

Briefing Note of:	Head of Policy
Contact Officer:	Donna Meredith-Wood
Telephone No:	01543 464638

ENVIRONMENT POLICY DEVELOPMENT COMMITTEE
22 JANUARY 2013
LOVE YOUR STREET UPDATE

1 Purpose of Briefing note

- 1.1 To an update on the most recent 'Love Your Street' initiative within the District.

2 Recommendations

- 2.1 That the outcomes of the Chadsmoor 'Love Your Street' initiative are noted.

3 Key Issues

- 3.1 The Local Strategic Partnership has agreed to develop and implement four 'Love Your Street' events within the District. The first event was held in Brereton and Ravenhill as a pilot in October 2012, and a second event was delivered in Chadsmoor in September 2013.
- 3.2 Attached to this briefing note is a report produced by Chase CVS which led the delivery of the Chadsmoor 'Love Your Street' initiative. A third LYS is underway in respect of the flats on the Carfax and Moss Road estates. This initiative has utilised the Love Your Street branding to encourage residents to 'Love Your Block' and a recruitment drive is under way at the time of writing (December 2013) to engage with local tenants and encourage them volunteer to become the 'Champion' for their housing block

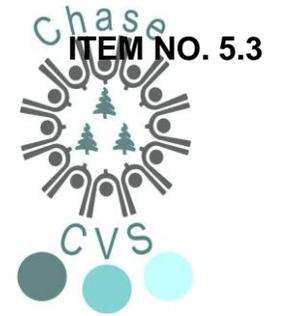
4 Detail

- 4.1 The Local Strategic Partnership launched an initiative entitled 'Love Your Street' in October 2012. This followed work by the Local Strategic Partnership which identified a need to improve community assurance in key locations across the District as a result of the Feeling the Difference survey conducted by the police. Whilst crime levels continued to fall, some communities indicated a perception that crime and ASB was increasing.
- 4.2 As a result a pilot 'Love Your Street' project was launched in Brereton and Ravenhill over the half-term week in October 2012. Following an evaluation of this project, the LSP agreed to operate a further three 'scaled down' versions in other areas across the District. The Chadsmoor 'Love Your Street' project ran during September 2013 and was led by Chase CVS. A range of partners were involved including Cannock Chase Council, Staffordshire Police, Staffordshire Fire and Rescue Service, Staffordshire County Council, Fusion Credit Union and the local food bank.
- 4.3 The CVS has produced the attached report which details the aims of 'Love Your Street' Chadsmoor, together with the range of activities and services available to residents. A number of 'next steps' have also been identified in the attached report.

5 Appendices

Appendix 1	Love Your Street, Chadsmoor. Report of Chase CVS
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Background Papers



Love Your Street,
Chadsmoor.

Report

Produced: October 2013

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Executive Summary

Love Your Street, Chadsmoor was a multi-agency collaborative event aimed to address issues around litter, dog fouling and ASB issues and address the apathy encouraging a more inclusive approach to well-being and participation. In conjunction with the Nadeem Mahammed, Illegal Money Lending Team who highlighted issues regarding Loan Sharks aims to raise awareness of loan sharks and encourage local people to access information and support from organisations like CAB and Credit Union. The issues relating to this project was initial raised at a Resident Champion meeting by a local resident and at previous Joint Operations Group (JOG) meetings. Issues have also been highlighted through the Blake Consultation where resident raised concerns about their community and showed their increasing lack of motivation, C&LP and on-going aspirations survey’s in local schools.

The purpose of the event is to build trust, increase cohesion and community participation in areas of Chadsmoor, by providing a multi-agency approach to engaging with local residents of all ages, providing fun activities and access to services and information with the aim of addressing some issues identified through consultation and concerns we have received.

A local resident said “The Young People were entertained, as well as providing useful info” A Young People asked “Are we here tomorrow” and continue to say “would we be holding another event soon”.

