

Subject: Pride in Rossendale

Status: For Publication

Report to: Cabinet

Date: 3rd December 2008

Report of: Deputy Chief Executive

Portfolio

Holder: Environmental Services

Key Decision: No

Forward Plan General Exception Special Urgency

1. PURPOSE OF REPORT

1.1 To update members on the Pride in Rossendale initiative.

2. CORPORATE PRIORITIES

2.1 The matters discussed in this report impact directly on the following corporate priorities and associated corporate objective.

- Delivering Quality Services to Customers (Customers, Improvement)
- Delivering Regeneration across the Borough (Economy, Housing)
- Keeping Our Borough Clean and Green (Environment)
- Promoting Rossendale as a cracking place to live and visit (Economy)
- Improving health and well being across the Borough (Health, Housing)
- Well Managed Council (Improvement, Community Network)

3. RISK ASSESSMENT IMPLICATIONS

3.1 The Pride project will support the successful delivery of the sustainable community strategy and the corporate plan. An effective steering group has been established in order to ensure it delivers against its objectives thus mitigating the risk of not delivering against key outcomes.

3.2 Ensuring expectations are managed and understood is essential in order to avoid misunderstanding. A robust communications and engagement plan is therefore an essential aspect of this project.

4. BACKGROUND AND OPTIONS

- 4.1 Pride in Rossendale is about encouraging people who live, work and visit Rossendale to get involved in improving the local environment. It provides an innovative approach to delivering services in partnership through a range of initiatives.
- 4.2 The projects overarching principle is to work alongside members of the public, schools, businesses, public and private sector organizations and community groups in order to achieve the following objectives:
- To increase awareness and develop personal responsibility for the environment.
 - To involve schools, residents, businesses and community organizations in taking direct action to improve the physical environment through various campaigns and initiative.
 - To encourage and advise on the development of community led environmental projects.
 - To raise public awareness of the Council's focused approach to Neighbourhood engagement.
- 4.3 Some potential projects may include; bulb planting with school students, community groups, businesses, supporting residents groups to improve the appearance of their streets with floral hanging baskets and improve the visual impact of people entering Rossendale by improved signage.
- 4.4 The project is also about demonstrating that Rossendale Council has listened to local people who are proud of where they live and want to work with us to encourage more people to take Pride in Rossendale.

5. GOVERNANCE OF PROJECT

- 5.1 A working group has been established comprising:

Cllrs: Sandiford, Evans (Chair), Robertson, Pilling, Stansfield

Officers: T Percival, H Lockwood, C Wilkins, M Riley, J Jackson, G Hoyle

- 5.2 Terms of reference have been agreed with the group whose aim is to oversee the project, agree the project plan and monitor actions. It is envisaged however, that as the project evolves the actions will be monitored via Neighbourhood forums.

6.0 WORK PROGRAMME

6.1 Work has already commenced with the following being identified as forming part of the pride initiative.

- Continuation of litter bin replacement.
- New (recycled plastic) bench, notice board programme.
- Promotion programme in relation to litter, dog fouling, fly tipping.
- Train and empower Rossendale staff and police (PCSO'S) to take a proactive approach and where appropriate take action against those individuals who fly tip and drop litter.
- Improving war memorials.

6.2 In addition to the above, the following are planned, subject to cabinet approval for 2009/10.

- Members Grot-Spot competition December 2008 for implementation in January 2009.
- Launch a Community Pride project in spring 2009 asking communities what they would like to see changed in their street or road. Pride would provide funding, for example rubbish bags, plants, but the community would self manage and lead the project.
- During May-July 2009 Working with Schools (target nine primaries and two secondaries) to raise awareness about litter and dog fouling. Initial feedback from schools has been really positive.
- Rossendale Improvements to Gateways and high visible routes Programme to be agreed on neighbourhood area by area basis. Will include daffodil, flower beds, other plant related work and joint highway sites. Lancashire County highways have confirmed a commitment to contribute funding for the joint highways sites.

Sites identified and member consultation meetings organised in December/January to confirm or amend. The Portfolio Holder for the Environment in consultation with the Chair of the Neighbourhood Forums to formally sign off the programme following consultation.

- Gateway Signs and Maintenance
Audit gateway signs and make recommendations for improvement. Explore opportunity to attract sponsorship on signs.

- Business Sector Engagement
Explore business specific newspaper and develop in consultation with partners a “Buy Local” campaign.
- Develop an award scheme which will recognise and celebrate the work/contribution of individuals and community groups.
- Improvements to planting schemes in cemeteries to ensure plant coverage throughout the year instead of the existing seasonal cover.

6.3 All of the above project elements are contained within the allocated budget. The challenge is to ensure long term sustainability and each of the projects, ie planting scheme, gateway signs will need to address long term sustainability issues.

