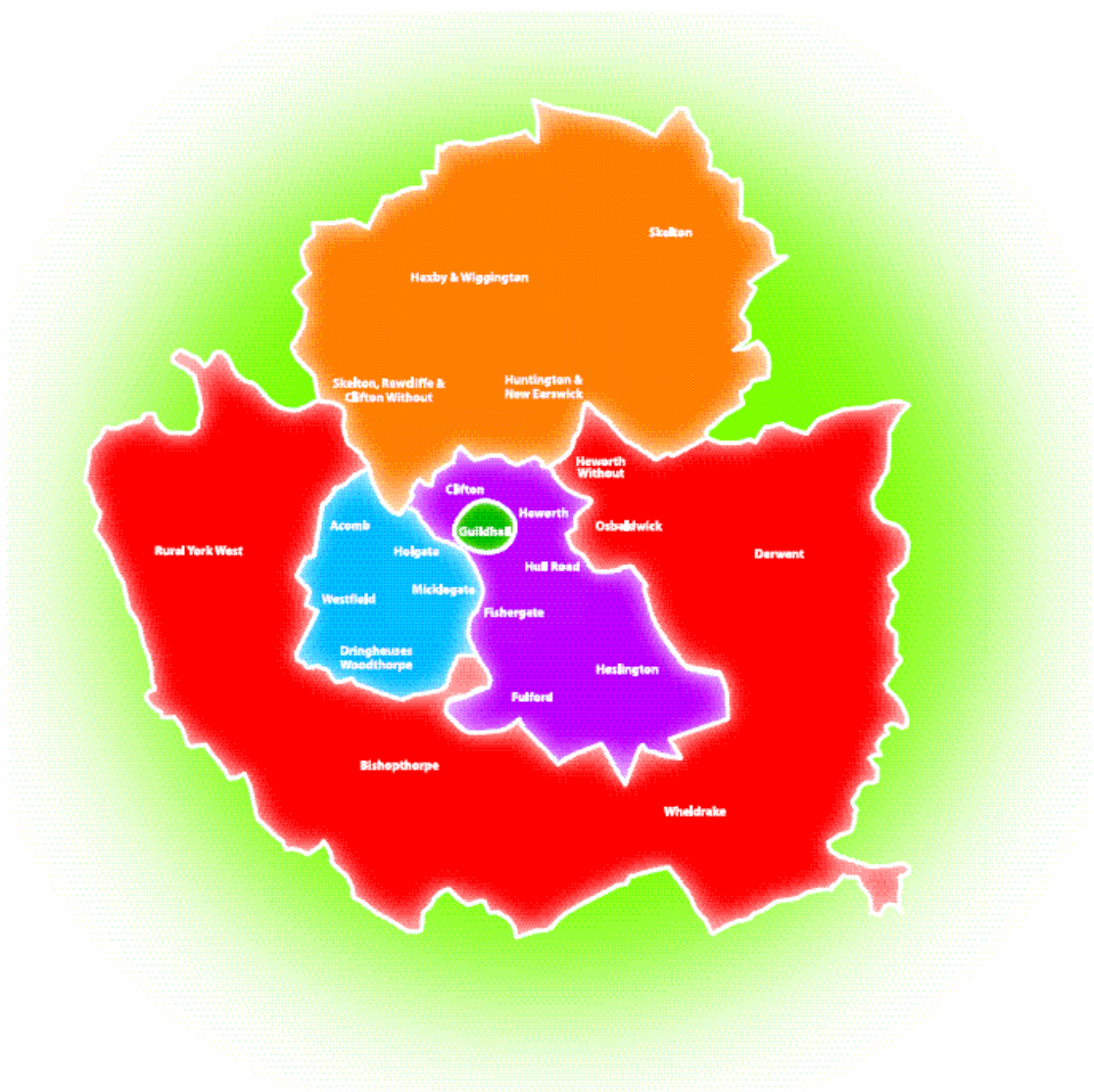
