

TELFORD & WREKIN COUNCIL

CABINET - 19 MARCH 2015

**PRIDE IN YOUR COMMUNITY PROGRAMME – INVESTING IN OUR
INFRASTRUCTURE AND COMMUNITIES**

**REPORT OF ASSISTANT DIRECTOR: NEIGHBOURHOOD & CUSTOMER
SERVICES**

LEAD CABINET MEMBER – CLLR SHAUN DAVIES

PART A – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 On 09 January 2014, Cabinet approved the 'Everyday Telford' – Pride in Your Community Programme to be delivered across the borough for two years from April 2014.
- 1.2 This detailed a series of tangible Programme Pledges with an overall statement
“We will ensure that our Neighbourhoods are Safe, Clean and Well Maintained and promote Pride in our Borough by making a difference through a 2 year investment programme”
- 1.3 This report provides an update on progress to date on the delivery of the Programme Pledges and the positive impact that this is providing to regenerate our communities. However headline outcomes include:-
- 1.4 Since the introduction of the Pride in Your Community Programme on 1 April 2014 up until the end of December 2014 the number of complaints received for Neighbourhood Services reduced by 47% . This represents 265 complaints received in 2014, compared to 497 complaints received for the same period in 2013.
- 1.5 In addition, 165 compliments were received throughout 2014 making up 38% of the total compliments received by the Council.
- 1.6 **Volunteering**
- 7,200 volunteer hours through the community pay back programme.
 - 146 volunteers, contributing 432 hours to the delivery of environmental projects.
 - 165 Street Champions within communities.

- 159 Snow Wardens, contributing nearly 2,000 hours of voluntary hours each winter season, helping our most vulnerable residents.

1.7 **Employment and Traineeships**

- 9 Parish Environmental Teams (PET's) and 6 Environmental Estate Response Teams with 12 people currently undertaking apprenticeships.
- Further employment or training for 13 apprentices previously employed with the Parish Environmental Teams and the Green Brigade programme.
- Employment and training opportunities for 13 residents from the Cuckoo Oak ward (7 securing full time employment).
- Training sessions for 6 residents in tiling, plumbing, plastering and painting at Sutton Hill Community centre.

1.8 **Highways**

- 46 roads received major surface dressing treatment in 2014
- Patching and resurfacing treatment of 250 highways and 93 footpaths
- Pothole repairs patching 1,000m² of roads
- 100 street name plates replaced since April 2014
- Detailed surveys carried out on 378 different roads

1.9 **Environmental**

- Additional environmental cleansing work impacting positively on 80,000 residents as a result of the additional work carried out by the Parish Environmental Teams and Environmental Estate Response Teams.
- 1,867 residents now using the 'Everyday Telford' app.
- Avoidance of potential fly tips with a total of 2,179 residents taking advantage of the Pride bulk collections discounts.
- 46% reduction in dog fouling in pilot areas nationwide as a result of the Keep Britain Tidy pilot scheme to place "angry eyes" illuminated posters in dog fouling hot spot areas.
- 300 new litter bins purchased and currently being installed borough wide, providing capacity to contain litter over the year equivalent to 8 average sized swimming pools.
- 1 million dog waste bags available to residents.
- 94% resident satisfaction with recycling collection services (survey across all collection rounds November 2014).

2. RECOMMENDATIONS

- ### **2.1 That Cabinet note the progress made to date against the Pride Programme Pledges approved at Cabinet on 9 January 2014.**

