

STREET SCENE



**A Strategy for streets,
Parks, open spaces and
an improved local
environment**

2007-10

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The Street Scene: A strategy for streets, parks, open spaces and an improved local environment 2007- 2010



Introduction from Cabinet Member for Healthy Environment

The Street Scene Strategy and Action Plan sets out the steps the council will undertake in the next three years to improve the quality of streets, parks and open spaces within the district of South Kesteven. The council will allocate resources to improve the quality of the district and improve standards, to make South Kesteven a 'Safer, Cleaner and Greener Place', enhancing the quality of life for all who live, work and visit here. In forming this strategy, the council recognises that engaging local people, local businesses and community and voluntary organisation is key to achieving its aims and objectives.

Signature

Councillor Ray Auger

The District Profile

Located in the south-west corner of Lincolnshire, incorporating the towns of Grantham, Stamford, Bourne and the Deepings, 100 villages and hamlets covering 365 square miles of countryside. The administrative headquarters are based in Grantham.

Population – 129,000 as estimated by the office for national statistics in 2006. 98.4% of the population in 2001 was classified as “white.” The remaining 1.6% were from ethnic groups (Asian, African, Caribbean, Chinese). There is a recent trend towards an increase from certain European countries (such as Portugal) and the Baltic States.



South Kesteven is the second largest district in Lincolnshire covering approximately 93,950 hectares with 56,000 dwellings. The population in South Kesteven is around 129,000 with approximately 38,000 living in Grantham, 20,000 in Stamford, 12,000 in Bourne, and 13,000 in the Deepings. The remaining residents (approximately 35% of the district) are spread over nearly a hundred villages of varying size.

It is crucial that South Kesteven has a street scene and environment that reflects its importance as a gateway to Lincolnshire. It has also been identified as a growth area within the east midlands region and this in turn will bring about opportunities, challenges and pressures. We want to make our district a place to be enjoyed by local residents, businesses and visitors.



The Strategic Context

National Priorities

National priorities have been set to improve outside spaces and are based on the government commitment to enhance the quality of life in our neighbourhoods, towns and cities. Creating pride in the places where we live is seen as essential to building community cohesion and successful, inclusive communities. Local government has a key role in raising standards and improving the street scene environment, as part of this 'Liveability' agenda.

The quality of our public space affects the quality of all our lives. It affects how we feel about where we live, where we work and where our children play. Successful, thriving and prosperous communities are characterised by streets, parks and open spaces that are clean, safe, and attractive – areas that local people are proud of and want to spend their time.

South Kesteven District Council is committed to maintaining the image of the District and improving standards for our communities.

WE HAVE A CRYSTAL CLEAR VISION FOR THE FUTURE:

*“SHAPING THE FUTURE TOGETHER WITH OUR PARTNERS AND RESIDENTS
TO DEVELOP A PLACE WHERE PEOPLE REALLY MATTER – AND BEING
RECOGNISED AS A COUNCIL THAT PROVIDES BRILLIANT SERVICE”*

What we have done - Feedback from residents

Public perception of the District's street scene is obtained from annual residents surveys and quarterly on-street customer and visitor questionnaires. Six local forums have also been set up to gain input into our services. Part of this research provides feedback from our residents and visitors relating to the street scene environment and our initiatives and activities to continually improve the services we provide.

Our Annual Residents Survey was sent out during February 2006 to 4200 residents chosen at random.

Just over 61% were satisfied that the council had kept the streets, parks and open space areas clear of litter and refuse compared with 54% in 2005. This shows an increase of satisfaction of 8%.

75.1 % of respondents were proud of their local community

70.7% of respondents' thought that the council had acted in their best interests by providing enforcement rangers to issue litter fines and to detect and deter environmental crime.

During the spring of 2004 SKDC asked residents what they believed the priorities of the council should be. That feedback, together with targets set by central government and the council's own assessment of the future, combined to identify the key areas to be concentrated upon. This included Street Scene and as a result, a significant investment was made in our Street Scene services, this included

- Enforcement Rangers
- Small pavement sweeper for rural villages
- Street washing programme
- Large lorry equipped with a crane and bucket to clear large loads of fly tipping
- Acceleration of initiatives such as the Community Cleaner Scheme

During 2006 a number of 'Shoppers Surveys' have been conducted. A yearly performance target had been set at 70% satisfaction in the Street Scene. To date an average of 80% has been achieved. Our aim, through the delivery of this strategy, is to improve residents and visitor satisfaction with their local area and environment.

South Kesteven Community Strategy

The Street Scene Strategy has impacts on the following key challenges of the Community Strategy:

- Community Safety
- Town centre and economic development
- Improved transport and access
- Affordable Housing and infrastructure

Also, the Street Scene Strategy has impacts on the following themes outlined by the Government in the Local Area Agreements

- Safer & Stronger Communities
- Sustainable communities
- Healthier communities & older people
- Children & Young People
- Enterprise & Economic Development

The Street Scene Strategy addresses elements of South Kesteven District Council's corporate priorities

- **to enhance the quality of life by reducing anti-social behaviour.**
- **to promote access to services and deliver good customer service to all.**
- **to further improve recycling and minimise waste.**
- **to further improve the quality of communication with residents.**
- **to provide the catalyst for town centre regeneration.**
- **to make the best use of resources at our disposal.**

The Street Scene Strategy relates to a number of plans, strategies and initiatives within the District in order to improve the impact on these cross-cutting priorities, our street scene services need to be delivered in a more co-ordinated and integrated way.

