

<b>Briefing Note of:</b>	<b>Head of Policy</b>
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**ENVIRONMENT POLICY COMMITTEE**  
**22 AUGUST 2013**  
**LOVE YOUR STREET EVALUATION**

**1 Purpose of Briefing note**

1.1 The purpose of this briefing note is to provide Committee Members with an overview of the 'Love Your Street' initiative which was piloted by the Local Strategic Partnership in 2012.

**2 Key Issues**

2.1 The Local Strategic Partnership 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 that they perceived crime and anti social behaviour to be on the increase in Cannock Chase.

2.2 In order to address this issue the LSP developed a Community Safety Delivery Plan which included a number of actions to address community assurance. One of the initiatives included in the Plan was a pilot 'Love Your Street' (LYS) event; LYS provides an opportunity for partners and residents to meet to identify areas of concern and undertake a 'community clear-up' together. The initiative is not restricted to crime issues only; it is a well-recognised concept that the environment in which people live can have a considerable impact on their feelings of personal safety. Therefore any environmental issues such as poorly managed areas of green space, unlit alleyways and dog fouling can be addressed through LYS where appropriate.

**3 Detail**

3.1 The LSP agreed to pilot the initiative in Brereton for a number of reasons:

1. As part of the work of the Environment Policy Development Committee in 2011, Brereton and Ravenhill were identified through a social modelling tool as being

one of the six wards likely to have higher perceptions of crime and anti-social behaviour being an issue.

2. Whilst crime figures for the area continue to be relatively low, the partners had identified an increase in anti-social behaviour and domestic violence.
3. Parts of Brereton and Ravenhill have also been selected as a 'Big Local' area and therefore, this will help with the sustainability of the project.

3.2 The initiative, which involved a number of Council services working together with a range of partners, ran throughout the October half term 2012. The attached evaluation report provides detail on the range of activities included in the week-long programme and summarise key successes and learning points arising from the pilot.

3.3 The LSP subsequently agreed to run four 'scaled-down' versions of LYS during 2013/14. These will consist of a day's activity in a targeted area selected by the Joint Operations Group. At present two LYS events are being developed; one in Chasdmoor in September being led by the CVS and another at the Moss Road and Carfax Council properties.

#### **4 Implications (if applicable)**

- 4.1 It is recommended that the Environment Policy Development Committee note the attached evaluation of the LYS pilot in Brereton. Furthermore Committee members may wish to request more information on the four LYS initiatives being implemented during 2013/14 to enable the Committee to consider how/if this project links to other areas of work on the work programme.

#### **5 Appendices**

Appendix 1

Love Your Street Project Proposal

#### **Background Papers**

## Appendix 1



### Love Your Street Project Proposal Strategic Board 13<sup>th</sup> May 2013

#### **Purpose of Report**

To provide an update and make recommendations to the Strategic Board on how the Joint Operations Group (JOG) take the Love Your Street Pilot forward.

#### **Background**

Chase Community Partnership agreed to pilot a programme of partnership visibility as part of the Community Safety Delivery Plan 2011/12.

The Love Your Street pilot aimed to increase assurance amongst the residents living in the Brereton area, address environmental issues and improve the perceptions in relation to crime and anti – social behaviour.

Brereton was chosen as the 'pilot' area for a number of reasons:

4. As part of the work of the Environment Policy Development Committee in 2011, Brereton and Ravenhill were identified through a social modelling tool as being one of the six wards likely to have higher perceptions of crime and anti-social behaviour being an issue.
5. Whilst crime figures for the area continue to be relatively low, the partners had identified an increase in anti-social behaviour and domestic violence.
6. Parts of Brereton and Ravenhill have also been selected as a 'Big Local' area and therefore, this will help with the sustainability of the project.

#### **Context**

The partnership targeted five streets including:

- Springhill Terrace
- Kelly Avenue
- Newman Grove / Hilltop
- Ravenhill Terrace
- Coulthwaite Way

Consultation was an essential element to the pilot. The work of partners was designed to be a response to the community concerns identified by local residents in the five streets that were focused on.

It was agreed that the October half term (29<sup>th</sup> Oct – 2<sup>nd</sup> Nov 2012) would be the preferred option as this would allow maximum community involvement and greater options for inter-generational work.