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-operative Council priority objective(s)?	
	Yes	<ul style="list-style-type: none"> • Neighbourhoods are Safe and Clean • Business Supporting, Business Winning Council • Education and Skills • Health and Wellbeing
	Will the proposals impact on specific groups of people?	
	Yes	There will be borough wide impact with targeted community engagement and a focus on young people, education providers and businesses.
TARGET COMPLETION/ DELIVERY DATE	Pride in Your Community is a two year funded programme of work up until 31 March 2016. This report provides an update on the considerable range of environmental and infrastructure improvements and community engagement activities completed so far, together with a position on current and future planned projects and activities.	
FINANCIAL/ VALUE FOR MONEY IMPACT	Yes	The Pride in Your Community Programme is regularly monitored to ensure spend is contained within approved resources. Any variations will be flagged through Services and Financial Planning framework if required. For clarification the programme of works appended to this report does not include the £750k approved growth for 2016/17
LEGAL ISSUES	Yes	The Council has the power to take reasonable action for the benefit of the authority, its area or person's resident or present in its area. There are a wide range of options and powers available to the Council to promote and develop action to support local communities to participate more effectively in local activities and produce practical, social and economic benefits to the community. It will be necessary to ensure that specific actions and activities are within the Council's powers and comply with Council policy and the Constitution before they are finally decided upon. Advice will be provided by Legal Services in respect of individual projects as necessary.
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	As funding is time limited, projects will need to be identified and delivered during the period of the Pride in Your Community Programme.

IMPACT ON SPECIFIC WARDS	Yes	The Pride in your Community Programme is a borough wide programme to bring improvements in all wards. It also has a specific focus within high demand areas, such as The Nedge and Targeted Intervention Areas (Brookside, College, Cuckoo Oak, Donnington, Malinslee and Woodside). The approach is to involve residents in delivering the solutions to environmental issues within their areas, whilst developing their skills.
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PART B – ADDITIONAL INFORMATION

4.0 Overview

- 4.1 The approach to delivering the programme has involved working jointly with residents; ward members, cross council services and partner agencies to bring together social and physical improvements. It focuses investment to improve the appearance of neighbourhoods.
- 4.2 Ward Members were each allocated an additional £1,000 of funding to spend on environmental projects within their wards. Many initiatives have been identified and delivered through the Pride in Your Community Programme which has had a direct positive impact on individual wards.
- 4.3
- 4.3 £1.26 million has also been made available for community projects through the formation of a Community Pride Fund. Identification of community projects which could potentially benefit from the fund has been co-ordinated with the Pride in Your Community Programme. 37 applications for funding from the Community Pride Fund have now been approved, which will deliver improvements to community buildings and provide sports facilities and equipment.
- 4.4 A further £20,000 of community funding has also been secured for 2015/16 through the Waste Contract with Veolia. The fund will be allocated through the Veolia Envirogrant scheme and will be allocated to community groups in Telford & Wrekin. This will provide up to £1,000 of grant funding for individual projects or schemes to improve the quality of life for their local community.
- 4.5 The identification of priorities for the programme has been established using feedback from ward members, Parish and Town Councils and residents.
- 4.6 Further information on environmental physical and social issues has also been gathered from a number of street audits with residents and Junior Street Champions. A series of community consultation and engagement activities have been and continue to be held to discuss options and opportunities. These events will continue throughout the delivery of the programme.

4.7 **Appendix 1:** provides additional key facts and figures of the impact that the Pride in Your Community Programme has had.

4.8 Pride progress and project updates are regularly posted on the internet www.telford.gov.uk/pride and there are many examples of community focussed projects which have been delivered, or are in the process of being delivered. (There is also a presentation on the delivery of the Pride in Your Community Programme on the website.)

4.9 A high level summary of borough wide progress against the Pride Programme Pledges is summarised below with further information detailed within **Appendix 2.**

4.10 **Our Pledges for your Environment and Open Spaces**

“Enhancing the offer to Parish & Town Councils to develop Parish Environmental Teams”

9 Parish Environmental Teams are working locally within the borough to enhance the Council’s environmental maintenance work.

