



HILLINGDON  
LONDON



# Residents' and Environmental Services Policy Overview Committee

## Councillors on the Committee

Michael White (Chairman)  
David Yarrow (Vice-Chairman)  
Lynne Allen  
Teji Barnes  
Mohinder Birah  
Peter Davis  
Patricia Jackson  
Kuldeep Lakhmana (Labour Lead)  
Carol Melvin

**Date:** THURSDAY, 16 OCTOBER  
2014

**Time:** 5.30 PM

**Venue:** COMMITTEE ROOM 5 -  
CIVIC CENTRE, HIGH  
STREET, UXBRIDGE UB8  
1UW

**Meeting  
Details:** Members of the Public and  
Press are welcome to attend  
this meeting

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**Published:** Wednesday, 8 October 2014

**Contact:**  
Tel: 01895 250692  
Fax: 01895 277373  
Email: [smaiden@hillingdon.gov.uk](mailto:smaiden@hillingdon.gov.uk)

This Agenda is available online at:  
[www.hillingdon.gov.uk](http://www.hillingdon.gov.uk)

***Putting our residents first***

Lloyd White  
Head of Democratic Services  
London Borough of Hillingdon,  
3E/05, Civic Centre, High Street, Uxbridge, UB8 1UW  
[www.hillingdon.gov.uk](http://www.hillingdon.gov.uk)

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# Terms of Reference

A central role of a Policy Overview Committees is to undertake in-depth policy reviews on specific issues. Reviews provide the opportunity to hear from members of the public and expert witnesses, including people from a wide range of external organisations. Reviews usually make recommendations to the Cabinet on how the Council could improve its work. They therefore perform an important role in opening up the policy-making process to a wider audience, including people who would not normally have the opportunity to participate.

This Committee undertakes the policy overview role in relation to the following matters:

- Highways, traffic, parking & street environment
- Local transport, including rail, cycling & London Underground
- Footpaths and Bridleways
- Road safety and education
- Planning & Building Control
- Libraries
- The Borough's heritage and history
- Sport & Leisure services
- Waste management & recycling
- Green spaces, allotments, woodlands, conservation and sustainable development
- Consumer Protection, Trading Standards & Licensing
- Registrars & Bereavement Services
- Local watercourses, drainage and flooding
- Environmental Health, Air & Noise Quality
- Local impacts of Heathrow expansion
- Local impacts of High Speed Rail

# Agenda

## Chairman's Announcements

	<b>Title of Report</b>	<b>Page</b>
1	Apologies for Absence	
2	Declaration of Interest in matters coming before this meeting	
3	To confirm that all items marked Part 1 will be considered in Public and that any items marked Part 2 will be considered in Private	
4	To agree the Minutes of the meeting held on 25 September 2014	1 - 4
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## Minutes

### RESIDENTS' AND ENVIRONMENTAL SERVICES POLICY OVERVIEW COMMITTEE

25 September 2014



Meeting held at Committee Room 5 - Civic Centre,  
High Street, Uxbridge UB8 1UW

	<p><b>Committee Members Present:</b> Councillors Michael White (Chairman), David Yarrow (Vice-Chairman), Lynne Allen, Teji Barnes, Mohinder Birah, Peter Davis, Patricia Jackson, Carol Melvin and Manjit Khatra</p> <p><b>Also Present:</b> Sylvia Ladyman (Street Champion (Eastcote and East Ruislip)) and Julie White (Street Champion (Pinkwell))</p> <p><b>LBH Officers Present:</b> Steven Maiden (Democratic Services Officer), Ed Shaylor (Residents Services - ASB &amp; Investigations Team), Lousie Forster (Access Channel Manager) and Kat Reynolds (Community Leadership Coordinator)</p>
13.	<p><b>APOLOGIES FOR ABSENCE</b> (<i>Agenda Item 1</i>)</p> <p>Apologies were received from Councillor Lakhmana with Councillor Khatra substituting.</p>
14.	<p><b>TO AGREE THE MINUTES OF THE MEETING HELD ON 30 JULY 2014</b> (<i>Agenda Item 4</i>)</p> <p><b>RESOLVED:</b> That the minutes of the meeting held on 30 July 2014 be agreed as a correct record.</p>
15.	<p><b>DIVERSIFYING THE STREET CHAMPIONS INITIATIVE - FIRST WITNESS SESSION</b> (<i>Agenda Item 5</i>)</p> <p>This witness session into diversifying the Street Champions Initiative was divided into two sections; the first dedicated to gathering evidence from 2 active street champions and the second set aside for officers from IT and Community Safety Team to present on the support for Street Champions provided by their service areas. The following is a summary of evidence heard.</p> <p><b><u>Street Champions</u></b></p> <p>The Street Champions, from Eastcote and East Ruislip Ward and Pinkwell Ward, presented to the Committee. They noted that they had volunteered for the role to help make improvements to their local areas which, in some respects, were run down and in need of Council intervention. It was noted that many residents did not seem to care about their local environments and that it was rewarding to be in a position to affect change in your area.</p> <p>Throughout the course of the session, Street Champions and Members highlighted the</p>

following points:

- § There was relatively little feedback following the report of an issue in the current system. The Contact Centre did provide a reference number and advised that an issue had been logged but there was rarely a detailed response concerning what work would be undertaken or how long work would take to complete. Street Champions noted that they valued it when officers from the relevant department rang to discuss an issue and provide information on how it would be resolved.
- § The quality of some of the work undertaken by the Council to resolve issues was poor and it was suggested that managers undertake spot checks to ensure a higher quality and longer lasting resolution. Furthermore, it was felt that some of the Council's responses were not joined up or strategic with, for instance, grass cutters leaving grass in road gullies leading to blockages.
- § Street Champions had varying degrees of involvement with their Ward Councillors. Some Ward Councillors had been extremely helpful in getting issues resolved but others had not responded to numerous queries. There was strong support for the idea that issues be reported directly to Ward Councillors as well as to the relevant Council department. This would ensure that Councillors were aware of the issues in their area and could provide assistance if required. It was noted that such a function was not currently possible on the online reporting system.
- § Most reports were submitted through the online reporting system. This was because reporting directly to the Contact Centre involved being on hold for long periods of time.
- § There was a feeling that it would be valuable to have meetings between local Street Champions so that they could share experiences.
- § One Street Champion noted that she did not feel valued by the Council as the only response she received was that an issue was "logged" or "closed". However, it was noted that the events held by the Council to bring Street Champions together were positive and did give a sense that the Council appreciated the work of volunteers.
- § There was a feeling that the cleanliness and upkeep of areas such as Ruislip was significantly better than Pinkwell or Hayes.

Members stressed that it may not be possible to resolve every issue raised by Street Champions but, where it was not possible, the Council should clearly and quickly communicate the reasons for this. It was felt that this would make a positive impact on the experience of volunteers.

It was noted that one of the Street Champions had been a Neighbourhood Watch coordinator but had recently given the role up. She noted that it would be possible to do both roles together but that depended on the size of the road you lived on and whether or not you were working. It was noted that the Police had recently significantly reduced their involvement in Safer Neighbourhood Ward Panels. The number of Police officers and Community Support Officers had gone from 6 to 3 and it was felt that this would mean that the same level of support could not be provided to Neighbourhood Watches.

Members stressed that it would not be possible to resolve the specific issues that had been raised during the sessions but that the findings and recommendations of the review would be reported to the Street Champions in due course.

### **Officers**

The Access Channel Manager provided a presentation on how reports from Street Champions were received and processed by the Council. It was noted that, in the last

12 months, 2,524 volunteers had reported just over 14,000 issues. Every report was given a unique reference number and would be stored against the record of each Street Champion.

The Committee was provided with a demonstration of the online system and advised that the first page that a user would be directed to was a landing page. This contained information on what was and was not within the Council's control with a view to reducing the number of reports on issues that were outside of the Council's remit.

In order to report an issue online, a Street Champion would have to register for the system. Once they had registered, they would be able to log into the system and submit a report or view the status of a previous report. To make sure that a report was directed to the correct department, users were required to select a category under which to report such as ASB or street lighting. The site had been developed in consultation with Street Champions and relevant service areas in order to make it as easily navigable and effective as possible. However, there was a balance to be struck between making reporting easy and getting the right level of information required for action to be taken.