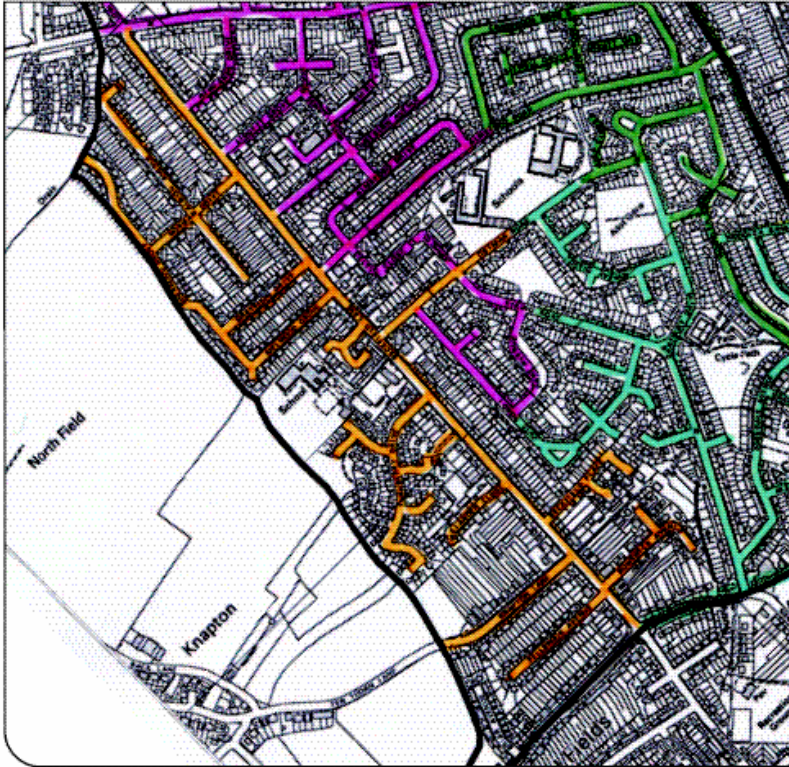