4.7.1 ***“Improving infrastructure surrounding existing and future developments”***

Hollinswood Local Centre Regeneration project is well underway and a planning application has been submitted. The first phase of works included the demolition of The Woodcutter public house in January 2015 to make way for the development of retail buildings and a community activity hub. The regeneration scheme will affect around 6,000 residents and over 300 children at the local primary school will benefit from the essential safety works being undertaken. The Pride Programme will ensure that the new development is integrated with the existing. More information about this project can be found at www.telford.gov.uk/hollinswoodregeneration.

4.7.2 ***“Making it easier for older residents to dispose of unwanted bulky items and bulk collection promotions”***

Encouraging the take up of the bulk collection service through a series of piloted Borough Wide Bulk Collection Discounts from April 2014.

- ✓ Free annual bulk collection per household for residents aged 65 and above (extended from 70 years and above from October 2014).
- ✓ Free annual bulk collection per household for residents claiming disability allowance.
- ✓ 10% discount for Telford Loyalty Card holders.

- ✓ 25% discount for residents receiving Council Tax Support or Housing Benefit.
- ✓ Plus other borough wide discounts.

4.7.3 Support for Landlords who are part of the Councils Landlord Accreditation scheme providing 3 free CRC permits a year.

4.8 **“Engaging Communities in Environmental Social Awareness”**

A Social Responsibility Campaign to reduce fly tipping, dog fouling and littering:

- Door to door engagement with residents with further engagement planned.
- A ‘CSI’ style campaign in Brookside with Midlands Today, Shropshire Star and Shropshire radio all featuring the campaign
- A Keep Britain Tidy pilot scheme to place national “angry eyes” illuminated posters in dog fouling hot spot areas. This will be followed by a borough wide roll out of the campaign
- Dog waste bags for residents to collect from council offices and community centres
- A suggest a litter bin scheme to engage residents on where a new bin should be installed to help reduce litter in their community

4.8.1 ***“Dedicated estate management”***

Pride in Your Community Environmental Estate Response Teams have been appointed to locally add value by carrying out everyday environmental improvements. The teams are working flexibly and are provided with a work schedule to include priorities raised by members, Parish and Town Councils and residents. Their work includes activities such as litter picking, removal of small fly tips and shrub pruning.

4.9 **Our Pledge for your Highways**

4.9.1 ***“Investing more into highways maintenance”***

A borough wide two year Highways Capital Investment Programme has been developed and is being delivered throughout the borough. Hundreds of road maintenance schemes have been investigated and assessed. Communication on the detail of this programme has been sent to all ward members and Parish and Town Councils. The Programme incorporates not only technical priorities identified from inspections, but priorities highlighted by ward members, Parish and Town Councils and resident enquiries.

4.9.2 ***“Local Improvement schemes”***

Highway reactive maintenance work includes a crew to follow the pot hole repair team to refresh lining on roads, junctions and parking bays.

A delivery programme to improve directional signage and roundabout signage is well underway.

4.9.3 *“Improving connections to residential and employment Zones”*

A feasibility review of the priority list of non maintained highway assets has been undertaken and a delivery plan of works is being developed to bring the worst affected assets up to a suitable standard. The review covers council-owned unadopted roads, car parks, cemeteries and closed churchyards. The maintenance and improvement works will be delivered based on technical priorities and ward member priorities.

4.9.4 Improvements to business parks and industrial estates- Highway improvements are planned and are in the process of being delivered which will impact on over 3,000 businesses contained within our main business and industrial estates. A project is also being scoped to consult with businesses on preferred options for gateway signage at Stafford Park, Halesfield and Hortonwood.

4.9.5 A borough wide review of underpasses to address cleansing, lighting and anti social behavioural issues, particularly within areas that are used to access amenities, has been completed. The results of the review will be incorporated into a proposed programme of improvement works which will be discussed with the relevant ward members.

4.10 Our Pledge for your Community Trees

4.10.1 *“Assessing trees and reducing negative impacts”*

Tree removal, pruning and maintenance work is being carried out in response to detailed surveys which have been completed and assessed by specialists. Tree enquiries received from residents that are not identified through the survey work are logged and work carried out as required.