The Partnership Action Station was located in the area and the following activities took place:

- Environmental Improvements
- Home Fire Risk Checks
- Promotion of Neighbourhood Watch
- Housing Advice
- Distribution of shed alarms and Smartwater kits
- Diversionary activities for local children and young people including:
  - Spray art workshops
  - The Youth Bus
  - Painting of benches
  - Play Rangers – fun and games
  - Creation of giant lanterns as part of The Good Life initiative
  - Street Stadia

As part of the week of action, the partnership hosted a 'Celebrate Your Street' event. Residents from the Brereton area were invited to come along and join in with the spooky goings on! The event took place on Wednesday 31<sup>st</sup> in Newman Grove and provided a diversionary activity on a day that can normally have high incidents of anti-social behaviour.

The event was completely free and included live music and entertainment, fun and games, face painting, balloon modelling, story time, arts and crafts and a fancy dress competition.

The event was a huge success, despite the weather with over 100 local people attending.

A full evaluation of the success of the Love Your Street pilot has been undertaken and discussed by the Joint Operations Group.

At the Strategic Board meeting (04.03.13), Board members discussed the lessons learnt from the pilot project and it was noted that the length of the project was too resource intensive for a week, and that whilst a number of streets were covered during the week it was suggested and agreed that one street should be targeted at a time.

Strategic Board members agreed that the pilot had been a huge success and that the project was a great way to get the local communities involved and advised that the project should not be seen as an add on to normal business but a way in which partnership organisations do their business.

The Strategic Board agreed that they would like the JOG to explore the option of holding a 'Love Your Street' once a month and if it would be a viable option.

## **JOG Proposal**

The JOG considered the Strategic Board's proposal and agreed that the resources required to organise and manage a monthly event would be significant and have a potentially negative impact on other projects included within the Delivery Plan. The JOG therefore recommends that the Strategic Board considers a proposal for partners to hold 'Love Your Street' roads shows once a quarter.

The road shows would provide an opportunity for local residents in the area to come and receive advice and talk to local officers from partner agencies about any issues or concerns that they may have.

## **Target**

### **To increase assurance in the community:**

- Maintain 98% who feel safe in their local area during the day
- Continue the target of a 10% increase (80%) of people who feel safe in their local area after dark from March 2011 to January 2015.
- Increase in the percentage of people agree that the police and local council are dealing with anti social behaviour and crime issues that matter by January 2015

## **Objectives/Outcomes**

The Love Your Street road shows would:

- Promote and raise awareness of good partnership working and activities
- Provide an opportunity for agencies to build relationships within the community
- Provide an opportunity for residents to raise any concerns / issues
- Increase civic pride across the district
- Recognise/acknowledge the good work currently being undertaken by individuals/local community groups
- Encourage participation and ownership amongst communities
- A cleaner, greener and safer district
- Increase morale and sense of community spirit/belonging

## **Who will deliver the project?**

The Love Your Street Road Shows will be delivered by the JOG, and the broader partnership.

The JOG would produce a Love Your Street Road Show calendar; a day will be agreed for each quarter

## **Resource Implications per quarter:**

As outlined within the attached project scope template please see below hours that would need to be allocated per quarter

### **Staffordshire Police = 52hrs (208hrs per year)**

Staffordshire Fire Service = TBC

Community Wellbeing Arts = TBC

Community Wellbeing Play = TBC

CCDC – Housing = TBC, once issues and street identified

CCDC – Environmental Health = TBC, once issues and street identified

CCDC – Ground Maintenance = TBC, once issues and street identified

### **CCDC – Partnership Team = 57hrs (228hrs per year)**

### **CCDC – Marketing and Communications Team = 42hrs (168hrs per year)**

**CCDC – Policy Team = 34hrs (136hrs per year)**

SCC – Young Peoples Service = TBC

SCC – Targeted Youth Support = TBC

SCC – Highways = TBC

### **Recommendations**

**It is recommended that the Strategic Board consider the JOG's proposal in respect of quarterly road shows and, where applicable, that Board members commit the necessary human resources (as detailed above) to enable the development and implementation of this initiative.**

**Partnership Project Scope Template**

<b>Project Name:</b> <b>Love Your Street – Road Show</b>	<b>Date:</b> <b>Delivery once a quarter</b>
<b>Project Sponsor:</b>	<b>Joint Operations Group</b>
<b>Project Lead:</b>	<b>Kerry Wright</b>

