

Subject: Pride in Rossendale One Year On **Status:** For Publication

Report to: Cabinet **Date:** 14th October 2009

Report of: Communities Manager

Portfolio

Holder: Environmental Services/Communities and Neighbourhoods

Key Decision: No

Forward Plan General Exception Special Urgency

1. PURPOSE OF REPORT

1.1 To update members on the Pride in Rossendale initiative one year on and the way forward.

2. CORPORATE PRIORITIES

2.1 The matters discussed in this report impact directly on the following corporate priorities:-

- Delivering quality Services to our customers
- Delivering regeneration across the Borough
- Encouraging healthy and respectful communities
- Keeping our Borough clean, green and safe
- Promoting the Borough
- Providing value for money services

3. RISK ASSESSMENT IMPLICATIONS

3.1 The Neighbourhood Steering Group meets every 6 – 8 weeks enabling the officers to report directly to the members of the group about the progress of the project and any risks that may arise.

4. BACKGROUND AND OPTIONS

4.1 Pride in Rossendale's ultimate aim was to encourage people who live, work and visit Rossendale to get involved in improving the local environment and to increase awareness and develop personal responsibility for the environment.

This was to include members of the public, schools, businesses, public and private sector organizations and community groups.

- 4.2 There were two elements to the Pride project. One was the Council improving the street scene by purchasing generic street furniture to be used across the borough. Benches were purchased from a local company made from recycled material that requires no ongoing maintenance. Litter bins have been purchased that fit with Overview and Scutiny's recommendations. They are black and gold and multi use so enabling dog waste to be deposited. Gateways signs have been improved and painted across the borough. Planting improvements to include parks, open spaces and cemeteries have taken place including the very successful flower meadows.
- 4.3 The second element involved engaging with the communities, schools and members. Communities have been encouraged to contact the Council with ideas for community initiatives and have been visited by a member of the Communities team to discuss their proposals. Money has been given for soil, plants, flagging etc but the work has been undertaken by the community. A Pride Award scheme for community members to be rewarded for their hard work has been planned. Schools have been visited across the borough to talk about litter, recycling and dog fouling,

5. GOVERNANCE OF THE PROJECT

- 5.1 A Steering group has been established and meets every 6-8 weeks. The membership of the group has remained constant and consists of:
Cllrs: Evans (chair), Sandiford, Farrington (in place of Robertson), Pilling, Stansfield
Officers: T Percival, J Jackson, M Riley, G Hoyle, H Lockwood (for information)
- 5.2 The group's aim is to oversee the project, agree the project plans and monitor actions and any risks.

6. WORK PROGRAMME

The project commenced in September 2008 and the following actions have taken place:

Street Furniture

92 bins have been installed throughout the valley with the agreement of all councillors.

15 benches have been purchased and will be installed before October. More benches have been requested by councillors and will be taken to the steering group for approval.

Planting, Parks and Cemeteries Improvements

58 sites improved

Gateway Improvements

- Spring bulbs at Turn village bus shelter; verge at Water; Burnley Road and Commercial Street, Loveclough; Burnley Road outside Abbeycroft, Loveclough; Blackburn Road, Haslingden (nr Winfield's) and Todmorden Road, Bacup.

- Removing self seeded trees from crash barrier on roundabout at Bolton Road North.
- Finger Post, Edenfield – replanted raised beds.
- Gandy Brow, Whitworth – selective removal of beech trees to rear and removal of cherry trees.

9 sites

Flower meadows

- Manchester Road, Haslingden
- Park Avenue, Haslingden
- Edgeside Park
- Loveclough Park
- Bacup Road, Cloughfold
- Bury Road, Rawtenstall
- Hawthorn Road, Bacup
- Gandy Brow, Whitworth
- Whitworth Cemetery
- Meadow cottages / Station Road, Shawforth
- Moss Side Street, Shawforth

11 sites

Planters

- Deardengate, Haslingden – 3 single tier planters.
- One stop shop – 1 single tiered planter and replanting of existing concrete ones.
- Market Street, Bacup – 3 tiered planters to replace concrete style and match up with others.

3 sites

Grot Spots

- Road End, Haslingden – litter pick, fence repairs, tree pruning and strimming.
- Newchurch Road, Stacksteads – 2 single tiered planters and bench.
- Waterfoot centre – 2 trough planters on wall.