4.10.2 *“Giving our community access to Information and support”*

An information leaflet has been developed for trees and hedges on private land to provide advice and support for residents on how to address tree issues.

5.0 Our Pledges to You

5.1 “Increasing employment opportunities”

“Providing Access to Training and Resources and working in Partnership with Local Education Providers”

5.2 Additional **Apprenticeships and Training** for local people through the Parish Environmental Teams and Environmental Response Teams with apprentices completing a mix of classroom and vocational training through TCAT to gain a formal qualification in Environment and Cleansing.

5.3 Partnership with Parks for People, Telford Job Box, Turn Around and Telford Green Spaces, providing a free **12 week Green Brigade Skills Development Scheme** at Telford Town Park:

- Practical training to include environmental maintenance, fencing, hard landscaping, brick-laying, step-laying
- How to write a CV and how to secure employment
- Candidates completing the training are offered a guaranteed interview if they apply for a placement with the Parish Environmental or Environmental Estate Response Teams

5.4 Partnership with Sanctuary Housing Group and Seddon Construction in Cuckoo Oak has provided construction taster sessions.

6.0 “Dedicating support to street champions and snow wardens”

6.1 Street Champion Volunteer Scheme

- Street Champions involved in a community street clean up in College.
- Brookside Street Champions heavily involved in events e.g. The Dip Project which led to the recruitment of six additional street champions

6.2 **Neighbourhood Snow Warden Volunteer Scheme** with the number of volunteers continuing to increase following a focussed winter campaign. The scheme includes the provision of tools and equipment being provided to Snow Wardens and Street Champions.

7.0 “Encouraging residents to deliver local environment projects”

7.1 A range of projects have and continue to be delivered working alongside local communities and residents. Examples include:

- Community bulb planting and bird and bat box making event in **Brookside “Dip”**
- **College Street Clean Up** community event in Victoria Avenue in partnership with the YMCA. 20 residents involved, collecting over 20 bags of rubbish.
- **Community Clean Up** Event with Wellington Scouts and Cubs, TWS, McDonald’s and Arlestone Community Development, providing young volunteers with equipment. 60 volunteers collected over 40 bags of rubbish from access points at the retail park.
- **Woodside Junior Youth Club** carried out litter picking around the Park Lane Centre and Shopping Centre. The group plan to litter-pick each term and will be taking part in an environmental street audit in spring 2015.

8.0 *“Encouraging young people’s Involvement and working with education providers”*

- 8.1 **Junior street Champion Accreditation Scheme** was launched in early spring 2015. The scheme is a partnership with Veolia working within schools to deliver a programme of workshops focussing on social responsibility and responsible waste disposal. To gain accreditation schools must complete 3 workshops, one of which must be Workshop 1-Your Streets which comprises of a street audit and discussion around social responsibility within the environment.

9.0 **Engaging with the Community**

- 9.1 **Appendix 3** illustrates some of the communications and engagement that has taken place through the Pride in Your Community Programme at work. Further information can be found on the Council’s website www.telford.gov.uk/pride.
- 9.2 Volunteer Telford is a new website which has been set up to promote volunteering opportunities and support the recruitment of new volunteers to organisations or projects. Requests have also been received from voluntary organisations such as Green Spaces Partnership.

10. **NEXT STEPS**

- 10.1 The Pride in Your Community Programme is a 2 year programme and therefore provides the opportunity to deliver and continue to increase its impact during 15/16. Some projects identified in year 1 will roll into the second year with the majority of investment being aligned to any new or ongoing priorities.

10.2 During the next financial year there will be a further opportunity to revisit priorities with ward members.

11. PREVIOUS MINUTES

December 2013 Cabinet - Pride in your Community Programme – investing in our infrastructure and communities

27 November 2014 Full Council – Community Pride Fund Grant Allocation

12.0 BACKGROUND PAPERS





Pride in Your Community questionnaires completed and returned by ward members and Parish and Town Councils, together with customer enquiry and technical information.