<p><b>Project Summary</b></p> <ul style="list-style-type: none"> <li>- What do you want to do and why?</li> <li>- What are you aiming to achieve?</li> <li>- Has it been done before?</li> <li>- What evidence do you have to say the project is required?</li> </ul>	<p>The JOG has been tasked to explore the potential to build on the huge success of the 'Love Your Street' 2012 pilot.</p> <p>The JOG recommends that the partners hold 'Love Your Street' roads shows once a quarter.</p> <p>The road shows will provide an opportunity for local residents in the area to come and receive advice and talk to local officers from partner agencies about any issues or concerns that they may have.</p> <p>At the Strategic Board meeting (04.03.13), Board members discussed the lessons learnt from the pilot project and it was noted that the length of the project was too resource intensive for a week, and that whilst a number of streets were covered during the week it was suggested and agreed that one street should be targeted at a time.</p> <p>Strategic Board members agreed that the pilot had been a huge success and that the project was a great way to get the local communities involved and advised that the project should not be seen as an add on to normal business but a way in which partnership organisations do their business.</p>
<p><b>Which plans / strategies will the project link to?</b></p> <ul style="list-style-type: none"> <li>- How does it satisfy national, corporate or partnership objectives / agenda / campaign (describe and list objectives)</li> </ul>	<p>Community Safety Delivery Plan CCDC's PDP</p>

<p><b>What is the purpose of the project?</b></p> <ul style="list-style-type: none"> <li>- Objectives</li> <li>- Outcomes</li> </ul>	<p><b>To increase assurance in the community:</b></p> <ul style="list-style-type: none"> <li>- Maintain 98% who feel safe in their local area during the day</li> <li>- Continue the target of a 10% increase (80%) of people who feel safe in their local area after dark from March 2011 to January 2015.</li> <li>- ?? % of people agree that the police and local council are dealing with anti social behaviour and crime issues that matter by January 2015</li> </ul> <p><b>Objectives/Outcomes</b></p> <p>The Love Your Street road shows would:</p> <ul style="list-style-type: none"> <li>- Promote and raise awareness of good partnership working and activities</li> <li>- Provide an opportunity for agencies to build relationships within the community</li> <li>- Provide an opportunity for residents to raise any concerns / issues</li> <li>- Increase civic pride across the district</li> <li>- Recognise/acknowledge the good work currently being undertaken by individuals/local community groups</li> <li>- Encourage participation and ownership amongst communities</li> <li>- A cleaner, greener and safer district</li> <li>- Increase morale and sense of community spirit/belonging</li> </ul>
<p><b>Who will deliver the project?</b></p> <ul style="list-style-type: none"> <li>- How will you carry out the tasks?</li> <li>- Barriers?</li> <li>- Timescales</li> <li>- Roles &amp; Responsibilities (lead names &amp; contact)</li> </ul>	<p>The Road Shows will be delivered by the JOG, and the broader partnership.</p> <ul style="list-style-type: none"> <li>- The JOG would produce a Love Your Street Road Show calendar, a day will be agreed for each quarter</li> <li>-</li> </ul> <p><b>JOG members to allocate hours for prep work week before delivery:</b></p> <ul style="list-style-type: none"> <li>- Staffordshire Police = 26hrs</li> <li>Partnership Manager = 12hrs</li> <li>ASB Officer = 8hrs</li> <li>PCSO's = 6hrs</li> </ul> <p>- Staffordshire Fire = TBC</p>

- Community Wellbeing Arts = TBC
- Community Wellbeing Play = TBC

**CCDC:**

- Housing = 8hrs
- Estate Caretaking – half day – rota basis (estate inspections/Estate Walks)
- Hsg staff EMO's – half day rota basis Ewks
- Environmental Health = TBC
- Ground Maintenance = TBC
- Partnership Team = 28hrs
- Senior Partnership Officer = 14hrs (2days)
- Partnership Project Officer = 7hrs (1 day)
- ASB Prevention Officer = 7hrs (1 day)
- Marketing and Communications Team = 24.5hrs
- PR & Marketing Officer = 14hrs (2 days)
- Graphic Designer = 7hrs (1 day)
- Communications Officer = 3.5hrs (½ day)
- Consultation and Engagement Officer = 14 hours (2days)

**Staffordshire County Council:**

- Young Peoples Service & - Targeted Youth Support =
- District Manager is happy to commit the same amount of detached youth work to the project as per the pilot
- Highways = TBC

**Delivery on the day:**

A schedule for the day will be drawn up and used throughout the year (10.00 – 13.00 3hrs 14.00 – 17.00 3hrs = 6 hours a quarter, 24 hours a year pp)

**JOG members to allocate hours for work after Love Your Street Day:**

- Staffordshire Police = 26hrs
- Partnership Manager = 12hrs
- ASB Officer = 8hrs

PCSO's = 6hrs

- Staffordshire Fire = TBC
- Community Wellbeing Arts = TBC
- Community Wellbeing Play = TBC