In addition to being able to report an issue with a computer, the site was also available on smart phones and tablets. If residents did not have access to such devices, an issue could be reported directly to the Contact Centre or by using a computer at one of the Borough's libraries with the assistance of a librarian. It was suggested that training sessions could also be provided to those who needed assistance with online reporting.

Members highlighted that, from the evidence of Street Champions, there did not seem to be an issue with reporting issues but there was a clear issue with receiving feedback from the Council.

Officers advised that there were two proposed changes to the service that would help to resolve the lack of feedback. Firstly, officer comments on reports would soon be made available online meaning that residents would have more information on how the Council was responding. Providing such updates was a major area of work for the Contact Centre and it was expected that this would reduce the number of queries that it had to deal with. The new model was currently being trialled in the ASB Team. Secondly, there were improvements to the Council's campaign management with information actively being circulated to residents on what work was being undertaken by the Council.

The Committee was advised that the online system allowed for issues to be reported directly to the relevant department and bypass the Contact Centre. There was also a system in place to ensure that, if reports on a single issue were submitted by multiple people, they would all be assigned to the same officer. This reduced the risk of duplicating workload.

In response to Members' questions, officer advised that Ward Councillors were not currently copied in to Street Champion reports submitted within their wards but that this would be possible. It was agreed that officers would explore the viability of adding a 'tick box' to the reporting page asking whether Street Champions wished to report their issue to their Ward Councillors.

It was agreed that officers would provide the Committee with a breakdown of how many of the 14,000 issues had been resolved, how long it had taken to resolve them and the reasons that issues remained outstanding. Members requested that they be

	<p>provided with this information prior to the next meeting of the Committee.</p> <p>With regard to the Council's involvement with Neighbourhood Watch, the Service Manager of the Community Safety Team advised that the Council provided funding to the scheme. However, there had been recent changes to the committee that coordinated volunteers which had subsequently changed the complexion of the scheme. Since those changes, officers had begun to develop their own database of volunteers which presented the possibility of the Council becoming more active in the operations of the scheme. However, officers were eager that the Council did not take over the initiative.</p> <p>It was noted that there were two broad types of Neighbourhood Watches; one very active in relaying information from the Police to volunteers in their area and the other more passive with volunteers simply reporting incidents as they arose. Officers noted that there was now a diverse range of ways for people to engage in reporting issues to the Council and the Police which would have an effect on Neighbourhood Watch Schemes.</p> <p>Members suggested that, rather than looking to create formal links between Street Champions and Neighbourhood Watch, the Council could direct people to further information on Neighbourhood Watch.</p> <p><b>RESOLVED: That:</b></p> <ol style="list-style-type: none"> <li><b>1. The findings of the review would be reported to the Street Champions following agreement by Cabinet;</b></li> <li><b>2. Officers explore the viability of adding a 'tick box' to the reporting page asking whether Street Champions wished to report their issue to their Ward Councillors; and</b></li> <li><b>3. Prior to the next meeting, officers provide a breakdown of how many of the 14,000 reports had been resolved, how long it had taken to resolve and the reasons behind an issues that remained unresolved.</b></li> </ol>
16.	<p><b>FORWARD PLAN</b> (<i>Agenda Item 6</i>)</p> <p><b>RESOLVED: That the Forward Plan be noted.</b></p>
17.	<p><b>WORK PROGRAMME</b> (<i>Agenda Item 7</i>)</p> <p><b>RESOLVED: That the work programme be noted.</b></p>
	<p>The meeting, which commenced at 5.30 pm, closed at 7.24 pm.</p>

These are the minutes of the above meeting. For more information on any of the resolutions please contact Steven Maiden on Democratic Services Officer 01895 250692. Circulation of these minutes is to Councillors, Officers, the Press and Members of the Public.



## MAJOR REVIEW – DIVERSIFYING THE STREET CHAMPIONS INITIATIVE – WITNESS SESSION 2

**Contact Officer:** Steven Maiden  
**Telephone:** 01895 250692

### REASON FOR ITEM

To enable the Committee to gather evidence as part of their Major Review into diversifying the Street Champions Initiative.

### OPTIONS AVAILABLE TO THE COMMITTEE

1. Question the witnesses
2. Highlight issues for further investigation
3. To make a note of possible recommendations for the review

### INFORMATION

As at the previous meeting this witness sessions will be divided into two sections. The first sections (starting at 5.30pm) will be with 2 active street champions who have volunteered to provide evidence to the Committee. Once Members have heard from these volunteers they will be allowed to leave the session before the second section in which other witnesses will be present to provide evidence.

Witnesses for the first session are as follows:

Name	Position
Street Champion	Uxbridge South Ward
Street Champion	Townfield Ward
<b>Break</b>	
Helena Webster	Community Engagement & Town Centre Improvements Manager
Charlotte Stamper	Communications Manager

### PAPERS WITH THE REPORT

Review Terms of Reference

Written Submission - Community Engagement & Town Centre Improvements Manager

Written Submission - Communications Manager

## Terms of Reference

### **Setting the context**

1. To gain a comprehensive understanding of the current Street Champions initiative to include:
  - a. The current level of uptake across different areas of the Borough;
  - b. The volume and nature of the issues raised;
  - c. The remit and accountability of the role; and
  - d. The barriers to involvement and reporting issues.
2. To gain a comprehensive understanding of the Neighbourhood Watch Scheme to include:
  - a. The findings of the pilot project into linking the Street Champions Initiative and the Borough's Neighbourhood Watch Scheme;
  - b. The current level of uptake across different areas of the Borough;
  - c. A clear idea as to where schemes are located in the Borough; and
  - d. The barriers to involvement.

### **Better Access and Reporting**

1. To explore ways in which the Council could better use its current resources (e.g. its website) to increase the ease with which volunteers are able to report issues;
2. To assess the viability of using new forms of digital media in order to make reporting issues more accessible; and
3. To explore ways in which those volunteers who do not wish to use digital medias can better report issues.

### **Street Champions and Neighbourhood Watch**

1. To put forward recommendations on how the Street Champions initiative could be linked with Neighbourhood Watch Schemes in the Borough;
2. To explore ways in which Street Champions could be encouraged to engage more generally in the community safety agenda; and
3. To explore how these initiatives might be linked through the use of the technologies highlighted above.

# DIVERSIFYING THE STREET CHAMPIONS INITIATIVE – WRITTEN SUBMISSION

**Name:** Helena Webster  
**Role:** Community Engagement & Town Centre Improvements Manager  
**Organisation:** Residents Services (Transport & Projects)

## 1. CONTEXT

- 1.1 The Street Champions scheme was first piloted in 2005 as a HIP (Hillingdon Improvement Programme) initiative. It was designed to promote active citizenship and neighbourhood integration by encouraging active reporting to address environmental, criminal and anti-social issues whilst helping to create a feeling of community and safety. Benefits of the scheme include providing:-
- A motivated group of residents who report issues to the Council either online or offline.
  - Residents who act as the eyes and ears of Hillingdon by looking after their local environment and helping to reduce crime.
  - Residents who help to increase community spirit in their areas.
  - Residents who are actively engaged with the Council and its priorities.
- 1.2 Following the successful pilot, the Street Champions scheme was rolled out across the Borough from 2006 led by the then Localities Team, via seven locality working areas which were:-
- **Brunel, West Drayton & Yiewsley** (based upon the same Wards)
  - **Harefield, Northwood & Ickenham** (based upon the same Wards)
  - **Hayes & Harlington** (based upon Botwell, Heathrow Villages and Pinkwell Wards)
  - **Hayes & Yeading** (based upon Barnhill, Charville, Townfield and Yeading Wards)
  - **Ruislip, Eastcote & Northwood Hills** (based upon Eastcote & East Ruislip, Northwood Hills and West Ruislip Wards)
  - **South Ruislip** (based upon Cavendish, Manor and South Ruislip Wards)
  - **Uxbridge** (based up on Hillingdon East, Uxbridge North and Uxbridge South Wards)
- 1.3 Over the following 3-4 years, some 4,600 residents registered as Street Champions, receiving a welcome pack, including:-
- A4 leatherette executive folder
  - Street Champion mug and coaster
  - Street Champion ID card
  - Freepost reporting 'cheque book' and pen
- The welcome booklet and original promotional leaflet is attached for information.
- 1.4 Following restructuring in November 2011, the Localities Team was brought together under the same Head of Service as the Town Centre Improvements Team, where there are clear synergies. This provided an opportunity to reassess the scope for realigning similar services and areas of work together by:-
- promoting the Council's community leadership role, enhancing civic pride and improving the wellbeing of local communities by working closely with residents, Councillors and local representatives of businesses / residents' groups. The aim was to develop, co-ordinate and monitor the implementation of community based initiatives under Feel PROUD promotions such as Chrysalis, Ward Budgets, Street Champions and other community engagement activities.