Street Scene Zones



- | | | |
|---|--|--|
|  North |  East |  City Centre |
|  South |  West | |

MONDAY

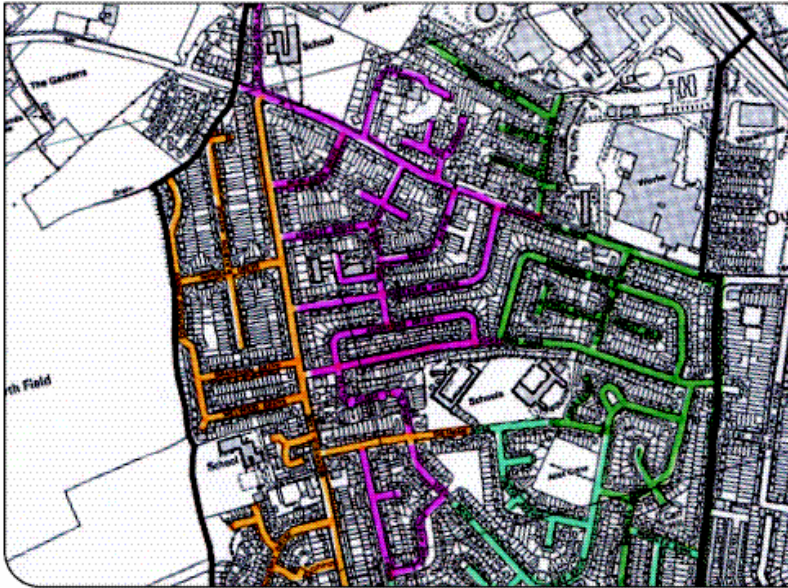


OPTION 2 WEST ZONE ACOMB WARD BEAT ROUND



LOCATION	LINEAR METRES	ORDER
Ostman Road - School to Beckfield	287	1
Ostman Road - Access road and garage area between No. 56 - 62 Inc grass area. 0/L	20	2
Beckfield Lane - To Weaterby Road excluding shop areas. 6 Bins	737	3
Beckfield Place	180.5	4
Runswick Avenue	225	5
Fellbrook Avenue	229.5	6
Knapton Lane	287	7
Melander Close	156.5	8
Beckfield Lane - Path opposite 89 to Muirfield Way	81.5	9
Muirfield Way	75	10
Turnberry Drive	418	11
Melwood Grove	194	12
Grayshon Drive	195	13
Norman Drive	191.5	14
Sherwood Grove	541	15
Albion Avenue	490	16
Albion Avenue - Path between 106 - 108 to Boroughbridge Road	100	17
Beckfield Lane - Boroughbridge Road to Ostman Road	737	18
Total Linear Metres - 5145.5		

TUESDAY



OPTION 2 WEST ZONE ACOMB WARD BEAT ROUND



LOCATION	LINEAR METRES	ORDER
Aimsford Road - Cranbrook Road to Beckfield Lane	434	1
Celtic Close	161	2
Celtic Close - Path between 16 -44	21.5	2
Celtic Close - Path between 60 -62	21	2
Jorvik Close	112.5	3
Dane Avenue	337.5	5
Viking Road - Dane Avenue to Ostman Road	140	4
Jute Road - Ostman Road to Dane Avenue	285	6
Jute Road - Lane between 110 - 112 to garage	19.5	6
Jute Road - Lane between 50 - 52 & 58 Back Lane to Beckfield Lane	128	6
Aimsford Drive	381.3	7
Ouseford Avenue	520.5	8
Ouseford Avenue - Path giving access rear 59	57.5	8
Ouseford Avenue - Path giving access rear 72	18.8	8
Wheatlands Grove - Incl Cul de Sacs to 12 - 42	450	9
Wheatlands Grove - Path to side/rear 80 Ouseburn Avenue	25	9
Wheatlands Grove - Path to side/rear 82 Ouseburn Avenue	25	9
Shirley Avenue	231.3	10
Lidgett Grove	175.5	11
Newlands Drive	194.8	16
Boroughbridge Road - Plantation to Beckfield	425	12
The Paddock	250	13
Millgates	350	14
Low Poppleton Lane	204	15
Total Linear Metres - 4968.7		