**CCDC:**

- Housing = TBC once issues have been identified on the Love Your Street Day
- Environmental Health = TBC once issues have been identified on the Love Your Street Day
- Ground Maintenance = TBC once issues have been identified on the Love Your Street Day
- Partnership Team = 29hrs
- Senior Partnership Officer = 14hrs (2days)
- Partnership Project Officer = 4hrs
- ASB Prevention Officer = 4hrs
- Vulnerability Champion = 7hrs (1day)
- Marketing and Communications Team = 17.5hrs
- PR & Marketing Officer = 14hrs (2 days)
- Communications Officer = 3.5 (1/2 day)
- Consultation and Engagement Officer = 14 hours (2days)

**Staffordshire County Council:**

- Young Peoples Service = TBC
- Targeted Youth Support = TBC
- Highways = TBC

**Total Hours for each agency per 1/4 – EXCLUDING Delivery Day**

- Staffordshire Police = 52hrs
- Staffordshire Fire x hours = TBC
- Community Wellbeing Arts = TBC
- Community Wellbeing Play= TBC

**CCDC:**

- Housing = TBC once issues have been identified on

	<p><i>the Love Your Street Day</i></p> <ul style="list-style-type: none"> <li>- Environmental Health = TBC once issues have been identified on the Love Your Street Day</li> <li>- Ground Maintenance = TBC once issues have been identified on the Love Your Street Day</li> <li>- Partnership Team= 57hrs</li> <li>- Marketing and Communications Team – 6 days or 42 hrs</li> <li>- Consultation and Engagement Officer (if Consultation is delivered in same pattern as before) total of 34 hrs</li> </ul> <p><b>Staffordshire County Council:</b></p> <ul style="list-style-type: none"> <li>- Young Peoples Service</li> <li>- Targeted Youth Support</li> <li>- Highways</li> </ul>
<p><b>What is the risk to the service?</b></p> <ul style="list-style-type: none"> <li>- Is a contingency Plan required / available?</li> <li>- Define risks &amp; hazards</li> <li>- Controls to combat hazard</li> </ul>	<p>The risks are:</p> <ul style="list-style-type: none"> <li>-Lack of resources allocated and briefed by their organisations</li> <li>-Lack of support from the community and members</li> <li>- Too resource intensive</li> <li>- Managing expectations within the community</li> </ul>
<p><b>Resource implications</b></p> <ul style="list-style-type: none"> <li>- How much will it cost (money, consumables, printing leaflets, posters, people, time, partners, volunteers)</li> <li>- Include estimated cost and consider impact on other activities</li> </ul>	<p><b><u>Total Hours for each agency per 1/4 – EXCLUDING Delivery Day</u></b></p> <ul style="list-style-type: none"> <li>- Staffordshire Police = 52hrs</li> <li>- Staffordshire Fire x hours = TBC</li> <li>- Community Wellbeing Arts = TBC</li> <li>- Community Wellbeing Play= TBC</li> <li>-</li> </ul> <p><b>CCDC:</b></p> <ul style="list-style-type: none"> <li>-Housing = TBC once issues have been identified on the Love Your Street Day</li> <li>- Environmental Health = TBC once issues have been identified on the Love Your Street Day</li> </ul>

	<ul style="list-style-type: none"> <li>- Ground Maintenance = TBC once issues have been identified on the Love Your Street Day</li> <li>- Partnership Team= 57hrs = 228hrs per year</li> <li>- Marketing and Communications Team – 6 days or 42 hrs = 186hrs per year</li> <li>- Consultation and Engagement Officer (if Consultation is delivered in same pattern as before) total of 34 hrs = 136hrs per year</li> </ul> <p><b>Staffordshire County Council:</b></p> <ul style="list-style-type: none"> <li>- Young Peoples Service</li> <li>- Targeted Youth Support</li> <li>- Highways</li> </ul>
<p><b>Sustainability</b></p> <p>- Exit Strategy</p>	<p>All issues raised to agencies at the Love Your Street day, will be fed back to the JOG for action.</p>
<p><b>Communications Requirements</b></p> <ul style="list-style-type: none"> <li>- Lead name / Contact</li> <li>- Ensure that the emphasis is on a partnership approach</li> <li>- provide a united coordinated partnership response</li> <li>- All statements be coordinated, ensuring releases are issued jointly on behalf of all the agencies involved</li> <li>- Spread the news across the whole of the area and extend to community groups and local politicians.</li> <li>- Inform local Councillors of the actions undertaken in their Wards, and ideally offer them the</li> </ul>	<p>The launch of the Love Your Street initiative has been extremely successful in developing a stand alone brand 'Love Where You Live'. The brand can be extended further and applied to similar/future campaigns such as 'Love Your Town Centre'.</p> <p>The same communication approach will be applied for future Love Your Street initiatives. It is worth noting at this stage that a monthly action day will have an impact on the comms resource due to lack of capacity. Therefore, a quarterly approach will be more effective and should achieve better/ more realistic results. However, potential dates need to be discussed with the Communications team as soon as possible in order to avoid any clashes with pre-planned work.</p> <p>A marketing and communications plan will be produced for each initiative and will include various promotional channels as previously delivered. The design concept has now been developed and will be applied to new communication formats. The outdoor flags will be reused for each initiative; however, the JOG will have to fund the printing of the other promotional elements for each individual initiative. A full marcomms plan will include detailed costings which can be replicated throughout the annual programme.</p>