- promoting the physical, social and economic wellbeing of town centres, as prioritised by the Council, by working with the local community to develop, co-ordinate and monitor the implementation of town centre initiatives, which improve the quality, and economic viability of town centres.

From March 2012 there have been two Community Engagement Officer posts to support the Feel PROUD initiatives and two Town Centre Improvement Officer posts supporting town centre regeneration initiatives.

- 1.5 An overview of activity supporting the Street Champions scheme as part of the overall Feel PROUD initiative for the year from April 2013 to March 2014 is set out at appendix 1. This activity took place across the Borough in four areas which were aligned to match the local policing model, grouping wards as follows:-
- **Hayes** (Barnhill, Botwell, Charville, Townfield and Yeading)
  - **North** (Cavendish, Eastcote & East Ruislip, Harefield, Ickenham, Manor, Northwood, Northwood Hills, South Ruislip and West Ruislip)
  - **Uxbridge** (Brunel, Hillingdon East, Uxbridge North and Uxbridge South)
  - **West Drayton** (Heathrow Villages, Pinkwell, Yiewsley, West Drayton)
- 1.6 In total, eight Street Champion meetings were organised with speakers on a range of issues including Council waste services, town centre improvements, anti-social behaviour investigations and energy efficiency. External partner were also present representing the police, Neighbourhood Watch, Healthwatch Hillingdon and Hillingdon Safer Neighbourhoods Board. A keynote celebration event held on 29 April 2013 recognised the achievement of a number of volunteers including Street Champions who actively dedicated time and commitment to improving their local area and quality of life for residents.
- 1.7 The priority for 2014-15 has been to develop proposals for refreshing the Street Champions scheme including piloting a Feel PROUD of your Neighbourhood initiative in four pilot neighbourhoods within Charville, South Ruislip, Yiewsley and West Drayton wards building on the success of the Street Champions scheme and supporting this RESPOC review.

## 2. GAPS / CHALLENGES

- 2.1 An extensive consultation was undertaken in November 2011 with the aim to:-
- Gain feedback on preferences for future meeting content and times;
  - Identify other community involvement activities that Street Champions were involved in, and
  - Find out the extent of online reporting by Street Champions and barriers to doing so.
- 2.2 In total 4,600 questionnaires were distributed to registered Street Champions. In addition to a printed survey, Street Champions were encouraged to complete a questionnaire online. Responses showed that the preferred timings for meetings were:-
- 48% - Early evening (5.30pm - 7pm)
  - 52% - Evening (7pm - 8.30pm)
- This preference was shared by employed and retired Street Champions alike, although attending meetings was favoured more by older Street Champions.

The preferred format was as follows:-

- 36% - Drop in sessions to speak with officers and/or councillors
- 38% - Group meetings with presentations from guest speakers

Verbal feedback from meetings held in 2013-14 were that the Street Champions who attended the meetings preferred the Council officer speakers to guest speakers on wider issues such as health, and that the meetings were an opportunity for them to vocalise local issues and concerns which are important to them.

With regard to community involvement, the following was found:-

- 72% - are members of other community groups/associations or organisations.
- 80% - are involved in other community activities including litter picks

65% of Street Champions who responded currently use the Council's online services:-

- 77% - report issues
- 39% - book or apply for local services
- 21% - reserve library books
- 10% - pay council tax.

35% of Street Champions did not use online services for the following reasons:-

- 35 % - do not have the internet at home.
- 23 % - do not know how to use the internet.

Comments included:- "I prefer to talk to someone", " Unaware of reporting/information on the Council website" and "Not enough time."

- 2.3 The survey also asked for information on gender, age, occupation and ethnicity to build a demographic profile for registered Street Champions. This showed us that of the 576 (12.5%) responses:-

Gender (2% did not respond)

53% Male

45% Female

This is broadly in line with the overall gender profile of the Borough which is 49.57% male and 50.43% female, across all age groups.

Age (4% did not respond)

13% 18-44

38% 45-64

45% 65+

This indicated potential for finding more inventive ways for encouraging younger adult residents to be involved which could include use of social media.

Ethnic Group (7% did not respond)

79% White – English, Welsh, Scottish, Northern Irish, British

4% Asian or Asian British – Indian

2% White – Irish

2% White- Any other white background

1% Black or Black African

1% Black or Black African – Caribbean

1% Mixed or multiple ethnic group – White and Asian

1% Asian or Asian British- Pakistan

1% Asian or Asian British – Other Asian background

1% Other ethnic background

This indicated potential for encouraging greater participation from wider ethnic community groups, particularly in areas in the south of the Borough. The most recent census information shows that Hillingdon's black and minority ethnic community has increased from 27% in 2001 to 47.8% in 2011.

### Occupation (2% did not respond)

- 52% Retired
- 26% Full-time employment
- 10% Part-time employment
- 2% Unemployed
- 8% Other (student, carer etc.)

This indicated more potential for showing that being an active resident does not need to involve an onerous time commitment and reporting and/or disseminating local information could be done at home and/or during a lunch break.

- 2.4 All reporting of problems/issues/faults are prioritised in accordance with the severity and impact of the issue not on the basis of whether the problem was reported by a Street Champion. The challenge is how to ensure that active, motivated citizens who care about how their local area looks and feels can be encouraged to sustain this motivation and share their local knowledge to address other issues such as low level crime.
- 2.5 Whilst there are some fluctuations in terms of Street Champions entering and leaving the scheme, figures prepared ahead of the refresh and RESPOC review showed that of the 4,488 Street Champions registered from January 2012 to December 2012 51.3% had not reported any issues or problems. Of the 2,184 Street Champions who had reported, the majority had submitted fewer than 3 reports in 12 months, as set out in the table below:-

Reports (Jan-Dec 2012)	No. of Street Champions	%
5 or more	610	13.6
3 or 4	441	9.8
Less than 3	1133	25.3
No reports	2304	51.3
TOTAL	4488	100%

- 2.6 Anecdotal feedback from some Street Champions indicates that they do not always feel sufficiently updated on how the issues they report are followed up and addressed.

### **3. IMPROVEMENTS AND WORK FOR THE FUTURE**

- 3.1 To support the Community Engagement & Town Centre Improvement Team in rethinking how the Street Champions scheme could be improved, an Academician from the Hillingdon Academy has been recruited. Their responsibility has been scoped to provide expertise up to February 2015 to include:-
- Research and analyse the profile of current Street Champions, including levels and methods of reporting and knowledge/use of social media;
  - Pinpoint barriers to online reporting and messaging, making recommendations on how these can be overcome and integrated with the RESPOC review
  - Identify related service initiatives in terms of digital reporting, neighbourhood engagement, communications and community safety, and
  - Devise a methodology to evaluate outcome of pilots in defined neighbourhoods within 4 wards (Charville, South Ruislip, Yiewsley & West Drayton).
- 3.2 Resources including a leaflet to promote online reporting are in development ready for the 4 pilots to be tested up until March 2015 in preparation for a future roll-out.