WEDNESDAY

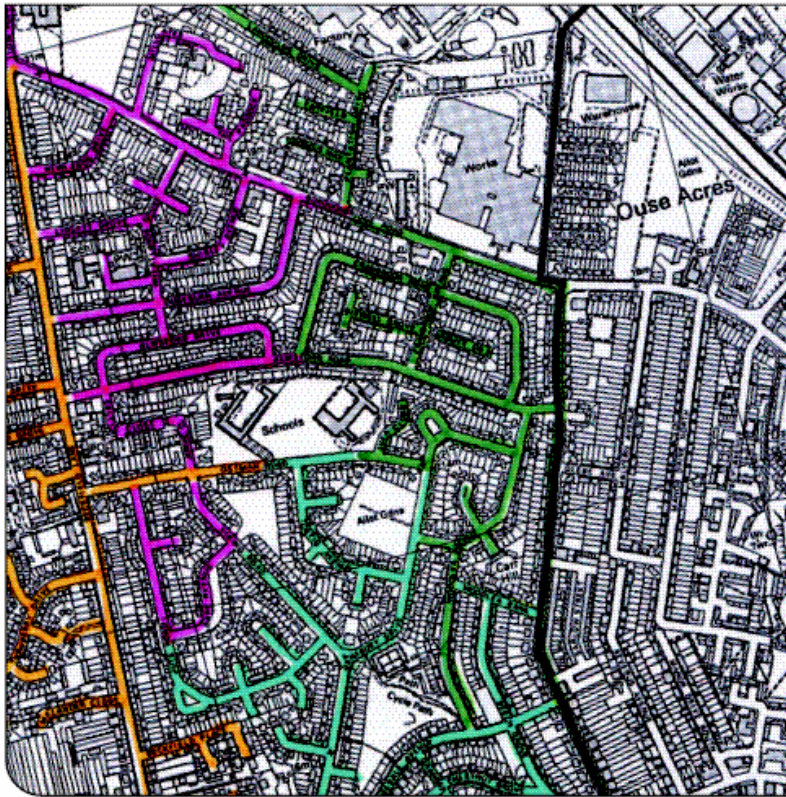


OPTION 2 WEST ZONE ACOMB WARD BEAT ROUND



LOCATION	LINEAR METRES	ORDER
Ostman Road - Tostig Avenue to School	143	1
Tostig Avenue	337	2
Tostig Avenue - Path between 17 - 19 to Viking Road	70	2
Smeaton Grove	53	3
Fawkes Drive	61	5
Danebury Drive - Ostman Road to Wetherby Road	1000	6
Viking Road - Dane Avenue to Danebury drive	280	6
Jute Road - Dane Avenue to Danebury Drive	427	7
Mowbray Drive	100	8
Coursey Grove	60	9
Danebury Crescent	113	10
Rosedale Avenue	563	11
Kirk View	138	12
Granger Avenue	169	13
Granger Avenue - Cul de Sac between 16 - 30 to 22 - 24	39	13
Chestnut Grove	181	14
Woodlea Bank	152	15
Beech Grove	456	15
York Foad	350	16
Oak Rise	100	17
The Green	210	18
Total Linear Metres - 4968.7		

THURSDAY



OPTION 2 WEST ZONE ACOMB WARD BEAT ROUND



LOCATION	LINEAR METRES	ORDER
Ostman Road - School to Danebury Drive	143	1
Iver Close	112	2
Danebury Drive - Ostman Road to Almsford Road	231	3
Woodlea Avenue - Including open space. O/L	629	4
Woodlea Crescent	53	5
Woodlea Grove	87.5	6
Carr Lane	950	7
Cranbrook Avenue	207	8
Cranbrook Road	644	9
Garbutt Grove	118	10
Sitwell Grove	187	11
Almsford Road	434	12
Boroughbridge Road - Carr Lane to Plantation Drive	425	13
Plantation Drive	205	14
Paddock Way	101	15
Farfield	85	16
Langholme Drive	305	17
Total Linear Metres - 5145.5		

Annex C
Examples of New Branding



CITY PRIDE SERVICES
Keeping York cleaner, greener & safer







Draft Street Scene Customer Standards

York is a fantastic place to live, work and visit. We all benefit from the superb environment both in the city and in neighbourhood areas. However similar to most Council's within the UK we do suffer from relatively small amounts on environmental crime, which can impact negatively on the 'liveability' of our areas.

We recognise that the delivery of effective and value for money environmental services should result in a cleaner, greener and safer environment which is a priority for our customers and the Council.

This Street Scene Customer Charter explains what we will aim to do to maintain the environment so that our historic legacy can be preserved for all to enjoy. We aim to maximise the resources that are available to the Council whilst working in partnership with our community as everyone can play their part in keeping our city and neighbourhood areas clear of litter and environmental crime.

Street Scene consists of the following activities:

- Street Cleansing.
- Removal of graffiti, fly-posting, abandoned vehicles and fly-tipping.
- Maintenance of parks, flower beds and open spaces.
- Environmental enforcement.
- Grounds Maintenance.
- Refuse and Recycling collections.

What we will do:

- We aim to clean and maintain the streets and open spaces as specified by the Environmental Protection Act 1990. This requires us to ensure that, as far as is reasonably possible, public land is kept clear of litter and refuse.
- We will empty litter bins to prevent them overflowing and will aim to empty full bins within 2 hours of them being reported to the Council's Contact Centre.