Report prepared by Debbie Germany, Waste & Neighbourhood Performance Management Service Delivery Manager.

APPENDIX 1

Highlighted below are some key facts and performance figures to demonstrate the impact of the Pride in Your Community Programme:

Pride in Your Community Initiative	9 Months April/Dec 14	Direction of Travel	Summary
Employment & Skills			
Hours worked through community payback in the Pride Project Areas	7,200	↑	<p>The scheme supported a varied range of environmental services e.g. cleansing, shrub removal, litter picking.</p> <p>Hours worked has increased by 2,475 from beginning of October.</p> <p>This equates to circa £47,000 in added value work in the Pride Areas.</p>
No. of Environmental Response and Parish Environmental Team apprentices	12	↑	
No of young people not in education, training or employment, securing a position with the Green Brigade Programme	12	↑	Pilot scheme to be rolled out borough wide
No of PET apprentices, securing future education and employment.	7	↑	
Environmental Improvements			
No of Parish and Environmental Response Teams	9	↑	
Bulk collection offer take up	2,179	↑	18% borough wide increase in take up since the Programme began.
Satisfaction with Recycling Collection Services	94%	Baseline data	Based on a survey across all collection rounds in Nov 14 (2,100 responses).
No of litter bins provided through Pride	300	↑	60 requests received from the community under the request a litter bin scheme. A further 172 have been programmed in for replacement over the next few months.

Pride in Your Community Initiative	9 Months April/Dec 14	Direction of Travel	Summary
No of positive environmental crime interventions	298	Baseline data	Raising awareness with residents across the borough where there are increasing concerns about the environment.
No of Littering Fixed Penalty Notices	23		Community Police Support Officer's have received refresher training.
Reduction in dog fouling as a result of the 'angry eyes' anti dog fouling campaign	46%	Baseline data	This is a national average figure from the original pilot. The local figure is expected to be similar. Plans in place to roll out across the borough.
Community Engagement			
No of street champions	165		Support through local community clean ups, tools and information. A further 11 street champions have been recruited since September 2014.
No of snow wardens	159		Support with tools and information. Launch throughout winter has led to a further increase of an additional 12 Snow Wardens in January 2015.
Number of reports through the Everyday Telford App	1,867		Expected to increase to 2,500 by the end of the financial year. An increase of 480 since September 2014.
No of volunteers involved in environmental projects	146	Baseline data	New and existing volunteers.
No of volunteer hours contributing to environmental projects	432	Baseline data	Contributing to projects below.
No of environmental projects delivered with the community	19	Baseline data	Projects include community clean ups, street audits, and bulb planting.

APPENDIX 2

BOROUGH WIDE PROGRESS AGAINST PRIDE IN YOUR COMMUNITY PROGRAMME PLEDGES

Our Pledge for your Environment

<p>We will work with and enhance our offer to Parishes to develop existing and new Parish Environmental Teams to deliver maintenance programmes in high community use areas such as litter picking, footpath clearing, minor tree works, bin emptying and other environmental improvements.</p>	<p><u>Parish Environmental Teams:</u></p> <ul style="list-style-type: none"> • Great Dawley Town Council • Hadley and Leegomery Parish Council • Hollinswood and Randlay Parish Council • Ketley Parish Council • Lawley and Overdale Parish Council • Madeley Town Council • St Georges and Priorslee Parish Council • Stirchley and Brookside Parish Council • Wrockwardine Wood and Trench Parish Council
<p>We will engage with local people to improve the infrastructure surrounding existing and future developments to ensure that regeneration projects and new developments integrate and complement existing communities, this forms part of our community deal with developers</p>	<p>Examples include:</p> <ul style="list-style-type: none"> • Hollinswood Regeneration is integrating the new development with the existing community including improvements to the underpass. • Town Park improvement works integrated Town Park and the new Southwater development to include the resurfacing of the spinal path. • Lighting project delivered in Malinslee along footpath leading into Southwater • Delivery of public realm improvements in Brookside to blend the new development with existing. • Donnington Parade Regeneration was completed in January 2015 after public consultation • The Nedge carriageway resurfacing, and repair and replacement of steps has been delivered • Sutton Hill infrastructure improvements to walls and steps is ongoing • Woodside environmental, social and infrastructure improvements to areas that did not benefit from regeneration • All Saints Church Wellington remediation