## Street Champions Summary of Activity April 2013 - March 2014

## Street Champion Meetings 2013/14

Meeting	Speakers	Number of residents attending (incl. Street Champions)
Hayes (April 13)	<ul style="list-style-type: none"> <li>Graham Hawkes, Governor, Hillingdon Hospitals NHS Trust</li> <li>Colin Russell, Waste Services Manager, LBH</li> </ul>	60
North (July 13)	<ul style="list-style-type: none"> <li>Steve Kershaw, Hillingdon Police Borough Commander</li> <li>Colin Russell, Waste Services Manager, LBH</li> </ul>	89
Uxbridge (Sep 13)	<ul style="list-style-type: none"> <li>Steve Kershaw, Hillingdon Police Borough Commander</li> <li>Graham Hawkes, CEO, Healthwatch Hillingdon</li> <li>Natasha England, Hillingdon Clinical Commissioning Group</li> </ul>	52
West Drayton Meeting (Oct 13)	<ul style="list-style-type: none"> <li>Graham Hawkes, CEO, Healthwatch Hillingdon</li> <li>Natasha England, Hillingdon Clinical Commissioning Group</li> <li>Jo Gill, Energy Efficiency Team, LBH</li> </ul>	45
Hayes Meeting (Dec 13)	<ul style="list-style-type: none"> <li>Graham Hawkes, CEO, Healthwatch Hillingdon</li> <li>Robert Williams, Waste Development Manager, LBH</li> <li>Town Centre Improvements Team</li> </ul>	72
Uxbridge Meeting (Feb 14)	<ul style="list-style-type: none"> <li>Colin Russell, Waste Services Manager, LBH</li> <li>Adoption and Fostering Teams, LBH</li> </ul>	35
West Drayton Meeting (Mar 14)	<ul style="list-style-type: none"> <li>Steve Kershaw, Hillingdon Police Borough Commander</li> <li>Bill Hickson, Antisocial Behaviour Investigations Team Manager, LBH</li> </ul>	72
North Meeting (Mar 14)	<ul style="list-style-type: none"> <li>Cllr Mills, Cabinet Member for Community, Commerce and Regeneration</li> <li>Ian Brooks, Chairman of Hillingdon Safer Neighbourhoods Board</li> <li>Ian Burch, Chairman of Hillingdon Neighbourhood Watch</li> </ul>	75
Total		500

**Celebration Event - 29 April 2013**

The awards ceremony was hosted by Cllr Douglas Mills at the Great Barn in Ruislip and attended by over 75 street champions and community members. The awards recognise the achievements of residents who dedicate their time to improving life in the borough. The Mayor of Hillingdon, Cllr Michael Markham, and ward councillors were also in attendance to congratulate the winners on their success.

- Winner of the North area: Sylvia Ladyman of Eastcote & East Ruislip ward
- Winner of the Trust area: Anne Giddens of Pinkwell ward
- Winner of the Metro area: Douglas Dimpsey of Cavendish ward
- Winner of the Uxbridge Road area: Katrina Patterson of Uxbridge South ward

## Street Champion runners up

- Runner up of the North area: James Baker of Northwood Hills ward
- Runner up of the Trust area: David Brough of Townfield ward
- Runner up of the Uxbridge Road area: Julie Lumsden and her son Dean Bye of Uxbridge North ward

## Community Group winner

- Yiewsley & West Drayton Town Centre Action Group

## Community Group runners up

- First runner up: Friends of Shenley Park

- Second runner up: Hillingdon Abbots Football Club

### **Civic Pride Presentation - June 2013**

Hillingdon's new Mayor, Cllr Allan Kauffman, celebrated the outstanding achievements of the borough's Street Champions and community volunteers on Monday 10 June. They were all recognised for volunteering their time by reporting issues into the council, making a real difference to their local area and across the borough

The winners and runners up from the Street Champion Celebration Evening held on 29 April at the Great Barn in Ruislip were invited to the Mayor's Parlour to meet the Mayor, Cllr Kauffman and receive a unique Civic Pride Pin badge. The Mayor thanked the volunteers for their dedication, saying. "You are motivating people to get on board and keep the community running smoothly. Your efforts as volunteers form the backbone of a happy, healthy and secure community."

### **Mayoral Tours - June & September 2013**

The Mayor, Cllr Allan Kauffman and the Mayoress, Mrs Lynne Kauffman, kindly offered to open the Mayor's Parlour to Street Champions. During their visit, Street Champions were welcomed by the Mayor and had the opportunity to find out about the history of the council and mayoral proceedings. A total of 24 Street Champions attended.

### **Budget for Campaign**

<b>Item</b>	<b>Cost (£)</b>
Hall Hire	£250
Printing of letters & delivery of invite letters	£4,290
Printing of flyers	£400
Texting	£100
<b>Total</b>	<b>£5,040</b>

### **Advertising of meetings**

#### **Letters**

- Sent to all Street Champions in the relevant area without a valid email address
- Sent to a random selection of residents (500 per ward) selected by Electoral Services

#### **Texting**

- Sent to all Street Champions in the relevant area with a valid mobile number

#### **Email**

- Sent to all Street Champions in the relevant area with a valid email address. If a Street Champion had an email address they did not receive a hard copy letter.
- Sent to resident associations for which we the team had a valid email address for

#### **Council website**

- A feature item on the Council homepage 2 weeks before the event

#### **Social Media**

- An event created on Facebook
- A number of tweets posted on Twitter

#### **Press Release**

- Scheduled to be released the week before the meeting.

#### **All Staff Email**

- Sent to all staff a week before the meeting to invite them to the meetings

#### **Horizon**

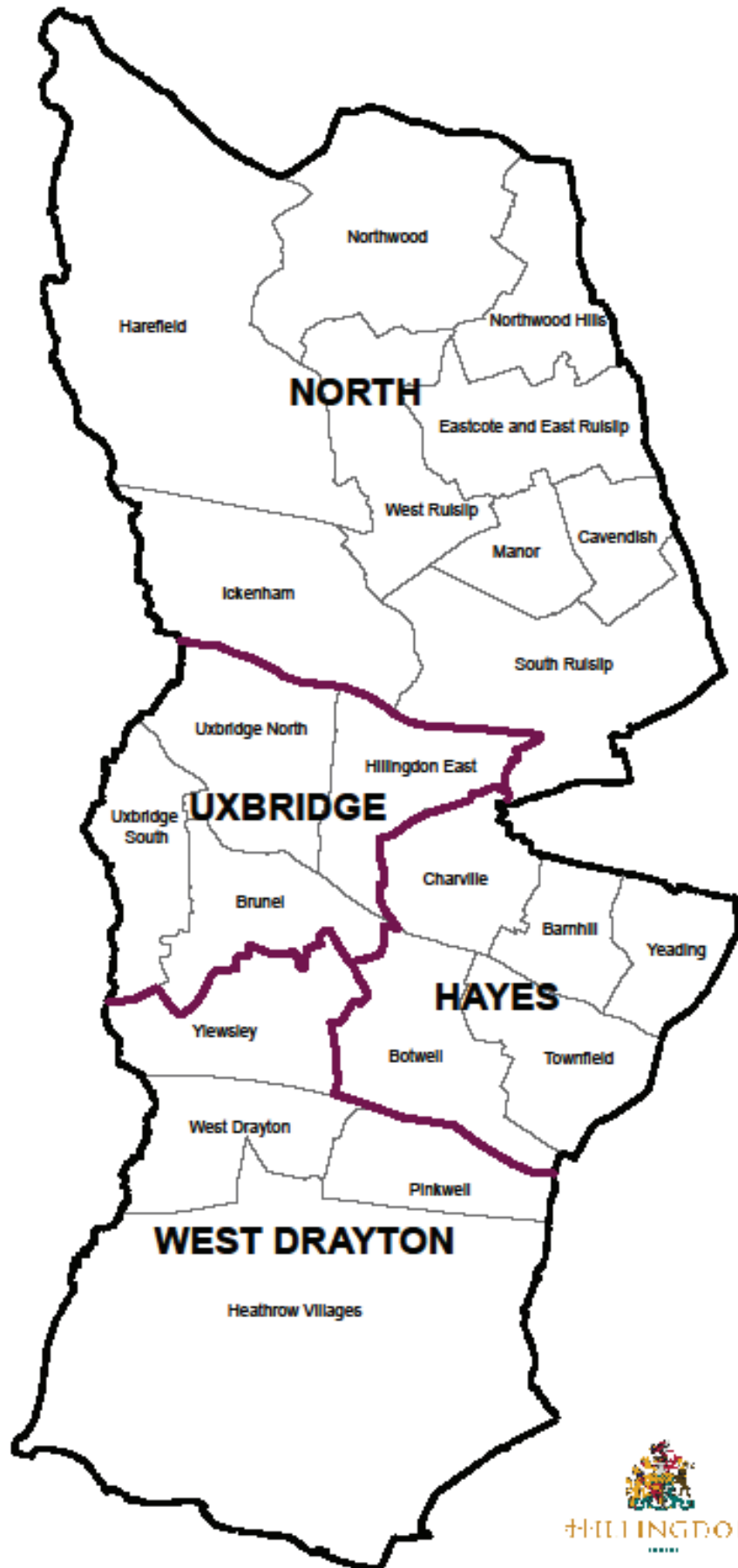
- A feature item on the internal Council intranet to invite staff to the meetings

#### **Hillingdon People**

- Used if the distribution date of the publication **Page 12** coincides with the meeting



# PROUD CAMPAIGN AREAS 2013/14



# Street Champions Scheme

# Welcome booklet



**HILLINGDON**  
LONDON

# Welcome

Thank you for volunteering to become a Street Champion.

