communal Areas	1.772 Star
Maintenance of Communal Areas	1.742 Star
Untidy Properties & Gardens	1.812 Star
Deliberate Fires	1.313 Star
Nuisance Animals or Dog Fouling	1.832 Star
Neglected Open Spaces	1.592 Star
Fly-Tipping	1.742 Star
Abandoned or Derelict Vehicles	1.233 Star
Damaged Street Furniture	1.433 Star
Damaged Street Lighting	1.333 Star
Monthly Total Average	1.662 Star

'You said, we're doing'

March 2010	Issues identified and actioned
Litter and Rubbish	160
Vandalism	23
Graffiti	38
Cleanliness of Communal Areas	16
Maintenance of Communal Areas	18
Untidy Properties & Gardens	109
Deliberate Fires	2
Nuisance Animals or Dog Fouling	15
Neglected Open Spaces	13
Fly-Tipping	97
Abandoned or Derelict Vehicles	5
Damaged Street Furniture	26
Damaged Street Lighting	2

How are we doing?

- ✓ RYN showing a steady improvement in satisfaction across all neighbourhoods
- ✓ All reported crime fell by 20% in Ordsall & Langworthy on the previous year.

Salix Homes 2009 STATUS survey:

- ✓ Neighbourhood as a place to live up 4% in Central Salford
- ✓ Ordsall up 15%
- ✓ Improvement in ASB reporting and handling of cases since 2008.

How are we doing?

✓ Cleaner, Safer, Cleaner Quality Mark

Performer: “The housing provider is working with a range of partners, and the community, to achieve identified cleaner, safer and greener goals. They can evidence improvements and are making a visible difference to the quality of life within the specified neighbourhood”.

✓ 2 Stars Excellent Prospects

“Estates are generally maintained to a high standard in very challenging areas. Salix works closely with partners to improve neighbourhoods”.

AC Report March 2010

“Is co-location making Central Salford a cleaner, greener and safer place to live?”

There is a good understanding of the roles and people to contact

It's possible to take more proactive approaches

The partnership approach enables the team to work in a joined up way and monitor its progress on the tracker

Residents on the Islington Estate are saying things are better too...that the team is responding better

Accountable culture

There's an understanding of the relationship between environment and crime

People aren't defensive

Pro-active, mutually supportive

Next Steps

- Further develop co-location across all neighbourhoods
- Achieve 'Cleaner, Safer, Greener' Quality Mark across all neighbourhoods
- Compliance with TSA Regulatory Framework
- Achieve 3 Stars – Respond to Audit Commission Recommendations

TSA Neighbourhood and Community Standard (partnership work)

1. Neighbourhood Management

- ✓ Keep common areas clean and safe.
- ✓ Work in partnership with other providers and public bodies to achieve the standard.

2. Local Area Cooperation

- ✓ Co-operate with partners to promote social, environmental and economic well being.

3. Anti-social Behaviour

- ✓ Work in partnership with other public agencies to prevent and tackle anti-social behaviour.

Questions?



Colin Mannion

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