	works to Lych Gate
We will make it easier for our older residents to get rid of unwanted bulky items by providing a free bulk collection offer for our residents aged 65 and above.	<ul style="list-style-type: none"> • One free bulk collection per household for residents over 65.
We will engage with our communities and launch an Environmental social responsibility campaign to include bulk collection promotions in our areas of greatest need. We will target education and awareness of the impact of fly-tipping and littering at our social and private landlords and work with them to increase social responsibility in problem areas.	<ul style="list-style-type: none"> • One free bulk collection per household for residents claiming disability allowance • 10% discount for Telford Loyalty Card holders • 25% discount for residents on Council Tax Support or Housing Benefit. • Plus other borough wide discounts • Landlord's part of the Council's Landlord Accreditation scheme receive 3 free CRC permits <p>Environmental social responsibility campaign with residents:</p> <ul style="list-style-type: none"> • Door to door engagement with residents with further engagement planned • 'CSI' crime scene campaign in Brookside (press publicised the incident. Midlands Today, Shropshire Star and Shropshire radio all reported on the issue.). • Keep Britain Tidy "Angry eyes" illuminated posters in dog fouling hot spot areas in the borough. This proved nationally to result in a 46% reduction in dog fouling in the pilot areas. • 1 million free dog waste bags available for residents
We will ensure enforcement action is taken against environmental crime on public open space and where appropriate, on private land across the borough and will prosecute where possible	<ul style="list-style-type: none"> • Enforcement project to deliver benefits to communities • Environmental Social Responsibility Campaign providing residents with support and information to report issues

<p>We will introduce a system of estate management by providing a visible dedicated environmental team starting in Sutton Hill and to be rolled out across the borough.</p>	<ul style="list-style-type: none"> • 6 Environmental Estate Response Teams working borough wide, five days a week. Each team with 2 x TWS cleansing operatives and 1 x apprentice
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Our Pledge for your Open Space

<p>We will work with residents to solve issues around untidy pieces of land in their local area which are of greatest concern to them and we will identify sustainable solutions to improve the look of unmanaged land and improve the environmental quality of community open spaces.</p>	<ul style="list-style-type: none"> • Untidy land team spent 10 weeks working borough wide to clean up untidy pieces of council owned land. • Environmental Estate Response Teams have also been trained to deliver added value improvements
<p>We will engage with the community to identify areas of need and will provide more litter bins in addition to the 3,000 bins currently across the borough in areas where litter is an ongoing problem.</p>	<ul style="list-style-type: none"> • Suggest a litter bin campaign. 300 new bins purchased and currently being installed borough wide

Our Pledge for your Highways

<p>We will invest more into our highways maintenance to reduce traffic disruption, improve road quality and safety on our residential roads.</p>	<ul style="list-style-type: none"> • TRS Gang on site around the borough carrying out pot hole repairs • Highways Capital programme well underway and developed by combining technical and Pride priorities • Small scale patching and other innovative mobile repair techniques carried out borough wide
<p>We will engage with our communities and undertake local improvement schemes to improve the quality of footpaths, white lining on roads, the condition of roundabout signing and unadopted roads owned by the Council</p>	<ul style="list-style-type: none"> • Dedicated Lining Crew following the TRS Gang around the borough to refresh white lining on roads, junctions and parking bays • Borough wide review of all footpaths, roundabout signing and unadopted roads owned by the Council. Work will be scheduled to improve Council owned footpaths and roundabout signing