With your help we can help make Hillingdon a cleaner, greener and safer borough.

In this booklet you will find all the information you need about the scheme, the benefits and opportunities along with hints and tips on reporting, useful contact numbers and much more.

## Contents

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## Scheme Contact Details

Street Scene Locality Team

 01895 556247

 streetchampions@hillington.gov.uk

 [www.hillingdon.gov.uk/streetchampions](http://www.hillingdon.gov.uk/streetchampions)

 London Borough Of Hillingdon, 4W/05 Civic Centre, Uxbridge, UB8 1UW

## Information on the scheme

Street Champions are volunteers who act as the 'eyes and ears' of the community, to help get things fixed making a real difference to their local area and across the borough.

By reporting problems, you will help us sort them quickly, effectively and play a part in improving your local neighbourhood as well as having a say on local environmental issues.

Built upon the success of the Heathrow Villages street wardens in 2001, the Street Champion scheme started in 2005 and is now operating across all wards in the borough.

With over 4,800 members' borough wide, you can be proud to be a part of the largest scheme of this kind in the United Kingdom.

Recently commended for 'environmental innovation' at the Government Business Awards 2009 and a finalist for the best community and neighbourhood initiative at the Association of Public Service Excellence Awards 2009, the scheme is continuing to receive national recognition.

There is no formal commitment and you can do as much or as little as you like.

### The aims of the scheme include:

- Give you the satisfaction of seeing something you have reported being sorted
- Help the council and ultimately you save money, as we are able to fix problems quicker if we are aware of an issue sooner
- Help reduce crime, the fear of crime and antisocial behaviour
- Help make Hillingdon a cleaner, greener and safer borough

### What's included in the welcome pack?



- A4 Executive folder
- Street Champion ID Card
- Freepost Check Book
- Notepad and pen
- Mousemat and coasters
- Latest issue of Hillingdon People
- Environment and Consumer Protection service standards response targets and information booklet
- Other relevant leaflets

## Issue to report

Below is a small snap shot of the wide range of issues that can be reported to the council's Customer Contact Centre.

### Street scene issues



- Abandoned vehicles
- Broken pavements
- Flytipping
- Graffiti
- Grass cutting, trees and vegetation
- Litter
- Missed recycling or refuse collection
- Noise
- Parks and Open spaces issues (e.g. full dog litter bins, faulty gates, broken glass)
- Street Light defects

### Community safety issues

- Anti-social behaviour including drunken behaviour, criminal damage, threatened violence, begging, drug dealing or inappropriate games
- Racial Harassment

### Other issues

- Fraud
- Community tension
- Planning

### Interesting fact

Street Champions make on average 1,000 reports each month.

# How to report an issue

There are 7 easy and convenient ways for you to report:

1.  **Online**

[www.hillingdon.gov.uk](http://www.hillingdon.gov.uk)

Click Do it online > Report It

2.  **Email**

[contactcentre1@hillington.gov.uk](mailto:contactcentre1@hillington.gov.uk)

3.  **Text/SMS**

07950 080 321

Your message must include:

- Your name, door number and postcode
- Subject and location

4.  **Free post check book**

Included in your welcome pack

5.  **Fax report**

01895 273636

*Turn to page 18 to find the report template*

6.  **In person**

Come to the reception desk at the Civic Centre, High Street, Uxbridge, UB8 1UW  
between Monday – Friday 8.30am – 5.30pm

7.  **Telephone**

01895 556000 between Monday – Friday 8.30am – 5.30pm

A voicemail service is available outside these hours

If you have hearing difficulties please call 01895 277 730

*Turn to page 17 for a tear out version of this page for your notice board at home*

## Reporting hints and tips

When you report an issue to the Customer Contact Centre you should always:

- Give your Street Champion number (6 digit number found on your id card)
- Give a precise location if possible, if not as much details as you can
- Give a detailed description of the issue
- Attach a digital photograph, if possible
- Provide a telephone number or email address in case we need to contact you for more information

After you have reported an issue, you will receive a unique 7 digit reference number. This can be used to contact us to receive feedback on any progress or actions taken.

### Quick tips

If you are submitting more than one report on an email use bullet points to separate each issue.

Keep a note of your 7 digit reference numbers on page 16

Remember you can report an issue any where in the borough

When reporting make use of abbreviations, it will save both time and space:

Outside **o/s**

Opposite **opp**

Flank of **f/o**

Rear of **r/o**

Adjacent **adj**

# Example reports

## Email

**From:** <you>

**To:** ContactCentre1@hillington.gov.uk

**Subject:** Street Champion 1234567 Report

Dear Contact Centre,

Street Champion Number: 1234567

Since 26/02/09 there has been an accumulation of rubbish outside no.156 Uxbridge Road. This includes carpets, dog baskets and other domestic related waste.

I have attached a photograph for your information.

If you require any further information do not hesitate to contact me on <telephone> or <email>.

Yours faithfully,

Street Champion <id number>

## Check Book

Date: 01 / 08 / 10

Service: .....

Location: .....

01/s 77, 75

Raleigh Avenue,

Hayes, UB4 0EF

Concern: .....

Potholes

(approx 40mm deep).

.....

Reply received:

..... / ..... / .....

Date of report: 01 / 08 / 2010

Name: Mr Street Champion

Street Champion number: 1234567

Exact location of issue (state o/s or opp. of f/o or r/o house name or number):

01/s 77, 75 Raleigh Avenue, Hayes, UB4 0EF

Issue reporting: .....

Potholes (approximately 40mm deep).

.....

.....

.....




## What do Street Champions think of the scheme?

We think it is extremely important to know what Street Champions think of the scheme and to suggest improvements. During February 2009 we surveyed over 1200 Street Champions:

- Over 90% of them rate the scheme either excellent or good
- 70% believe the scheme has a positive effect on local environmental quality
- 60% find the procedure to report issues very easy and another 32% believe is very easy
- 60% were either very satisfied or satisfied with how their reports are dealt with
- 40% have not been involved in any other resident association or “friends of” groups in their local community before
- Over 30 suggestions are being considered to improve the scheme

### Full results available at

 [www.hillingdon.gov.uk/streetchampions](http://www.hillingdon.gov.uk/streetchampions)

 01895 556247

 [streetchampions@hillington.gov.uk](mailto:streetchampions@hillington.gov.uk)

*“Being a street champion makes you feel included in how things get done... when you see work done that you have requested, it makes you feel you’re achieving something worthwhile.”*