- We will respond to reports of unacceptable cleanliness in the city or in neighbourhood areas within 24 hours during normal working hours or otherwise where practicable.
- We will clean litter “hot spots” on a daily basis and take appropriate enforcement action as required to deter environmental crime.
- We will require utility companies to work in partnership with the Council so that environmental crime on their property can be promptly cleaned.
- We will work with private landlords and landowners to promote the importance of keeping their areas clean whilst taking action if necessary to enforce the maintenance of property and private land.
- We will aim to remove graffiti and fly-posting that is of an obscene or racially abusive nature within 24 hours of reporting and all other reported material on public land within 5 working days of notification.
- We will aim to remove fly-tipping within 24 hours of it being reported during normal working hours and where practicable at all other times.
- We will work with local communities to encourage and empower them to help improve their local environment.
- We will thoroughly clean play areas at least monthly and will visit to inspect play surfaces and equipment weekly.
- We will maintain green areas, parks and open spaces, keeping them well presented and leaving surrounding pavements free of cuttings.
- We will maintain open spaces with a view to protect and promote biodiversity.
- We will collect domestic refuse and recycling materials in line with current Council policies and the frequencies stated on the Council website.

- We will provide customer focused facilities for our customers to report concerns about performance and respond promptly in response to their requests.
- We will train and encourage all council staff to be more pro-active in reporting incidents.
- Our staff will be courteous and helpful at all times.
- We will provide value for money efficient services.

How you can help:

- Report fly-tipping, vandalism, graffiti, littering etc to the York Pride Action Line (01904) 551551.
- Tell us when you have a concern about what we do by using the York Pride Action Line.
- Help us to help you by placing litter, chewing gum, and extinguished cigarette ends in the nearest bin.
- If you are a dog owner, please deposit waste in the bins provided.
- Put your refuse and recycling out on the correct day.
- Let us know when you are happy about the performance we provide.
- Fill in our customer surveys and questionnaires.

Further information:

For more information about the services provided by the City of York Council, please see our website www.york.gov.uk or local council office.

DRAFT COMMUNICATIONS PLAN OF THE STREET SCENE REVIEW

Introduction

Please refer to the report for full details of the review.

The review has outlined key changes that need to be implemented to bring about improvement to the Street Scene service, most notably

- the introduction of revised street cleansing techniques, covering five zones in the city;
- the introduction of a new 'community champion' figure in each zone, and
- the introduction of a proposed new enforcement team.

The initiative is strongly linked to the overall York Pride campaign.

We would recommend that a variety of communications methods are used to publicise the change in street cleansing practices to the community, and that members are also kept abreast of development and implementation of the pilot and gradual roll out. This will ensure that affected residents and all members are fully aware of the work being carried out to make the city a cleaner place and improve their perception of street cleanliness.

Budget

No budget has been discussed for the communications plan, a dedicated budget has been allocated to the York Neighbourhood Pride Campaigns which may be able to assist with some costs, but this has yet to be discussed and agreed.

Aim

This draft Communication Plan sets out the activity we would recommend is undertaken in order to deliver a campaign through a variety of methods, including media relations.

Campaign Objectives

- Raise awareness that the council has reviewed how street cleansing is carried out and the new working practices that this will entail
- Raise awareness of where the pilot will take place and how the scheme will operate
- Keep key target audiences informed on the pilot progress, its successes and the city roll out
- Ensure that key target audiences know how the scheme applies to them
- Encourage the key target audiences to support their Neighbourhood Maintenance team and help to reduce the amount of litter dropped in the streets of York

Target Audiences (identified using ENCAMs Research)

Internal

- **Council Employees**
The council is one of the largest employers in the region and council staff represent a captive audience who could be encouraged to act as messengers and supporters of the scheme.
- **Council Members**
Council Members are the voices and ears of the council. It is important that they are kept abreast of the scheme's progress and are prepared to speak out in support of it
- **Schools and Public Buildings**
Are important partners in providing welfare facilities for the Neighbourhood Maintenance teams. Partnerships will be developed as part of the preparatory work for the pilot areas, and will be important in assisting in supporting and promoting the scheme.