<p><i>opportunity to be involved.</i></p> <p><i>- Distribute information throughout the different stages</i></p> <p><b>Timescale</b> <b>Comms evaluation</b></p>	
<p><b>Community Engagement / Consultation</b></p> <p><i>- Lead name / Contact</i></p>	<p>From the perspective of the Consultation and Engagement team, the pilot 'Love Your Street' project was successful in assessing and addressing some community concerns and providing reassurance within that targeted area.</p> <p>Having said this, any move to a quarterly programme of 'Love Your Street' events would be impossible to resource with commitments to other areas of work and community projects. The consultation for Love Your Street needs to be completed before and following the day itself. The Consultation and Engagement Officer would need to be committing up to 5 days a quarter to ensure that the consultation element was meaningful.</p> <p>Consultation and Engagement Officer- Vikki Tolliss-</p> <p>"I wonder if a Love Your Street awareness day is more realistic with an opportunity for residents to come out and talk with agencies about community issues and receive community safety updates. On-going community concerns could be dealt with accordingly, with referrals to the most appropriate places. A basic evaluation form could be developed to be completed by all agencies on the day of delivery i.e. / How safe do you feel in your local area? What difference has the Love Your Street awareness day had on how safe you feel? (Questions can be taken from the previous questionnaire). Any analysis would need to be completed by the Partnership and the results fed back into JOG.</p> <p>This could alter the time needed for the day evaluations and analysis took around 20 hours. 6 hours of this would be split time across all agencies represented, giving out and completing evaluation forms.</p> <p>If the day was to be delivered in this way, we need to ensure that Love Your Street is not advertised as agencies 'responding' to community issues, but as</p>

	<p>an opportunity for local residents to come and discuss any concerns with their local partnership agencies It would be important to have community concerns discussed at JOG and that the Chair ensures feedback has been provided from the relevant agencies.</p>
<p><b>Project evaluation</b></p> <p>- Lead name / Contact</p> <p>- How will we measure success?</p>	<p>Feeling the difference survey – TBC</p> <p>Case studies</p> <p>Referrals made into agencies</p>
<p><b>Risk assessment (to include first aid where relevant)</b></p> <p>- Lead name / Contact</p> <p>- Describe the activity</p> <p>- Identify persons at Risk from the task/activity</p> <p>- Define Hazards</p> <p>- Controls to combat Hazard</p> <p>- Public Liability risks</p> <p>- Employee Liability risks</p>	
<p><b>Contingency Plan</b></p> <p>- Lead name / Contact</p> <p>- Is a contingency plan required?</p>	<p>Virtual management will be the role of the Senior Partnership Officer at Cannock Chase Council (Vice Chair of the JOG)</p> <p>The JOG Chair will be responsible for gaining support from partners to be signed up to the Love Your Street Day through the JOG.</p>
<p><b>Photo and filming disclaimers</b></p> <p>- Are these required?</p> <p>- Lead name / Contact</p>	<p>A photo/image consent form for both adults and children will need to be completed before any photography or filming can be used for promotional purposes. Clear signs will need to be displayed around the targeted area notifying residents of its intentional use.</p> <p>The Communications team will be more than happy to provide these forms; however, the overall responsibility should remain with the project lead for</p>

	each initiative.
<b>Children</b> <i>- Is there a minimum age for young people attending alone?</i>	
<b>Project Start Date</b>	
<b>Project End Date</b>	
<b>Approval</b> This project must be approved by LSP Strategic Board	

**Post Project**

<b>Outcome</b>  <i>- Lessons Learnt - Right method? - Has the project met the measure, corporate or partnership values? - Has the project achieved the purpose? - Time Frame</i>	
<b>Conclusion</b> <i>- The approving officer should determine if this project has been successful and give rationale / comments below</i>	<b>Name:</b>  <b>Signature:</b>  <b>Date:</b>
<b>Rationale / Comments</b>	