**Street Champion, Hayes**

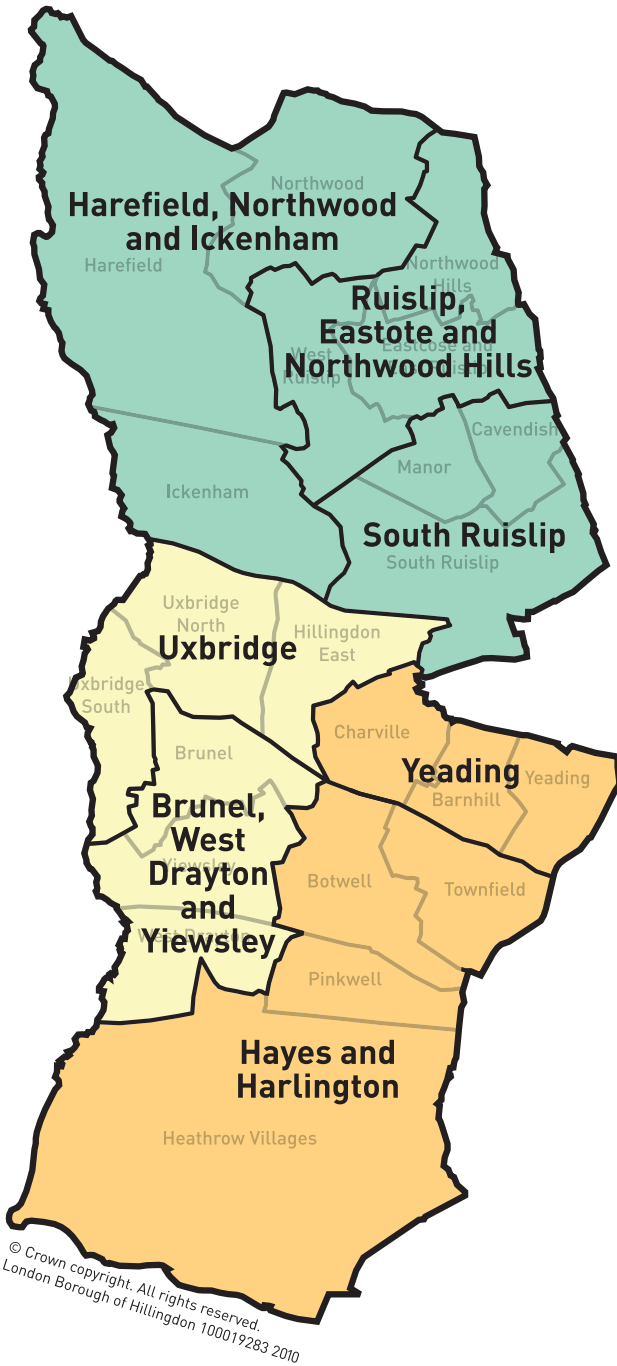
*“You see we blame the council without knowing the facts, that’s where the street champion meetings become very important because we are then able to understand the problems the council have trying to keep us happy.”*

**Street Champion, Ruislip**

*“I believe this is an amazing scheme, one that binds and brings the lacking community spirit together. Many thanks for all your hard work”*

**Street Champion, Uxbridge**

# Scheme structure



The scheme is divided into three area groups; north, west and south as shown on the map.

Each group has its own set of quarterly meetings and a dedicated locality officer to offer advice, support and develop new opportunities for Street Champions.

Depending on where you live, you will receive invites and opportunities tailored for your local area.



Claire Gibson  
**North Area Group**



James Burgess  
**West Area Group**



Stuart Rederick  
**South Area Group**

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London Borough of Hillingdon 100019283 2010

# Benefits and opportunities

## Quarterly local meetings



Your opportunity to hear presentations, ask questions and speak to Hillingdon Council Officers, Councillors and representatives from our partner organisations e.g. Metropolitan Police. The meetings are also a great opportunity to meet other like minded people from your local area. On average 50 Street Champions attend each meeting.

Past speakers have included:

- Council officers from the Street Scene Enforcement Team, Waste and Recycling, Highways Maintenance and Parking Services
- Transport for London
- London Probation Service (Community Payback scheme)
- Magistrates from Uxbridge Magistrates Court
- Your local Metropolitan Police Safer Neighbourhoods team

*Remember: There is no formal commitment to attend the meetings.*

## Environmental volunteering

Get involved and help make your area cleaner and greener.

You could volunteer by:

- Carrying out a monthly litter pick in your local park
- Clearing graffiti around your local area
- Appearing in photographs for council promotional leaflets
- Monitoring grounds maintenance works
- Represent the Street Champions Scheme at local events

Since 2008 Street Champions and residents have collected over 200 bags of litter!

To organise your own litter pick/clear up in your area please get in touch for advice, equipment and support.

 01895 556247

 [streetchampions@hillingdon.gov.uk](mailto:streetchampions@hillingdon.gov.uk)



## Get involved with other schemes

### Streets Ahead ~ Week of Action



You could attend focus groups to suggest improvements and activities for a week of over 300 activities in your local area.

 [www.hillingdon.gov.uk/streetsahead](http://www.hillingdon.gov.uk/streetsahead)

### Canal Keeper Volunteers with Thames 21



In partnership with Thames 21, Street Champions are invited to become canal keeper volunteers to help keep an eye on the canals in Hillingdon.

 [www.thames21.org.uk](http://www.thames21.org.uk)

### Trustees of Hillingdon Community Trust



Once a year, Hillingdon Community Trust distributes 1 million pounds in grants to voluntary and community groups. In partnership with the Street Champion scheme, they are continually looking for trustees.

 [www.hillingdoncommunitytrust.org.uk](http://www.hillingdoncommunitytrust.org.uk)

## Have your say on council initiatives

Get involved in local decision making to have your say in how council services are prioritised, how the council invests in certain areas, service planning, delivery and evaluation.

Past consultations included:

- Draft climate change strategy 2009 – 2012
- Street Champion Scheme survey 2009
- Enviro-crime survey 2009
- Crime and disorder survey 2009
- How the council should publish information and spend its money



### Street Champions website

Updated weekly, the website is the best source for up to date information on the scheme.

 [www.hillingdon.gov.uk/streetchampions](http://www.hillingdon.gov.uk/streetchampions)

Sections include:

- Latest news
- Volunteering opportunities
- Presentations from previous meetings
- Frequently asked questions
- Multimedia downloads
- Order your free graffiti kit

## Email bulletin

Dedicated monthly news update for Street Champions.

- Updates on the scheme
- Latest volunteering opportunities
- News on upcoming council initiatives
- Information from our local partners, e.g. Metropolitan Police Safer Neighbourhoods Team
- Council and community events in your area

You are automatically subscribed when you register and provide a valid email address.

## Celebrating Success

Annual award ceremony celebrating the success of Street Champions.

Over 100 specially selected Street Champions are invited to join Cllr Sandra Jenkins, Cabinet Member for Environment and Cllr Douglas Mills Cabinet Member for Improvements, Partnerships and Community Safety to recognise the work of individual Street Champions and celebrate the success of the scheme.

Award categories include Street Champion of the year, local area award and special recognition.



## Free graffiti removal kits

Do you hate the sight of graffiti and want to help do something about it?

Whilst stocks last, Street Champions are entitled to a free graffiti removal kit. We have selected four types of kits, tailored to suit your needs:

### Small Pocket Gripes



The compact size allows you to easily carry them around in your bag or keep one in the glovebox of your car.

The gripes will remove graffiti tags from lampposts, signs, bus stops and almost any hard surface.

### Large tub of Gripes



The compact size allows you to keep a tub in your porch or with your other household cleaning products.

The gripes will remove graffiti tags from lampposts, signs, bus stops and almost any hard surface.

### Small Graffiti Removal Kit



The kit is ideal for personal use and is recommended for large areas of graffiti tags.

It is designed to remove spray paint or marker pens from lampposts, signs, bus stops and almost any hard surface apart from brick.

### Large Graffiti Response Kit



This kit is ideal for resident associations or community groups.

It is designed to remove graffiti tags written by spray paint, marker pen and ink from a variety of different surfaces including porous surfaces such as brick and concrete, lampposts, signs and even glass.

To order your free kit:

 [www.hillingdon.gov.uk/streetchampions](http://www.hillingdon.gov.uk/streetchampions) and click great benefits

 [streetchampions@hillingsdon.gov.uk](mailto:streetchampions@hillingsdon.gov.uk)

 01895 556247

# Frequently asked questions

## Do I have to attend the quarterly meetings?

You are under no obligation to attend any of the meetings.

You will continue to receive invitations by letter and email to the quarterly meetings to keep you informed of the speakers, and if any of them interest you please come along.

## Do I get preferential treatment?

No, all residents have fair and equal access to our services. Street Champions do not get preferential treatment over other residents.