Our Mission

We will be a council that remains open and honest at all times

We will be a council that shows a passion for service

We will be a council that gets things done efficiently and effectively

We will plan and deliver coordinated services to provide a well-designed and well maintained Street Scene which is a source of pride and ownership within local areas and which instills a sense of community pride and well-being.

The strategy aims to improve residents' satisfaction with their local street scene environment through the delivery of our aims, priorities and performance targets.

The Vision

“ By the year 2010 South Kesteven will be a safer, cleaner and greener District. South Kesteven will be where people will want to choose to live, work and shop. We want our residents to feel safe and have a positive outlook on their communities. It will be a District in which individuals, communities and businesses take pride and responsibility in their environment and work together to ensure that it is attractive and well maintained. The District's living spaces will be accessible, well managed and maintained. The environment will be well designed, clean and litter free. The street scene, open spaces and the local environment will be pleasant places to be, with smart, clean, safe and thriving high streets, pavements and public spaces. By 2009/10, we strive that at least 85% of residents will be satisfied with their local area as a place to live. Our vision is deliberately outward looking, whilst also reflecting the high standard of our aspirations for the future and will be delivered through our mission, ambitions, corporate priorities, plans and actions.

South Kesteven Street Scene Strategy

This sets a framework and a challenging three year action plan to achieve a safer, cleaner and greener district. It will be based around nine key objectives containing specific actions and projects to deliver an effective and efficient street scene service

Our customers in 2004 identified street scene as one of their top priorities and as such we have produced this strategy.

The street scene is the external public spaces within our communities. It is the streets and paths where we walk to school or the bus stop; the parks and open spaces which we use to walk and exercise; the play and recreational areas and the town centres where we spend our leisure time, the car parks, roads and transport infrastructure which we use to go about our everyday lives, to access employment or for enjoyment, the grass verges, hedgerows and trees, in fact anything we see as we move around within our district.

The following areas have been identified as the core elements of our Street Scene on which we will focus:

- Street Cleaning
- Litter Enforcement
- Graffiti
- Fly Posting
- Fly Tipping
- Dog fouling
- Abandoned vehicles
- Parks & Public Open Spaces

Safer

by providing safe, accessible facilities, reducing opportunities for criminal and anti-social behaviour, reducing crime and the fear of crime.

Cleaner

by improving how the outside spaces and green areas are maintained and how services are managed and delivered in an environmentally friendly way.

Greener

by promoting an environment that encourages and respects sustainable, high quality design in buildings, features and open spaces, encourages recycling and re-use of materials and encouraging sustainable projects.

Street Scene Key Objectives

Our Street Scene Strategy

Objective 1

Enhance the quality of our local environment in our towns and villages.

To make our towns and villages safer, cleaner and greener. Encourage sustainability, viability and enhance the vitality of our communities. To actively work with our partners such as the town centre management partnership, civic society, business, community and voluntary groups to seek additional investment and to achieve a better quality environment.

Target: To maintain a street scene cleanliness pass rate of above 95%

Objective 2

SK Street Smart Campaign

Continue with the campaign that includes, leaflets and information, posters and promotional items. Campaign initiatives will include participation in the 'poop scoop' week, information days on local markets, working with utility companies tackling graffiti and fly posting and running anti littering campaigns. Provide litterbins throughout the district and give out re-usable cigarette and chewing gum disposal pouches.

Target: To provide 35 new litterbins per annum

To carry out two promotional campaigns per annum

Maintain low percentage in reported incidents of graffiti and fly posting

Objective 3

Community Cleaner Scheme

The District Council has successfully introduced a scheme whereby Town/Parish Councils employ a community cleaner funded by way of a grant from the district council. They have reported back that the scheme has been a success and has made a difference to the local area and environment. The scheme provides District Council funding to Parish/Town Councils to enable them to employ a local person who would be responsible for carrying out additional litter picking/cleaning duties within the town/village. This is in addition to the current service level provided by the council.

Target: To increase participation in the scheme to 25

Objective 4

Community Clean Up Initiatives

To set up initiatives to provide assistance in 'community clean up schemes' with local community and town centre management groups to tackle areas identified as having a problem. Provide community cleaning kits including graffiti removal equipment and to coordinate local initiatives providing help, support and equipment and facilitate the removal of any rubbish collected.

Target: To assist 5 community groups per annum rising to 10 by the year 2010

Objective 5

Parks and Open Spaces

Be proactive in respect to improvements in our parks and open spaces. Seek contributions from developers for the provision of new and additional play equipment. Work with developers to encourage safer and innovative design relating to all new developments and seek greener environments. Work with local community groups and Park Forums to develop long term action plans and park improvement schemes.

