

RESPONSIVE LOCAL SERVICES

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES AND THE CHIEF EXECUTIVE

1. PURPOSE OF THE REPORT

- 1.1 To provide the Area Committee with the 'Responsive Local Services' project update for the period of November 2009 to January 2010.

2. INTRODUCTION/BACKGROUND

- 2.1 Area Committee reviewed the current service standards and service performance information at their meeting in January 2010, for the following services - graffiti removal, refuse collection, litter, dog fouling and grass cutting services.
- 2.2 At the January meeting members considered the information provided and brought forward issues for consideration / action. Members also requested additional information to be included in the future performance reports.
- 2.3 West Committee did not bring forward any one specific service issue in relation to the first five services being reviewed, however updates to the questions which were raised will be presented at Committee from the Responsive Local Services Issues Log.

3. SERVICE PERFORMANCE – NOVEMBER 2009 TO JANUARY 2010

- 3.1 An officer will attend the area committee in March to highlight the work being undertaken in relation to service performance analysis, and they will present a snapshot of performance information focusing on litter for the area, visually using a GIS Mapping tool to support committee discussion.
- 3.2 It is intended that the Committee receives further updates relating to service performance at future meetings, once approval has been sought from the committee in relation to the usefulness of the visual mapping tool.

4. LOCAL AREA PLANNING AND PROBLEM SOLVING

- 4.1 The current service standards (presented to Committee in January 2010) coupled with current performance information provides committee with a sound platform to discuss area issues in relation to the five services noted.
- 4.2 Members will be able to review the information provided by the officer in attendance and the feedback from previous issues raised. Members will then be encouraged to discuss opportunities for any local problem solving activities which may involve wider partners.
- 4.3 An existing group outside of the committee could be used to facilitate this exercise or committee may wish a time limited sub group to be developed to undertake the joint work to address the problem.

5. STREETSCENE RESTRUCTURE

- 5.1 In relation to 'Area Teams' working across the City, there is currently a review being undertaken across City Services Streetscene Division, to ascertain if the current staffing structure is fit for purpose to deliver Responsive Local Services.
- 5.2 The review covers:
- Review of current structures and business processes
 - Review of workforce profile and investment required to deliver fit for purpose structure
 - Implementation of new business processes in relation to ensuring services are efficient, effective and able to respond to local needs / concerns
- 5.3 Following approval, Area Committee will be updated on any changes arising within Streetscene Services.

6. RESPONSIVE LOCAL SERVICES - COMMUNICATIONS

- 6.1 It is imperative that communication activities support the Responsive Local Services project moving forward, to ensure the Council and the Area Committee receives full recognition for action taken.
- 6.2 Initial communication activity will include the following:
- Promotion of Neighbourhood Helpline
 - Promotion of the Staff Reporting Line and the 'eyes and ears' approach being taken by front line staff
 - Procedure for members and staff within the council to report positive stories to the Communications team, where a service has been responsive in approach, to ensure the member and / or service receives the recognition for action taken
 - Promotion of Service Standards on www.sunderland.gov.uk
 - Responsive Local Services update to feature in Area Newsletters

7.0 LAND OWNERSHIP

- 7.1 As part of the Responsive Local Services project a subsequent piece of work is being developed to map all land owned by the Council onto a GIS web enabled database. This will allow all staff and members to access information in relation to ownership of land. The database will also include present maintenance arrangements.
- 7.2 This piece of work will then be extended to review longer term needs for land to ensure adequate budgets are aligned as required to keep land effectively maintained and safe.

8.0 ENFORCEMENT

8.1 Members requested further information relating to Enforcement and the number of Fixed Penalty Notices issued per area and the number of Legal Notices issued.

8.2 Members are requested to note the figures and recommend a presentation to Area Committee in April 2010, from the City Services Local Environment Manager, responsible for Enforcement across the City. To present detailed information in relation to the Enforcement service and procedures therein.

Fixed Penalty Notices Issued	Dog Fouling					Littering					Inappropriate disposal of household waste					Refusal to clear Litter and waste on land					Inappropriate disposal of Commercial Waste				
	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa
April 2009-January 2010	20	25	22	25	26	11	201	8	6	43	34	22	16	5	16	0	2	1	0	0	0	0	1	0	2

Ward	Failure to produce licence to transfer waste (Waste Carriers Licence)									
	N	E	C	We	Wa					
April 2009-January 2010	0	2	0	0	7					

Legal Notices Issued	Sec 46- Requirement to present household waste disposal in prescribed manner					Sec 93- Requirement to cleanse areas adjacent to commercial premises					Sec 92- Requirement to remove litter and detritus from private land					Sec 92- Formal warnings of intended action by Authority				
	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa
April 2009-January 2010	52	1655	0	0	0	0	0	0	0	0	0	5	1	0	0	1	11	5	0	0

8.3 Legal Notices are issued to warn and advise residents of the correct waste management procedures and the implications of not following the procedures.

8.4 Members will note that figures for the East area are higher than across the City. This is because litter, waste and fly-tipping in East Sunderland (Hendon) has been targeted by the Enforcement Team due to a large problem in this area. A longer term work programme is currently being developed to ensure targeted enforcement action is undertaken city-wide.

9.0 NEXT TRANCHE OF SERVICES TO BE REVIEWED

9.1 Whilst undertaking the review of the first five services within the Responsive Local Services project, it has become apparent which services should be considered to be reviewed as part of the second tranche. The services to be considered for future review are:

- Highways maintenance including pot holes and inspection regimes
- Enforcement

10.0 WORKING WITH KEY PARTNERS

- 10.1 To enable the Responsive Local Services project to be delivered effectively, it is imperative that all key partners are involved in the development of services to ensure they are responsive and fit for purpose.
- 10.2 Initial discussions have been held between the council and Gentoo to review joint working arrangements in relation to customer service requests and enquiries, land ownership, as well as the continuation of the area agreement work already undertaken.
- 10.3 Aurora Street Lighting Ltd has also been trained to access service requests via our council customer contact system, this is enabling service requests received by Sunderland City Council can be referred directly to Aurora for immediate action.
- 10.4 Streetscene staff are also reporting street lighting and signage issues to Aurora directly via the Staff Reporting Line and supporting them with Emergency service requests such as dangerous columns.

11.0 RECOMMENDATION

- 11.1 The West Area Committee are requested to note this report for information and to accept further updates relating to Responsive Local Services.

12.0 BACKGROUND PAPERS

- 12.1 Staff Reporting Line information statistics – November 2009 to January 2010
- 12.2 Customer Services Requests for Service statistics – November 2009 to January 2010
- 12.3 Customer Complaints statistics - November 2009 to January 2010
- 12.4 Customer Compliments statistics - November 2009 to January 2010
- 12.5 Area Committee Responsive Local Services Issues Log – January 2010
- 12.6 Enforcement Officer FPN Database – 2009 to January 2010
- 12.7 Member Enquiry statistics – November 2009 to January 2010

Contact Officer: Helen Peverley, Project and Service Development Manager
Tel: 0191 561 7532 or Helen.peverley@sunderland.gov.uk