## Can I find out who are Street Champions in my street?

We are happy to provide details of other Street Champions in your street if they have previously confirmed that they are willing for their details to be shared.

## What are street scene issues?

The phrase street scene issues can seem quite vague. However it is any service the council delivers on your street. For example graffiti removal, refuse and recycling collection and street sweeping.

## Are my personal details stored on a database, can I de-register?

The Council's Onyx Customer Relationship Management (CRM) computer system is used to record that a person has volunteered to register as a Street Champion.

Personal details will never be forwarded to commercial organisations or businesses for direct mailing or marketing purposes.

A person will immediately be de-registered as a Street Champion upon such a request.

A complete list of frequently asked questions available at;

 [www.hillingdon.gov.uk/streetchampions](http://www.hillingdon.gov.uk/streetchampions)

## Conditions of participation

London Borough of Hillingdon provides and operates the Street Champions scheme to promote a cleaner greener and safer borough. Residents are invited to volunteer and participate in the scheme in partnership with the council and therefore registration is granted on the basis that Street Champions do not by their words or actions undermine the principals of the scheme. Consequently, in such circumstances, the authority may de-register a person from the scheme, at its discretion.

By registering it is a requirement that all Street Champion's comply with Hillingdon Council's equality and diversity policy, identified in the Equality and Diversity section on the council's website at:

 [www.hillingdon.gov.uk/7105](http://www.hillingdon.gov.uk/7105)

## Updating your details

If you're moving house, changing phone number or have a new email address make sure you let us know.

Keeping your details up to date will ensure you won't miss out on volunteering opportunities, meeting invites and the upcoming Street Champions newsletter. Subsequently by ensuring our records are up to date you will help us save on postage costs and reduce waste.

 01895 556247

 [streetchampions@hillingdon.gov.uk](mailto:streetchampions@hillingdon.gov.uk)

 [www.hillingdon.gov.uk/streetchampions](http://www.hillingdon.gov.uk/streetchampions) click update your details



*All information is current at the time of print and is subject to change*



# Report notes

Keep a record of all your reports in the boxes below:

Date	Issue	Report reference
Location		

Date	Issue	Report reference
Location		

Date	Issue	Report reference
Location		

Date	Issue	Report reference
Location		

Date	Issue	Report reference
Location		

Date	Issue	Report reference
Location		

Date	Issue	Report reference
Location		

*Please use your free notepad and pen included within your welcome pack to keep on making notes on your reports.*

## Quick reference card

7 easy ways to report an issue to the council:

1.  **Online**

[www.hillingdon.gov.uk](http://www.hillingdon.gov.uk)

Click Do it online > Report It

2.  **Email**

[contactcentre1@hillington.gov.uk](mailto:contactcentre1@hillington.gov.uk)

3.  **Text/SMS**

07950 080 321 Your message must include:

- Your name, door number and postcode
- Subject and Location

4.  **Free post check book**

Included in your welcome folder

5.  **Fax report**

01895 273636

6.  **In person**

Come to the reception desk at the  
**Civic Centre, High Street, Uxbridge, UB8 1UW**  
between Monday – Friday 8.30am – 5.30pm

7.  **Telephone**

**01895 556000** Monday – Friday 8.30am – 5.30pm

A voicemail service is available outside these hours

If you have hearing difficulties please call

01895 277 730

*Cut here to pin me on your notice board*



# Street Champions

The eyes and ears of Hillingdon



**HILLINGDON**  
LONDON

## Street Champions fax report sheet

**To:** Customer Contact Centre

**From (name):** \_\_\_\_\_

**Re:** Street Champion Report

**Street Champion number:** \_\_\_\_\_

**Fax:** 01895 277082

**Fax:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Total pages:** \_\_\_\_\_

**Location**

---

---

---

**Details of report/Work required?**

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**Comments**

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Harefield, Northwood and Ickenham locality area  
October – December 2007



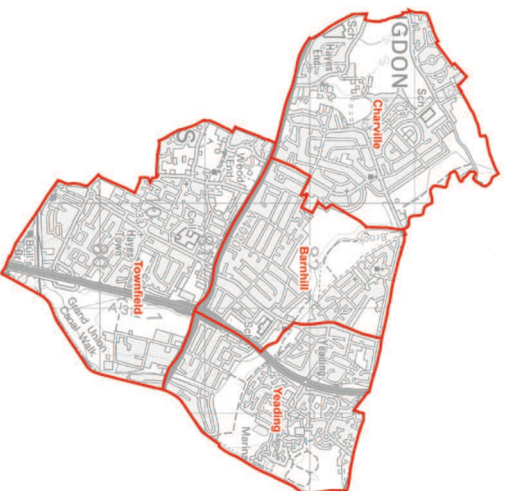
Uxbridge locality area  
April – June 2008



South Ruislip locality area  
July – September 2008



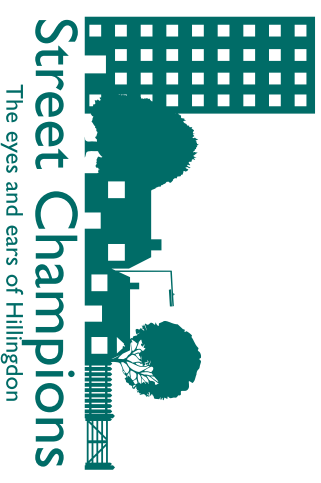
Hayes and Yeading locality area  
January – March 2008



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Produced by London Borough of Hillingdon E&CP Map Research (October 2006)

For further information please telephone  
David Frost (Street Scene Locality Manager)  
on 01895 556247  
email [streetchampions@hillingdon.gov.uk](mailto:streetchampions@hillingdon.gov.uk)  
or visit [www.hillingdon.gov.uk/streetchampions](http://www.hillingdon.gov.uk/streetchampions)

# Could you be a Street Champion?



Work with us to make your community a cleaner,  
greener and safer place to live in.

Hillingdon Council working with our partners are committed to making the borough a cleaner, greener and safer place, but we would also like your help.

Some of our aims include:

- encouraging the public to play an active role in their local area
- building respect in local communities and to reduce anti-social behaviour
- enabling local people to have a greater choice and more influence over local decision-making
- encouraging communities to monitor the cleanliness and maintenance of local streets and parks
- reducing crime and the fear of crime.

## Get involved

If you are concerned about street scene issues in your area, or frustrated about crime and anti-social behaviour, then why not get involved and become a street champion.

We are inviting residents to register to become street champions in their local area as part of a borough-wide roll-out of the scheme.

Street champions act as the 'eyes and ears' of your local community and the commitment can be as little as much as you like – there aren't any set times or hours!

A street champion's role is to report concerns such as graffiti, abandoned cars, noise, damaged

pavements and anti-social behaviour to the council. Also it is to help us monitor the work the work our staff undertake. This allows the council to identify areas that need help and act upon the information provided.

Cllr Douglas Mills, cabinet member for improvement partnerships and community safety, said: "We need to establish concerns amongst local people and take action to address these problems quickly and effectively."

## Why become a Street Champion?

By becoming a street champion you can put something back into the community and help put things right. It's simple and easy; all you have to do is report any matters which you see to the council.

"Being a street champion makes you feel included in how things get done... when you see work done that you've requested, it makes you feel you're achieving something worthwhile." Denise, street champion in Hayes

Currently there are over 450 street champions in Ruislip, Eastcote, Northwood Hills, Hayes End, South Uxbridge and the Heathrow Villages areas. By Autumn 2008, the council aims to increase this number to 3,000 and establish Street Champion groups borough-wide.

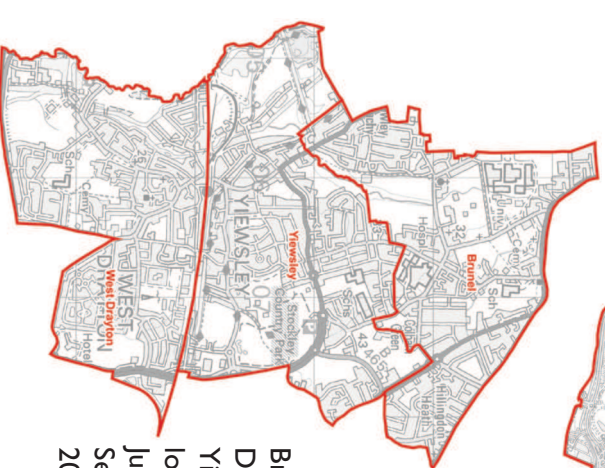
Cllr Sandra Jenkins cabinet member for the environment, said, "We'd like to carry on the good work we have already undertaken and hope that local residents will continue to take part."