Partners that were involved in the development and delivery included Staffordshire Fire & Rescue Service, Staffordshire Police, Cannock Chase Council, Staffordshire County Council, Birmingham City Council, Cannock & District Foodbank, Fusion Credit Union, Redhill Primary School, West Chadsmoor Family centre, Local Councillors, Local Businesses & Voluntary and community sector organisations. McDonalds will be funding volunteers and equipment to litter pick.

Outline

Chase CVS and our Resident Champion volunteers have been working together with partners including Chase District Council and Birmingham City Council to organise a community event for the residents of

Cannock



Chadsmoor. The Love Your Street, Chadsmoor event originally named Chadsmoor Action Week aimed to build trust, increase cohesion and community participation to engage with local residents of all ages, providing fun activities and access to services and information with the aim of addressing some issues identified through consultation and concerns that have been received.

The event focused on Benion Road, Wrights Avenue, Central Avenue, Princes Street, Rigby Drive, Woodford End, Red hill Road, Byron Place. The event will benefit all age groups of local residents within the streets identified although through marketing of the event, anyone within the Cannock area may attend the event on Saturday 21st September.

The event has been funded by the JOG, Proceeds of Crime Act (POCA) fund and Staffordshire County Council originally raised at a meeting with Nadeem Mohammed, Birmingham City Council 'The England Illegal Money Lending Team' with the aim of raising awareness of using loan sharks, to promote the opportunities of financial management and credit union to prevent them from getting into debt. This followed by issues and concerns being raised at both a Resident Champions and JOG meetings.

The activities and events was run over 5 days, with Thursday 19th and Friday 20th September doing door to door promotions, fire risk checks, providing free skips, litter picking and street cleans. On Saturday 21st September, we held a celebration event on the Wrights Avenue Park from 10.00 – 2.00 p.m. Kent Parson, Chief Officer for Chase CVS said "Chase CVS was delighted to see that the Love Your Street 3 days event was well received by local people of all ages, benefitting from opportunities to access services, information and having fun, thanks to our partner agencies contributions to the event". On Monday 23rd and Tuesday 24th September, The Dog Trust held a surgery at Coniston Hall, Chadsmoor providing free micro-chipping for dogs, as it will be compulsory by 2015.

Wright Avenue Play Park area

In August, Lisa Shephard, WLCT worked with a group of local young people as part of their National Citizen Service (NCS) scheme, as they needed to complete 30 hours voluntary service. As part of their service they wanted to deliver an arts based project in an area of need to demonstrate and experience their impact in the community. The young people included primary school age children from the area who helped design and hand paint the park area railings. As part of the project, young people from Hednesford filmed the project start to finish as part of his NCS and at point will blog about his experience. The work

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encouraged community engagement, participation and ownership of their park and linked in to the Good Life scheme promoting an active healthy lifestyles to our young people.

Street Event

On Thursday and Friday, CCC with McDonalds, Lovells and Resident Champion volunteers were involved in litter picking in the streets identified and the Community Payback team re-vamped and painted the park railings. 6 skips were provided at strategic locations (as outlined on the map attached). Staffordshire Fire and Rescue were successful in completing 28 Home Fire Risk Checks and other door to door consultation work was completed by CCC and Chase CVS to encourage residents to access the skips, benefit from other services available on the day and providing information about Resident Champions.



Community Payback clearing Wrights Avenue Play Park ready to paint railings.



Local Resident having a clear out.





All 3 skips in Rigby Drive are full.



McDonalds and Lovells volunteers ready to litter pick.



CCDC Environmental Manager assisted a local resident to tidy up her garden after a recent move into the property. Thanks to Kingstone Civil Engineering for their help.

The two day went extremely well, with residents benefitting from the skips located on Wrights Avenue on the corner of Rigby Drive and Redhill Road. One single parent was pleased by the support she had

Park and to clear the



rubble left in her garden, so CCC Environmental Services and a local contractor offered to help clear it.