6.4 Resources and Expenditure

Pride in Rossendale – Resources & Expenditure				
	2008-09	2009-10	2010-11	2011-12
	£'000	£'000	£'000	£'000
Resources	179,000	100,000	100,000	100,000
Balance b/fwd from previous year	0	130,571	21,571	4,571
Total Resource Available	179,000	230,571	121,571	114,571
Actual & Projected spend				
Notice Boards	2,110	2,000	2,000	2,000
Litter Bins x 80	21,319	20,000	20,000	20,000
Benches x 10	10,000	10,000	10,000	10,000
Members Grot Spot	10,000	-	-	-
Community Pride		40,000	20,000	20,000
Working with Schools		10,000		
Gateways High Visible Routes		62,000	20,000	20,000
Gateway Signs Maintenance		20,000		
Business Sector Engagement		15,000	15,000	15,000
Community Award Scheme		10,000	10,000	10,000
Promotional Activities	5,000	5,000	5,000	5,000
Miscellaneous	0	15,000	15,000	10,000
Subtotal Expenditure	48,429	209,000	117,000	112,000
Balance carried forward to next financial year	130,571	21,571	4,571	2,571

6.5 The spend profile has flexibility to enable additional scheme to be developed in 2009 onwards following ongoing community engagement. In addition to the above initiatives the Council and its Offices (ie Property Services and Parks) have given particular focus on the district's 4 main cenotaphs. With that in mind the cenotaph at Rawtenstall Memorial Gardens has seen the recent addition of a flagpole and notice board at a cost of c £1.5k. All the four sites have had some refurbishment work and cleaning prior to Remembrance Day at a cost of c £2.8k. In addition the Park Operations team have given the surrounding grounds area additional attention, again in particular during the period leading up to Remembrance Day.

7. COMMUNICATION AND ENGAGEMENT PLAN

7.1 Key elements of the plan include regular updates and engagement at the Neighbourhood Forums with the following key activities contained within the plan:

- Website page and Pride email address (www.rossendale.gov.uk/prideinrossendale email pride@rossendalebc.gov.uk)
- Publicise using Council vehicles, and equipment.
- Engagement plan with press.
- Regular briefing to be emailed to members and key contacts.

8. MONITORING AND EVALUATION

8.1 The project will be monitored via the working group and Neighbourhood forums. In addition the following basket of indicators has been identified in order to benchmark where we are now and progress achieved through the forthcoming years.

Indicators
1. Percentage of people who feel that they belong to their neighbourhood.
2. Civic participation in the local area (% of residents who are part of a group which makes decision that affect local area.
3. Overall/general satisfaction with local area.
4. Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting) (LAA).
5. Improved street and environmental cleanliness – fly tipping.
6. Pride Awards – measurement of applications.
7. Community clean up days. – measurement of activity
8. Improved positive press publicity – measurement of activity

Note: Indicators 1,2,3 are being baselined and collected through the Place survey.
 Indicator 4 is a local area agreement.
 Indicator 5 is a national indicator.
 Indicator 6,7 and 8 are specific to Pride.

COMMENTS FROM STATUTORY OFFICERS:

9. SECTION 151 OFFICER

9.1 A mix of revenue and capital budget resources have previously been approved by Members. Should revenue spending plans exceed revenue resources virements will be made between capital and other existing revenue replacement / maintenance budgets.

10. EXECUTIVE DIRECTOR OF BUSINESS

10.1 The governance arrangements of the working group will be the subject of a separate report to full council.

11. HEAD OF PEOPLE AND ORGANISATIONAL DEVELOPMENT (ON BEHALF OF THE HEAD OF PAID SERVICE)

11.1 No issues identified

12. RECOMMENDATION(S)

12.1 That the programme as detailed in section 6 be approved and any further amendments be delegated to the Deputy Chief Executive in consultation with the Portfolio Holder for the Environmental Services.

12.2 That the governance arrangements be subject to a report to full council

13. CONSULTATION CARRIED OUT

13.1 Working group consulted and early consultation occurred at neighbourhood forums and via the local strategic partnership.

14. EQUALITY IMPACT ASSESSMENT

Is an Equality Impact Assessment required (will be completed on a project by project basis)	Yes / No
Is an Equality Impact Assessment attached	Yes / No

15. BIODIVERSITY IMPACT ASSESSMENT

Is a Biodiversity Impact Assessment required (will be completed on a project by project basis)	Yes / No
Is a Biodiversity Impact Assessment attached	Yes / No

Contact Officer	
Name	Helen Lockwood
Position	Deputy Chief Executive
Service / Team	Executive Office
Telephone	01706 252492
Email address	helenlockwood@rossendalebc.gov.uk

Either

Background Papers	
Document	Place of Inspection

Or

No background papers (*delete where applicable*)