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## STREETSCENE – CIVIC PRIDE

Working with partners to benefit the communities of Ryedale

### Delivery of priority services and outcomes

Which Council Aim does this case study deliver?

*To have a high quality, clean and sustainable environment*

*To transform the Council*

### Background

A number of civic pride projects have been delivered as a result of Streetscene developing relationships and working with a number of external partners including private business, town and parish councils and other public sector bodies.

There is a wide acceptance of the importance of clean and tidy communities across the district to the benefit of visitors, businesses and residents and a real commitment to work together to maintain and improve the living environment.

Examples of the projects and close working relationships include:

- 1. Tackling graffiti** – Streetscene, The Fitzwilliam Estate and North Yorkshire Police have developed an approach to patrol Malton, gather photographic evidence, action prompt removal of graffiti (within 48 hours where particularly offensive) and follow-up with a view to prosecution. Graffiti is well under control across the district as a result of effective partnership working and has attracted external grant funding from the Safer Ryedale Partnership - £3,000 in 2009/10 and £2,500 in 2010/11.
- 2. Parish Caretaker scheme in Thornton-le-Dale** – Streetscene has developed an effective working relationship with the Parish Caretaker operating in Thornton-le-Dale. Excellent communication links enable advice and support to be provided including providing equipment and a coordinated approach to service delivery e.g. clearing areas for mechanical street cleansing and collection points for the disposal of rubbish following village clean-ups.
- 3. Community Environmental Projects** – various projects demonstrating Streetscene working with the community and improving the local environment:
  - Malton Town Centre working with the Town Ambassador – improving visitor experience through installation of new finger posts in the town centre and working with new environmental volunteer group “My Malton” providing support to clean up initiatives
  - Old Railway Line Helmsley working with Helmsley in Bloom – undertook tree thinning to enable a wild meadow to be developed
  - Flower Baskets working with Pride in Pickering – provided and installed flower baskets in Pickering
  - Kirkbymoorside Primary School and Town Council for Kirkbymoorside in Bloom – work closely with the school, coordinating and supporting recycling and environmental campaigns
  - Malton and Norton School – coordinated a competition involving the students designing artwork to positively promote being responsible for a clean environment and reduce the amount of litter with the winning design being used on an Agripa advertising sign on the side of a refuse collection vehicle as part of a new “Keep It Clean!” initiative
  - Big Tidy Up Campaigns – supporting various local environmental groups including Thornton-le-clay and Hutton-le-Hole including providing equipment for clean up initiatives and collection and disposal of all litter collected

- Litter signs in lay bys – rolled out a new lay by initiative aimed at encouraging people to take their litter with them to keep the lay bys in Ryedale clean and tidy
- Himalayan Balsam clearance at Lady Springwood in Malton working with BCTV
- Norton Town Council improvement projects – supported and assisted with the implementation of new railings and flowerbeds in Norton together with undertaking site improvement works at Lakeside.
- Parish Liaison – Developing the way that the Streetscene Team work with the parish and town councils by improving communication links and explaining how we can provide support to the communities by working together to improve the local environment for example identifying and tackling litter hotspots and encouraging local groups to get involved. A “Parish Update” was launched and distributed to all parish and town councils in winter 2009 as part of strengthening effective working relationships.

**4. Winter gritting and snow clearance** – New and improved arrangements were put to the test during the extreme winter conditions experienced this winter which have demonstrated Streetscene’s commitment and ability to deliver efficient services working for the good of the community. Working with North Yorkshire County Council, plans were implemented that involved positioning operational teams and plant in key locations across the district including Pickering, Helmsley and Kirkbymoorside to enable a responsive approach when winter conditions prevailed together with limiting travelling time between locations and effectively utilising resources. Other examples of partnership working for the good of the community include the Streetscene Winter Service arrangements for Pickering, Helmsley and Kirkbymoorside Town Councils, The Fitzwilliam Estate, Yorkshire Housing Association and North Yorkshire Primary Care Trust. These local arrangements demonstrate an improved customer-service approach through the delivery of a highly efficient and effective gritting and snow clearance service in primary locations across the district.

**5. Five Towns Footway Sweeping Initiative** – During 2009 the “Five Towns” (Helmsley, Kirkbymoorside, Malton, Norton and Pickering Town Councils) identified a need to enhance the standard of footway cleanliness in each of their towns. It was agreed that Streetscene would undertake an initial feasibility study to explore the options that may be available on the basis that a new footway sweeping machine would be jointly funded by contributions from each of the Five Towns. Demonstrations were organised during the summer of 2009 to present the available options and a priorities survey was undertaken to assist the decision making process on the possible solutions. The result of this work has secured a 3 year commitment from all “Five Towns” which is an excellent example of working together for the benefit of the key towns in the district.

**6. Safer Ryedale Partnership “Take The Lead, Take The Bag!” Project** – a successful funding application to the Safer Ryedale Partnership enabled a subsidised scheme to be offered to all parish and town councils aimed at improving dog waste facilities in the community and promoting responsible dog ownership. The “Take the Lead, Take the Bag!” initiative offered dog bins and dog bag dispensers at subsidised rates and included an advertising campaign using a refuse collection vehicle to promote the message across the district.

**7. Parks and Open Spaces Project Team** – A cross-cutting project team was formed tasked with reviewing the Council’s Parks and Open Spaces with one key objective being to identify a way forward to deliver the Parks and Open Spaces Improvement Project in the capital programme. A project brief was produced and approval obtained to appoint a Project Delivery Officer to move the capital project forward.

**8. Yorkshire Day** – a cross-cutting project team was formed tasked with delivering “Yorkshire Day” - a high profile annual event celebrating the 25<sup>th</sup> Yorkshire Day Civic Procession Society involving a number of critical planned events showcasing Ryedale. The day involved a reception at Ryedale House, followed by a procession into Malton Market Place led by Dr John Sentamu, Archbishop of York, a celebration service in St Michael’s Church in Malton and a lunch at The Worsley Arms in Hovingham.

## **Who was involved and how?**

With all the Streetscene Civic Pride projects a team approach involving the key partners has been adopted with improved customer service being a key priority. Partners include North Yorkshire Police, Safer Ryedale Partnership, Malton Ambassador, Malton Town Council, Norton Town Council, Pickering Town Council, Kirkbymoorside Town Council, Helmsley Town Council, Yorkshire Housing Association, North Yorkshire Primary Care Trust, North Yorkshire County Council, Thornton-le-Dale Parish Council, all Parish Councils, British Conservation Trust Volunteers, Pride in Pickering, Helmsley in Bloom, Kirkbymoorside in Bloom, Malton School, Norton School and Fitzwilliam (Malton) Estate.

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## **Background documents/Links:**

*Links to publications – media coverage*

*Committee reports*

*Impact Assessment*

*Community Engagement Outcomes or reports*

*Partner websites*

Parish Liaison Meeting/Agenda/Minutes – October 2009

Parish Bulletin

Streetscene Factsheet – winter services

Streetscene Website