Target: Secure £20,000 of external funding per annum for parks and open spaces

Achieve above 90% satisfaction in the service provided by our external contractors

Objective 6

Enforcement & Education

Provide a dedicated team of enforcement officers to detect and deter environmental crime. To continue with the enforcement rangers on all terrain motorbikes equipped with mobile CCTV cameras to enforce against littering, dog fouling, graffiti and fly posting. We will continue to monitor and deal with abandoned vehicles and fly tipping and actively seek formal prosecutions where possible. We will also enforce against people who fail to present their refuse correctly. We will continue to engage with schools and community groups to give information and advice relating to environmental protection and enhancement.

Target: Carry out 25 educational visits to schools every year

Issue 300 fixed penalty notices for environmental crimes

Carry out one 'Stop and Search' event per annum with our Lincolnshire partners

Objective 7

Customer Focus

- Respond to customer needs in a polite and helpful way.
- Listen and consider your needs as valued customers.
- Answer letters within 10 working days.
- Acknowledge e-mails within 1 working day of receipt, and answer within 8 working days
- Provide easy to understand information in a suitable format.
- Endeavour to adjust our service accordingly to meet the needs of the individual

Objective 8

Developing Partnerships

We understand the importance of working with partners. Not only does it help in terms of sharing knowledge and resources it also opens up opportunities for increased grant and external funding. We will continue to support and contribute to the Lincolnshire Fly Tipping Forum, work with all our town centre management partnership, local town and parish councils and other agencies such as the Environment Agency, Lincolnshire County Council and our neighbouring local authorities.

Target: Continue to be actively involved with the Lincolnshire Fly Tip Forum

Continue to support Park Forums

Assist in the development of 2 new community groups/forums

Increase in activity with the Town Centre Management Partnerships

Objective 9

One Team Approach

Develop a 'One Team' approach to co-ordinate activities and getting it right first time. Working with other departments, agencies and partners to deliver efficient and more effective services.

Target: Increase in satisfaction rate in employers' survey

Produce Street Scene Guide listing partners' area of activity

Objective 10

Recycling Street Litter

Work with equipment manufacturers to develop on-street recycling opportunities. Develop systems that will enable us to recycle the litter generated from our streets

Target: 5% of all street litter going to recycling targets rising to 10% by 2010

Measuring success

The success of the Street Scene Strategy will be based upon the achievement of key objectives and targets detailed in the three-year action plan. These will be monitored on a regular basis.

We will also monitor improvement in the council's street scene services through a number of measures and targets, including Best Value and Local Performance Indicators relating to the satisfaction with the street scene environment, these include: the Local Environment Quality Survey; improving the cleanliness of our streets; the safety of our local living spaces; the efficiency of waste collection and enforcement; together with the perception of and condition of roads and footways.

- The government has set a new target for street cleaning and cleanliness (See BVPI 199 below)

We will focus on performance against the following indicators: Cleanliness of land and highways – street cleaning services (BVPI 199).

<i>Indicator Code</i>	<i>Activity Description</i>	<i>2007/08 Target</i>	<i>2008-09 Target</i>	<i>2009-10 Target</i>
BVPI 199a	% of land that is assessed as having combined deposits of litter and detritus that fall below an acceptable level	9%	8%	7%
BVPI 199b	% of relevant land & highways from which unacceptable levels of graffiti are visible	2%	2%	1%
BVPI 199c	% of relevant land & highways from which unacceptable levels of fly-posting are visible	2%	2%	1%
BVPI 199d	Year on year reduction in total nos. of incidents/increase in total nos. of enforcement actions taken to deal with fly-tipping (1 = v.effective 4 = poor)	3	3	3

SK10	Street Cleaning pass rate for town centres	96	96	97
SK11	Number of fixed penalty fines issued	300	300	300
SK12	Average time taken to remove fly-tipping	2 DAYS	2 DAYS	1 DAY
SK13	Satisfaction with street scene by Shoppers & Visitors Survey	70%	75%	80%

Street Scene Functions/Services

- Waste disposal
- Street cleaning
- Graffiti, fly-posting
- Fly tipping
- Grass cutting, landscaping/maintenance
- Refuse collection and disposal
- Litter and dog fouling
- S106 agreements
- Abandoned Vehicles
- Trees and landscapes
- Voluntary bodies – including Park Forums, River Care Groups
- Community wardens

Legal Powers and Responsibilities

Key Legislative Powers Relating to the Street Scene

- Environmental Protection Act 1990
- Clean Neighbourhoods Environment Act 2005
- Anti-Social Behaviour Act 2003
- The Police and Criminal Evidence Act 1984
- Town and Country Planning Act 1990
- Highways Act 1980
- The Controlled Waste (Registration of Carriers and Seizure of Vehicles) 1998
- Refuse Disposal (Amenity) Act 1978
- 'Well Being Power' Local Government Act 2000

Street Scene Resources

- Dedicated team of multi skilled inspectors
- Enforcement Rangers
- Street operatives
- Road Sweepers
- Large lorry with lifting arm and bucket
- Weed removal machine
- Leaf collection machine
- Street pressure washing machine
- Graffiti removal team
- Bulk waste collection service
- Sharps removal team
- Community Cleaner grants
- Mechanical pavement sweeping machine