3 sites

Other

- Spring bulbs at Helmshore memorial gardens; along bridleway at Cloughfold; along Bocholt Way; The Glen, Stacksteads; Whitworth memorial garden;
- New shrub border behind memorial at Greenfield gardens, Haslingden.
- Ewood Bridge - renovation of small bed at road junction.
- Regent Street, Haslingden – renovation / replanting of shrub bed at rear of seats.
- Greenfield gardens – felled tree close to flag pole.
- Cowpe memorial gardens – replanting gaps in shrub beds.
- One stop shop – renovation of border near entrance.
- Bury Road, Rawtenstall – poster site – remove concrete plinths and reseed.
- Park Road, Bacup – replant shrub bed.
- David Street / Branch Street car park, Stacksteads – remove grass strip and plant up with shrubs.

- The Glen – renovation of rockery.
 - Market Street, Whitworth – removal of concrete posts.
 - Market Street, Shawforth – removal of concrete posts.
 - Raised bed next to “Ashoka”, Rawtenstall – repair and plant up raised bed.
18 sites
- Cemeteries
- All perpetuity plantings now include perennial as well as seasonal plants.
4 sites (approx 600 graves)

Work still in progress

Gateway Improvements

- Improvements to shrubs / existing planting at Woolpack Roundabout.
1 site

Grot Spots

- Eagley Bank, Shawforth – weed control and planting up with “wildlife” plants.
- Leavengreave – reprofiling of land, general tidy up and increase of grass cutting.
- Hidden garden, Haslingden – weed control, shrub pruning, replanting and litter picking
3 sites

Other

- Greenfield gardens – plant tree to replace felled one.
- Crown Inn, Haslingden – renovation of shrub beds.
- St Mary’s Chambers – renovation of shrub beds.
- Whitaker Park – redesign of formal beds.
- The Glen – renovation of long raised border.
- Market Street, Shawforth – planting of wetland plants at entrance to cycleway.
6 sites

Planned for 2010

Additional Flower Meadows – EMT report to be submitted

Education

9 primary schools have been visited and a programme of educating on litter, recycling and dog fouling issues has been conducted. A litter pick has been actioned with each school and a kitbag left which includes litter pickers, bags, gloves and bin bags for them to carry on their hard work.

15 officers and 4 Police Community Support Officers have been trained to issue Fixed Penalty notices for dog fouling and litter. Dog Control Orders are currently being consulted on throughout the Borough and if approved will be implemented by the start of October when Fixed penalties can then be issued.

Signs

12 boundary signs have been repainted and repaired.

We are working with LCC on a new location for the boundary sign on Todmorden Road, Bacup. We would hope to have this sign installed by end of September.

Repainting and repairing of the township sign has commenced across the borough, the work should be complete by the end of October.

The Bocholt Town twinning plaque by the railway station in Rawtenstall is currently being repaired and repainted.

Communication

Projects from the Pride in Rossendale initiative have featured in a number of publications including:

- Rossendale Free Press
- Lancashire Telegraph
- Rochdale Observer
- Lancashire Life
- Whitworth News
- Scallywag's magazine
- Green Vale News

We have also carried a regular feature in 'Rossendale Alive' and 'Grapevine' on the different projects and initiatives.

A member's update on Pride has also been issued on a quarterly basis.

We have attended a number of community events to promote the Pride initiatives.

We now have a section "Pride in Rossendale" on the Rossendale Council website at www.rossendale.gov.uk/pride . It gives details on all of the projects we are running, it also includes before and after photographs of the member grots spot, details on the planting schemes and details of the Community Pride projects and how to apply for the grant.

A celebration leaflet Pride 1 year on will be produced and distributed.

Community Initiatives

10 projects have successfully been completed ranging from helping people in Burnley Road East with purchasing plants for hanging baskets and beds to helping Sunnybank Day care centre improve their access by paying for materials and using probation to provide the labour element as the people were elderly and unable to help. We always liaise with the groups that want to make the improvements and help them to achieve their goals by providing advice and guidance on the best way. This part of the project is a key element in engendering Pride in the Rossendale area so enhancing community spirit and creating inclusive communities.