<p>We will ensure that our roads, footpaths and cycle ways are maintained to an acceptable standard and provide connections from our residential areas to employment zones.</p>	<ul style="list-style-type: none"> • Minor Works Gang is on site each day carrying out minor carriageway repairs across the borough. • The Highways capital programme is addressing the condition of roads, footways and cycle ways around the borough, receiving maintenance improvements e.g. surface dressing. • Borough wide review of underpasses, priority works programme to be agreed with a focus on those connecting residential areas to employment/shopping zones.
<p>We will invest in making key gateways into the borough and industrial estates and employment areas look better to help improve Business and Leisure visitors perception of the borough and to encourage growth and inward investment.</p>	<ul style="list-style-type: none"> • Review of signage at business gateways with work scheduled for delivery in 2015 • Review of highways directional signage within industrial estates and employment areas. • Highways Capital Programme improvements and reactive maintenance repairs

Our Pledge for your Community Trees

<p>We will pro-actively work in the community and with our Contractors to improve the liveability in our urban areas and assess our trees to reduce the negative impact that unmanaged trees, overhanging branches and hedges have on everyday living.</p>	<ul style="list-style-type: none"> • Tree work programmes for completion in year 1 and year 2. • Surveys, complaints and enquiries used to inform the programme • Year 1 surveys completed - Cuckoo Oak, College, Donnington, Malinslee, The Nedge, and Brookside • Year 1 works completed- Cuckoo Oak, Malinslee, Donnington, College, Purbeckdale & Chiltern Gardens, Smith Crescent,
<p>We will give our local community access to information and support needed to address trees on private land in their community.</p>	<ul style="list-style-type: none"> • Information leaflet to provide residents with advice on how to address tree and hedge issues on private land. Available via council website, Southwater and community centres or request directly via customer contact centre

Our Pledge to You

<p>We will increase employment opportunities for local residents by offering traineeships and apprenticeships with all of the Parish Environmental Teams allowing individuals to learn new skills and gain employment qualifications.</p>	<ul style="list-style-type: none"> • Partnership with Parks for people, Telford Job Box, Turn Around and Telford Green spaces. A free 12 week programme at Telford Town Park from 7 October 2014. Range of practical skills (environmental and conservation, fencing, hard landscaping etc.) as well as employability skills such a CV writing • RWS Services contractors delivering accredited training sessions for residents in bricklaying, fencing and step laying skills, linking to the
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	<p>programme at Telford Town Park</p> <ul style="list-style-type: none"> • Partnership with Seddon Construction and Sanctuary Housing providing training sessions • Taster session held for residents in tiling, plumbing, plastering and painting at Sutton Hill Community centre • Apprentices working with Parish Environmental Teams. 12 month secondment agreement with either TWS or direct with Parish Councils • Apprentices trained in a mix of classroom and vocational training, delivered by TCAT leading to an NVQ level 2 in Cleaning and Environmental Services • Environmental Estate Response Teams receiving further training, including soft skills e.g. communicating effectively, reducing work place risks
<p>We will ensure dedicated support to recruit street champions and snow wardens in our areas of greatest need and increase access to training and resources to encourage people to take responsibility for their local area and to learn new skills to help deliver environmental improvement projects.</p>	<ul style="list-style-type: none"> • Street Champions – supported in street community clean ups e.g. College and provided with a Toolkit and support • Brookside Street Champions heavily involved in events e.g. The Dip with six new street champions recruited from the event • Snow Wardens supporting their local communities during periods of snow and ice • Junior Street Champion Scheme launched in partnership with Veolia, delivering flexible mix of workshops • College Street Clean Up community event in Victoria Avenue in partnership with the YMCA. 20 residents involved, collecting over 20 bags of rubbish
<p>We will encourage and support residents to deliver local environmental projects across the borough such as ‘adopt a street’ scheme and provide direction and guidance to the most actively involved members of the community.</p>	<p>Examples include:</p> <ul style="list-style-type: none"> • Social Responsibility Campaign launched • Suggest a bin via the ‘Everyday’ Telford app • Suggest a street name plate’ scheme launched • Community bulb planting events • Local environmental projects e.g. a locally run ‘tool library’ was set up in Sutton Hill • Woodside Junior Youth Club carried out litter picking around the Park Lane Centre and Shopping Centre. The group plan to litter pick each term and will be taking part in an environmental street audit in spring 2015