Celebration event

On Saturday 21st September, a celebration event was held on Wrights Avenue Park. The event was supported by 14 multi-agency stalls, a Free Balloon Modeller, Face Painting and bouncy castles funded by JOG and Free Ice-creams and inflatable sharks thanks to POCA funding. The event was supported by Public, Private, Statutory, the third sector, local councillors and most importantly volunteers. Agencies that had stands included the Cannock Chase Council, SCC funded Beat the Cold, the Good Neighbourhood Scheme, Fusion Credit Union and Cannock and District Foodbank.

Staffordshire Police said “Overall we felt it was a successful day and was pleasantly surprised by the number of people that attended. Not only was it a fun day for the children and local residents but also educating with the help and advice that was available from the different agencies. Our stand provided crime prevention leaflets and bike locks along with some educational 'freebies' that both the children and adults liked to take away. We did actually find that because of the good turnout we ran out of supplies!! The event was well organised and information given out in the run up to the event was very helpful. It was a successful day enjoyed by all”.

Staffordshire Fire & Rescue - There were 28 Home Fire Risk Checks with 7 Refusals.

Barclays Bank said “The event was an overall success. Members of staff discussed opening/switching an account with several residents. Around 4 people took contact information away with them to make an appointment. Saving was also discussed with some of the children. A similar event would be useful in Cannock town centre (or similar) where there is a guaranteed footfall. Good links were made with other organisations – they may work together in the future to deliver 'Money Skills' events. Freebies and literature was well received, staff members even had to go back to the branch to get more stock!

Natalie Barrow, District Public Health Development Officer said “Although initially disappointed with the number of residents that attended, Natalie found the event extremely useful for networking and made good links with other agencies. The loan sharks were



thought to be an excellent idea! Advice regarding smoking, alcohol and healthy eating was given to approximately 10 residents.

Staffordshire Council for Voluntary Youth Services - Jane Reynolds attended on behalf of SCVYS and although she did not have a stand, she found the networking to be very useful. Some new relationships were created and existing ones developed. The event was a good starting pointing for the local community, but needs to be followed through. SCVYS would be happy to link with a similar event next year, perhaps late in the summer holidays.

Staffordshire Search and Rescue Team - Although members of staff only dealt with two minor incidents (both involving the Bouncy Castle), they felt the event was very successful and well received. They were pleased to see that most of the services on the day were free of charge, such as the bouncy castle and face painter; but felt that there could have been free or low cost refreshments.

West Chads Moor Family Centre said “Seemingly, the organisations that benefitted most from the event! Approximately 90 fruit pots were created and children were involved with creating their own. A waiting list was created of 30 young people who would like to undertake extra-curricular cooking lessons, as well as around 8 parents who would like to learn about cooking and healthy eating. The centre made a new link with Natalie Barrow who may be able to offer some support with Healthy Eating projects. Existing relationships with PCSO Jacqui Dennis, SYPS and Jane Reynolds were enhanced.

The Dog Trust

On Monday and Tuesday, The Dog Trust working in partnership with Cannock Chase Council Environmental Services held surgery at Coniston Hall, Chads Moor to offer free micro-chipping for dogs to local residents. Please see below a summary of our inputs and outputs from the event. The table below outlines the work completed by the team, free dog bags issued, leaflets distributed and the no of dogs micro-chipped.