External

- **All residents within the initial West Pilot Zone**
It is imperative that the campaign targets this group to ensure that they recognise and support the pilot and be able to report if a difference is made when evaluated.
- **Residents in remainder of the city**
It is appropriate that the campaign is promoted to all York residents to share the success and engage them in the roll out to the rest of the city. This will also ensure that they know their neighbourhoods will be seeing changes in the future and reduce speculation that the pilot is a one off.
- **Businesses**
Litter is usually generated by fast food and takeaway food packaging, from confectionary through to pizza boxes. In addition, all businesses can indirectly generate litter through delivery packaging, receipts and litter left by customers. It is therefore important that businesses in each pilot are targeted to educate them in the work being carried out, the impact this will have in their community and to discuss with them the significant negative impact they can indirectly have on the street environment. This will encourage changes in behaviour to help maintain a clean environment with the Neighbourhood team.
- **Local Community Groups**
We need to inform local groups, such as the members of "Without Walls", to encourage buy-in and advocacy for the scheme.

Key Messages

The campaign can be condensed into six key messages that will need to underpin all activity:

- Street cleansing methods are changing for the better
- Education and enforcement will be stepped up to deliver a cleaner environment
- The Neighbourhood Maintenance teams will be a highly visible, strongly branded force
- The scheme will be piloted and then rolled out across the city
- You will see improvements in your neighbourhood
- Help us to maintain these standards by not dropping litter

Key Communication Vehicles

(We have identified a number of ways in which we can get the message across and these are given below. This list will need to be refined when the final budget is agreed by members).

Internal

- **News & Jobs/News in Depth/departmental publications**
The councils own internal publications represent a very cost effective way of reaching council staff and members
- **Team Meetings**
Provide an opportunity as an agenda item across all services, from CMT down to team meetings.
- **Intranet**
The intranet is a communication that can be used to relay timely and dynamic information to council employees and members. Employees living in the city could be asked to give feedback.
- **Members Webpage**
Use our members' webpage to keep council members abreast of the latest developments in the campaign

External

There will be a continual publicity campaign as the pilot is completed and improved services are introduced across the city and into the four other zones. The marketing campaign will take consideration of the York Neighbourhood Campaigns and purdah.

- **Launch event**
A launch event with photocall to maximise media coverage of the launch event. Given the lack of budget allocation, the launch and initial media campaign will be a vital component to attracting media coverage. We will use our extensive media database and experience to place stories in the general and specialist media to ensure that the campaign receives maximum positive publicity for minimum cost. Specifically, we will provide press releases to local and specialist print and broadcast media, arrange media interviews where appropriate including the local Press, local Radio and possibly regional news.
- **Pilot Area residents**

It is proposed that all residents will receive a copy of the Customer Standards and a leaflet containing an overview of the pilot and what this means to them. The leaflet will also give customers the opportunity to contact the council to report problems via the York Contact Centre, backing the 'Call to Action' initiative.

- **Council Display Unit**

Sited in a prominent position in the west zone towards the end of the pilot period, to help measure success of the pilot. Could then be sited in the next zone as a means of publicity and awareness raising, highlighting findings and success from the first pilot.

- Your Ward newsletter

The next appropriate publication is due for issue in January 2007, at this time we can send out the message across the city about how the pilot is developing and where the next zone will be.

- **Council Website**

A copy of the Customer standards and news on the pilot will be displayed on the website with links from the front page. This page will be regularly updated with progress news on the pilot and city wide roll out.

- Ward Committee Meetings

Community Champions will attend the ward committee meetings to update members and residents on the pilot progress. This can be taken to all meetings to keep residents informed, across the city.

- Newspaper ads

Display advertising, entailing costs, could be taken in local newspapers to raise awareness of the scheme amongst the general public.

- Businesses

A vast amount of litter is generated from 'food on the go' outlets. Community Champions and Enforcement Officers will target businesses in problem areas to raise awareness of the pilot and to encourage ownership of indirect litter generation. Their support of the Neighbourhood Maintenance team will also be called upon as a means of generating community spirit.

- Schools

Schools are to be targeted as part of the Litter campaign within York Neighbourhood Pride to encourage children to undertake responsible behaviour for litter from an early age. Community Champions will be encouraging the development of school litter plans. A prize could be awarded to the tidiest school. A poster competition could be launched in the pilot zone to promote the scheme.