<p>We will work in partnership with our local education providers to encourage young people's involvement in delivering the physical and social regeneration planned schemes across the borough.</p>	<ul style="list-style-type: none"> • Junior street champion street audits carried out in primary schools in Donnington and Malinslee • Junior street champion Accreditation Scheme
<p>We will make it easier for our residents to make us aware of environmental issues in their local area by providing a free app, 'Everyday Telford' that enables reporting from mobile phones.</p>	<ul style="list-style-type: none"> • We have launched our free app 'Everyday Telford' to make it easier and quicker for resident to report issues in their local area. 'Everyday Telford' aims to make it quick and easy to report the things that are important to our residents whenever and wherever they are. The app can be used to report issues such as missed bin collections, tree and undergrowth issues, street cleaning and littering, fly tipping, streetlights, roads, paths and verges, drainage and flooding, street furniture, abandoned vehicles and graffiti etc.
<p>We will empower local Ward Members by giving them additional funds through the Ward Co-operative Fund to use on improving the environment in their local area.</p>	<ul style="list-style-type: none"> • 2014 Ward Cooperative Fund launched again in April 2014, with an additional £1,000 for members to spend on Environmental Projects.
<p>We will acknowledge the most active and socially responsible members of the community by holding events to thank them for their time and commitment.</p>	<p>Examples include:</p> <ul style="list-style-type: none"> • Bat and bird box making in Brookside and community bulb planting of 20,000 bulbs • 'Thank you' award ceremony with a certificate and a bag of bulbs to take home

APPENDIX 3



Borough Wide Communication and Community Engagement

- Pride Estate Teams and Pride highways vehicles on the ground

Regular Borough Wide Updates

Media updates:

- Junior Street Champions help clean up Arleston
- Pride in Your Community tackles potholes
- Community Pride fund opens for application
- £1 million capital grant set up to support Pride in Your Community
- Pride in Your Community bulk collections offer
- New Estate Response Teams to help improve local environment
- CSI comes to Brookside as Council tackles fly tippers
- Junior Street Champions help improve Malinslee
- Telford schemes to benefit from Community Pride cash

Your Voice and Community Notices

- Pride update in every edition of Your Voice
- Community notice boards in community centres to update residents on progress.
- Subscribe for regular updates on Council Services (GovDelivery)
- Social Media - regular updates added to corporate Facebook and Twitter accounts

Social Awareness Campaigns

Fly tipping

- CSI Telford - led to an interview on BBC Midlands, Radio Shropshire and an article in the Shropshire Star, as well as a lot of Social Media interest

Dog fouling

- Glow in the dark posters now in hotspot areas for dog fouling and will be moved around to different areas on a 4 week rolling cycle to renew impact
- Additional 1 million dog fouling bags provided for residents

Littering

- A suggest a litter bin location scheme was launched with the options to report via the mobile app. The campaign is continuing with publicity of where the new bins are located

Snow Wardens and Street Champions

- Rebranded and re-launched under the Pride in Your Community Programme

Making Reporting easier

- Pride Issues reported via the mobile app

Delivery of Pride Community Projects through Engagement and Events

Community consultation and information events:

- Pride at Mardi Gras in Wellington and consultation with residents of Donnington regarding Donnington Parade
- Bulb planting and bird and bat box making at the Dip in Brookside
- Local litter picking and tidy up events

Green Brigade Programme

- Regular Blog week by week updates

Pride in Pictures