	Preparation	19 th Sept	20 th Sept	21 st Sept	23rd Sept	24 th Sept	Total
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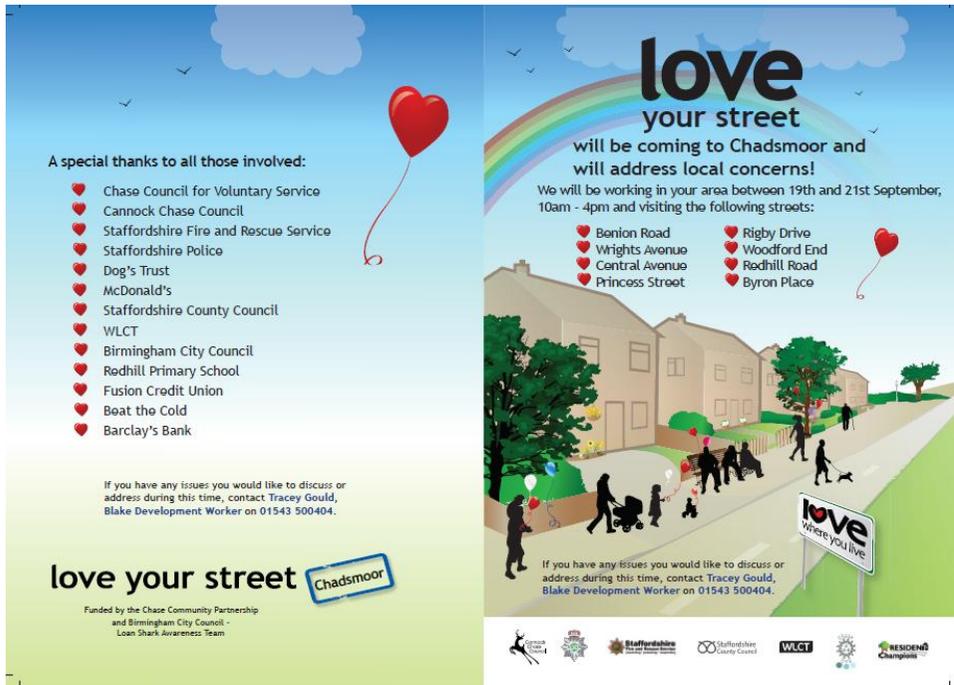
Hours contributed	5	17	16	0	6	6	50
Dog bag dispensers issued	0	0	0	?	86	70	156
Dogs Microchipped	0	0	0	0	86	70	156
Responsible dog leaflets issued	0	0	0	?	80	63	143

As part of the work, the team issued one Dog Fouling Fixed Penalty Notice to a resident who allowed his dog to foul on the playing fields in full view of the EP Officers participating in the event. This particular issue had been raised by a number of residents whose children played on the field.

Marketing/Publicity



CCC Comms team provided the support through a promotional plan and design brief for all our promotional material including leaflets, posters, banners, press release and social media marketing. See below the A5 booklet that was posted door to door in over 400 houses.



Lesson Learnt



- Better planning for all stands to be inclusive of an area.
- Consideration for the area delivering events i.e. times of the event
- Later start time may have helped to get higher attendance by local people.
- Clarifying details when booking activities from businesses i.e. bouncy castle supervision
- Logistics management from other agency commitment for future events and activities.

Outcomes

The outcomes detailed in the project overview were as follows:

- To build trust with local residents.
- To build links with partner agencies.
- To provide practical advice to families in poverty.
- An increased sense of belonging.
- To make a difference to residents.

The Love Your Street event, we feel met the above outcomes by engaging with the local people by having a visual presence in the streets identified, providing assistance to local residents and to deliver a multi-agency event to address issues and concerns in the community. The event provide practical advice, information and support to families through agencies, as well as enable residents



to access key services and hopefully increasing a sense of pride in their streets.

Next Steps/On-going

- Community Payback team to complete painting the railing at the Wrights Avenue Park.
- Mike Walker, CCC & Lucy Cox, Chase CVS are co-ordinating a Redhill Primary Assembly to awarded a pupil in year 6, a good citizen award for helping with the litter picking. Good Citizen Awards certificates are being given to all the volunteers involved in the event including McDonalds and Lovells for their commitment to the community event.
- To identify a follow up event in February/March next year with a Spring Clean including a litter pick.
- To build on the event by encouraging local resident to volunteer and have more community involvement.
- Through the JOG identify streets for future Love Your Street events in Cannock Chase area.

Summary

The event was well attended by agencies and local residents with the support being provided by volunteers and local businesses i.e. Coopers Skip Hire. Thanks to everyone that was involved including volunteers from McDonalds, Lovells, Resident Champions, Redhill Primary for the use of their car park and to all the young people involvement in the Love Your Street event and for the collaborative approach to partnership working that made this event the success it has been.



