

Improving our Street Scene.



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Who are we?

- Large Metropolitan Borough, population 305,620 (highest of 4 Black Country regions)
- Comprising of 5 main townships with own identity and culture
- Industrial heritage including glass making, nails and chain making
- Urban but around 25% is open space including 1700 hectares of green belt and wedge.



Where we started...



- Themed environmental review produced an improvement plan.
 - Included an aim to improve our street scene to have a significant effect on the environment.
 - Give the right impression of the Borough
 - Project a cleaner Borough
- Aiming for a cleaner environment supported council objectives including improved health, economic development and regeneration, a sense of well being felt by communities.

What did we aim to do?

- Improve the cleanliness of the Borough using robust performance management
- Reduce reactive maintenance and improve quality and performance
- Develop a coordinated approach to future street scene development

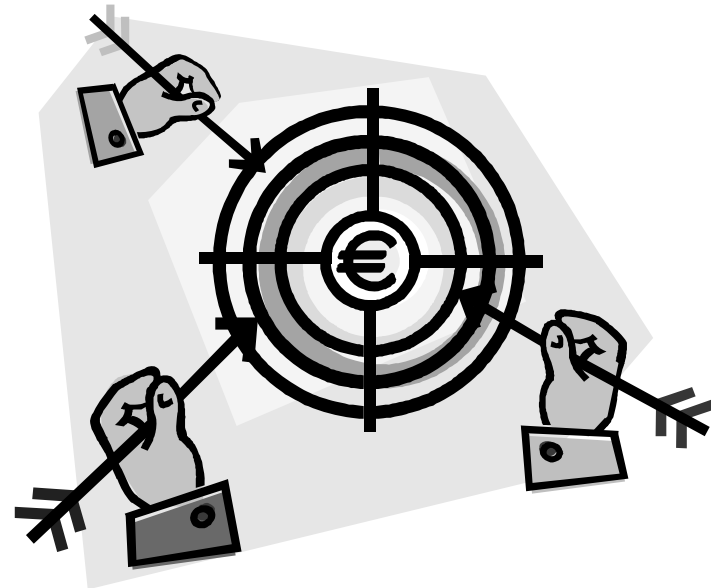


How we addressed the problems.

- The use of LPSA and BV199 for cleanliness standards.
- Comparisons through APSE benchmarking.
- Introduction of Street Care Xpress to address requests from the public not on our priority list
- Preparation of a Street Scene Design Guide that includes planners, engineers, architects and maintenance officers agreeing the principles of future street development.
- Consultation with various public groups about street furniture.

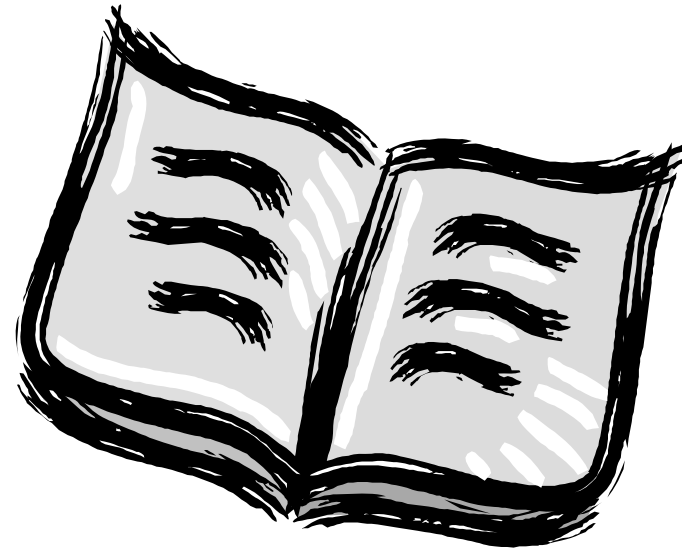
Where we are now (1)

- Achieved LPSA targets
- BV199 targets achieved or exceeded.
- Recognition from APSE for cleansing performance in 2005 and 2006.
- Internal service standards for cleansing and repairs of pot holes
- Local pi for surface treating footpaths and highways
- Local pi for maintenance of gullies



Where we are now (2)

- All inputs to Street Scene Design Guide completed.
- Final meeting of core members of the Guide Working Group on 6th July.
- Streets being systematically de-cluttered of redundant street furniture.
- Township identities established.



Wider Benefits

- Increased quality and reduced maintenance of street furniture, also DDA compliant.
- Better future spending of public money.
- Towns look more attractive and inviting.



Overall success

- Considerable improvement in street cleansing
- More dialogue between interested parties when planning changes.
- Community engagement.
- Consultation with hard to reach groups.
- Improved environment and installation of new lighting units to help combat fear of crime.

The future

- Local Area Agreements on street cleansing.
- Embed Guide standards into all street design.
- Review systems and processes for further improvements
- Look at the possible use of more recycled materials in highway resurfacing and kerbs.
- Continue to be a low spending Authority providing a good quality service.