Pride in Rossendale Award Scheme

An award scheme specifically designed to congratulate and award the communities that have worked hard throughout the year has been planned and will take place on 30th November 2009 at Whitworth Civic hall commencing at 7pm. Nomination packs are available and will be distributed widely, Capita have kindly agreed to sponsor the event and there are 5 awards that have been sponsored by Tesco, About My Area, Green Vale Homes, Help Direct and the Community Safety Partnership. The 5 award categories are:

- The Young Vounteer of the Year Award
- The Volunteer of the Year
- The Community Pride Award
- The Rossendale Alive Award
- The Good Neighbour Award

Nominations must be received by 12th October 2009 and a panel made up of representatives from Police, Burnley Pendle Rossendale CVS, and a councillor will judge the nominations. This process will be independently overseen by RBC communications department.

7. THE WAY FORWARD

To follow on from such a successful year is always hard but the team has some ideas of how to enhance the Pride Project and keep it fresh and exciting, these include:

- Pride Pledge-asking people to pledge to do something to either improve their environment (litter pick) or their community (helping a neighbour to get some shopping).
- Gardening Competition-we are looking to conduct a gardening competition that will involve all parts of the community. Greenvale currently have a competition for their tenants and Tesco run a gardening competition for schools at present. I am hoping to arrange a meeting in the near future with all partners to look at running a competition across the valley that encompasses all of this activity.
- Grot spot competition-to carry on the success of the member's grot spot competition and ask communities to nominate grot spots that they would like to be cleaned up. We would ask that any clean ups or works must involve the community that want the area improved.
- Continuation of the improvement to the street furniture including more benches, litter bins including pole mounted bins, parks bins, and a stock of free standing bins as replacements for damaged bins. All of the bins will adhere to a generic black and gold theme and will be multi use so they are able to be used for dog waste.

8. COMMENTS FROM STATUTORY OFFICERS: SECTION 151 OFFICER

- 8.1 A full review of financial activity in relation to Pride in Rossendale has recently been undertaken. The results are presented below:

8.2 Capital Programme

CAPITAL	2008/09 £000	2009/10 £000	2010/11 £000
Allocation	132	80	80
Slippage b fwd	-	92	-
Expenditure to date			
Actual	32	2	
Forecast remainder of yr		150	80
Balance – over/(underspend)	(100)	(20)	-

8.3 Given current pressures on the capital receipts available within 2009/10 it has been suggested that £20k of the savings predicted on the General Revenue Account in the year be used to support the Pride in Rossendale further, thereby alleviating the need for capital resources.

8.4 Revenue Programme

REVENUE	2008/09 £000	2009/10 £000	2010/11 £000
Budget Allocation	50.0	20.0	20
Slippage b fwd	-	13.7	-
Expenditure to date			
Actual	36.3	25.6	-
Forecast remainder of yr		28.1	20
Balance – over/(underspend)	(13.7)	20.0	-

9. MONITORING OFFICER

9.1 No comment made

10. HEAD OF PEOPLE AND POLICY (ON BEHALF OF THE HEAD OF PAID SERVICE)

10.1 The Pride Initiatives scheme has been set up to be totally inclusive of all groups. The application form is simple to fill out and any groups are able to apply for money to help with their project not just constituted groups. This approach has enabled members of all communities to apply. Members of the Communities Team have visited each group to give advice and guidance. Once the new Neighbourhood Plan meetings commence it is hoped that this will give more opportunities for communities to get involved in making a difference and to apply for money for initiatives.

11. RECOMMENDATION(S)

11.1 That the works programme detailed in sections 6 and 7 be noted and approved.

11.2 That the transfer of £20k of the funding profile from Capital to Revenue be approved, as per paragraph 8.3 above.

12. CONSULTATION CARRIED OUT

12.1 Steering group consulted on a regular basis, neighbourhood forums are kept informed and involved with the process. Local Strategic Partnership have received a presentation on Pride and are fully aware of the project.

13. COMMUNITY IMPACT ASSESSMENT

Is a Community Impact Assessment required Yes / No

Is a Community Impact Assessment attached Yes / No

14. BIODIVERSITY IMPACT ASSESSMENT

Is a Biodiversity Impact Assessment required Yes / No

Is a Biodiversity Impact Assessment attached Yes / No

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