- Libraries / waiting rooms / Council Offices

Will be targeted with the Customer Standard and information leaflet.

Specialist

We will endeavour to ensure that the scheme receives publicity in the following specialist publications:

- Local Government Chronicle
- Municipal Journal
- Local Government First
- Local Government Executive
- Local Government News

Campaign Schedule

Schedules and a more refined list of activity will be produced, to be delivered throughout November 2006 in time for the pilot launch on 4 December 2006.

Jackie Armitage
Project Officer

**Annex F
Implementation Plan**

Item Number	STREET SCENE REVIEW IMPLEMENTATION PLAN	<i>TIME FRAME</i>
	Activity	
1.0	PLANNING	
1.1	Finalise Costing	<i>December 2006</i>
1.2	Mapping of pilot zone	Complete
1.3	Identify Welfare Facilities for zone workers	October 2006
1.4	Devise enforcement programmes for pilot (with regard to York Neighbourhood Pride campaigns)	November 2006
1.5	Agree Branding	November 2006
1.6	Start identifying Community Champions	From October 2006 onwards
1.7	Identification of Zone 2 with mapping	Commence November 2006
1.8	City Zone detailing	December 2006
1.9	Completion of mapping for remainder of city	From November 2006
1.10	Plan for Zone 2 - welfare Facilities for zone workers	December 2006
1.11	Plan for Zone 3	March 2007
1.12	Plan for Zone 4	May 2007
1.13	Plan for Zone 5	July 2007

2.0	STAFFING ISSUES	<i>Time Frame</i>
2.1	Review of Job Descriptions	October 2006
2.2	Agree Enforcement programme for Pilot zone	October 2006
2.3	Identify all staff for Pilot zone	Complete
2.4	Arrange Pilot Staff Meetings	From November 2006
2.5	Communication Meetings for services	From October 2006 onwards
2.6	BVPI 199 (street cleanliness grading) training for staff in trial zone	October 2006
2.7	Organise Health & Safety training (Tool Box Talks)	From November 2006
2.8	Organise enforcement overview for crews	November 2006
2.9	Establish weekly Monitoring Meetings	November 2006 onwards
2.10	Review risk assessments for new pilot work	October 2006

2.11	Meetings with Trade Unions	October 2006 onwards
2.12	Plan for Zone 2, items 2.3 - 2.9	December onwards
2.13	Plan for Zone 3, items 2.3 – 2.9	March 2007 onwards
2.14	Plan for Zone 4, items 2.3 – 2.9	May 2007 onwards
2.15	Plan for Zone 5, items 2.3 – 2.9	July 2007 onwards

3.0	GENERAL	<i>Time Frame</i>
3.1	Devise service communication arrangements	October 2006 onwards
3.2	Agree Communication Protocol	October 2006
3.3	Agree working systems with Easy@York	October-November 2006
3.4	Address back filling for SES	October-November 2006

4.0	IMPLEMENTATION of new Zone Working	Time Frame
4.1	Communication Plan launch	November 2006
4.2	First stage monitoring of pilot zones	December-January 2007
4.3	Review of Cleansing standards	January 2007
4.4	launch of Enforcement Programme in Pilot area	December 2006
4.5	Review of Enforcement Programme (second month of implementation)	January 2007
4.6	Review meeting of Pilot Zone (second month of implementation)	January 2007
4.7	BVPI 199 period three	Starts January 2007
4.8	Launch of Zone 2, items 4.2 – 4.6	March 2007
4.9	Launch of Zone 3, items 4.2 – 4.6	May 2007
4.10	BVPI 199 period 1 (2007-8)	Starts April 2007
4.11	Launch of Zone 4, items 4.2 – 4.6	July 2007
4.12	BVPI 199 period 2 (2007-8)	Starts July 2007
4.13	Launch of Zone 5, items 4.2 – 4.6	September 2007
4.14	Report to members on delivery of new Zone Working	October 2007