## Future street champion areas

The street champions scheme is being rolled out across the borough on a phased programme that started with Ruislip, Eastcote and Northwood Hills in December 2006.

We are rolling out the scheme in the following locality areas by Autumn 2008.

Hayes and Harlington locality area  
April - June 2007



Brunei, West Drayton and Yiewsley locality area  
July – September 2007

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# DIVERSIFYING THE STREET CHAMPIONS INITIATIVE – WRITTEN SUBMISSION

**Name:** Charlotte Stamper  
**Role:** Communications Manager  
**Organisation:** Hillingdon Council

## CONTEXT

Corporate Communications currently supports various aspects of the Street Champions initiative. We have promoted the initiative in terms of the good work it does and have also encouraged people to sign up to being a champion through media relations, marketing, campaign and online communications work. We communicate with Street Champions as part of our general communications with residents on news, new initiatives, schemes and policies. There is often information relevant to Street Champions in the Council's bi-monthly magazine, Hillingdon People. Corporate Communications uses the following to communicate with residents and Street Champions: Media relations, publications, online (through the website, social media, email and other digital channels), marketing and advertising.

Corporate Communications also works closely with IT and the Contact Centre to continually improve the way in which all residents, and therefore including Street Champions, can interact with the Council online. More and more services are being put online as well as information and application forms. We actively encourage people to use online services wherever possible and ensure information is as easy as possible to find on our websites. There are web officers in Corporate Communications who are responsible for thousands of pages across the Council's websites and these are continually monitored and improved where possible. These officers talk to colleagues across the Council regularly to improve the way information is presented and to make it easier for residents and Street Champions to report information online. Reporting information online isn't just in the interests of the Council because online transactions are cheaper for the Authority – it is also very convenient for residents because these services can be accessed 24/7.

Particular campaigns of interest to Street Champions over the last few years will include Feel Proud and our anti-social behaviour campaign. The Feel Proud campaign has brought together a number of Council programmes and teams with the aim of improving the lives of residents. Feel Proud includes the promotion and support of town centre improvements, ward budgets, pride of place, civic pride and street champions.

Work done on anti-social behaviour by Corporate Communications has included a Borough-wide campaign focusing on what anti-social behaviour is, what the Council and partners are doing about it and how to report it. Much work around this was done to improve information on the Council website so information is easier to understand and so things are easier to report online.

The use of social media by residents is growing. The number of 'likes' the main Council Facebook page has got has doubled in 18 months. The number of followers of our main Twitter account has also doubled to 10,200 in the same period. These keep growing. The Council has ownership of more than 25 social media accounts in total. Many of these are managed by Corporate Communications but teams across the Council are gradually taking ownership of them. For example, members of staff in libraries run their own Twitter account and talk directly with residents through it.

It is now easier than ever for residents to contact the Council directly – it can be done via your mobile phone while waiting for the bus. Although residents can access the Council website via their phone or other device, they no longer need to do even this. They don't need to log in to their computer to register online and fill in a form to report something to the Council – they can use social media and snap a photo of the problem, say where the issue is and hit send in a matter of seconds. We get hundreds of contacts from residents this way every month. Again, these numbers are increasing quickly.

People we see using these channels vary hugely in their circumstances, ages and backgrounds. These tools are not simply for young people. A wide range of residents use these tools. Older people have been the fastest growing group of people to use social media over the last few years.

## **GAPS / CHALLENGES**

- It is not possible to identify street champions who contact the Council through some online channels unless the resident self-identifies. Some residents remain anonymous, and wish to stay that way when reporting issues online. There is an increasing demand from residents for their contact through social media to count as an official complaint or reporting channel – residents often refuse to report things through the Council website when asked. This gives the team (usually Corporate Communications) the choice of either ignoring the request or progressing through social media – of course the latter course of action is taken.
- There are no social media channels that the Council has at the moment which are specifically run for Street Champions.
- At the moment we are missing some information and accurate reporting of issues from residents via digital channels because we do not have a system in place to do this.
- Enquiries through social media do not integrate with those in the Contact Centre – they are entirely separate.
- Despite the huge increases in demands for better online services and increased requests through social media, there has been no increase in resources to deal with this.



## **IMPROVEMENTS AND WORK FOR THE FUTURE**

- It may be beneficial to review how we are using social media to interact with Street Champions. As mentioned, we do not know whether residents contacting us through social media are Street Champions or not. At the moment we don't know if knowing if they are or not is important, so we could look at this.
- A dedicated Twitter or Facebook (or other social media) account for Street Champions could be set up. Corporate Communications would set this up in conjunction with officers who regularly talk to and deal with enquiries from Street Champions who could then run the accounts. Some work could be done initially to see whether this is worth doing in consultation with existing champions and officers.
- People who in reality are already 'champions' of their areas should be encouraged to keep doing what they do. Some might want to officially become Street Champions so this should be encouraged. However, some might not want to, but their interest in their area and enthusiasm for improvements can still be used to advantage of the Council and neighbourhood watch.
- It is possible to get systems which monitor interactions from residents through social media and one could be put in place to better manage this. This would have the added benefit of better monitoring social channels, scheduling content and seeing what people are saying about the Council. There could be dedicated accounts added for Street Champions.
- Residents expect their contacts through social media to count as an official contact, as will Street Champions. The roles and responsibilities of dealing with this needs to be clarified and better links made with other channels and teams, such as the Contact Centre and online report functions.
- Corporate Communications do not currently use other emerging social media sites like Streetlife or, have input with other sites like Fix My Street so we could review this and see whether official Council contact would be beneficial to Street Champions long term.
- If more contact online is felt appropriate for contacting Street Champions we would need to review how we manage this.

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## **REPORT ON BYELAWS FOR PARKS (*to follow*)**

**Contact officer:** Steven Maiden  
**Telephone:** 01895 250692

### **REASON FOR ITEM**

At its 26 June 2014 meeting the Committee requested a report on the Byelaws for Parks item on the Forward Plan. The report is scheduled to be considered at the Cabinet meeting of 23 October 2014.

### **OPTIONS OPEN TO THE COMMITTEE**

- To note and provide comments on the report.

### **INFORMATION**

The Committee will be considering the report exactly as it will be presented to Cabinet later in the month. As such, it will be made available to the Committee as soon as it is signed off by Cabinet Members. Officers will endeavour to make the report is circulated as soon as possible in advance of this meeting.

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## **FORWARD PLAN**

**Contact officer:** Steven Maiden  
**Telephone:** 01895 250692

## **REASON FOR ITEM**

The Committee is required by its terms of reference to consider the Forward Plan and comment as appropriate to the decision maker on key decisions that relate to services within its remit (before they are taken by Cabinet or Cabinet Member).

## **OPTIONS OPEN TO THE COMMITTEE**

- To comment on items going to the Cabinet or Cabinet Members for decision.
- Or to note the items and decide not to comment.

## **INFORMATION**

1. The Forward Plan for the following months has been published. Those items that are within this Committee's remit are shown on the attached version of the Forward Plan. The Committee may wish to consider and comment on these items.
2. Committee Members are requested to send in any questions they have regarding the attached Forward Plan or on any reports going to the next meeting of Cabinet, and to notify any officers that they would like to attend to give advice.

## **SUGGESTED COMMITTEE ACTIVITY**

- To consider whether there are comments or suggestions that the Committee wishes to make that will aid Cabinet's decision making.

Ref	Decision	Further information	Ward(s)	Final decision by Full Council	Cabinet Member(s) Responsible	Officer Contact for further information	Consultation on the decision	NEW ITEM	Private decision?
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Council Departments: RS = Residents Services CYPs = Children and Young People's Services ASCS= Adult Social Care Services AD = Administration FD= Finance

### Cabinet meeting - 23 October 2014

032	<b>CRC Energy Efficiency Scheme Phase I Annual Report 2013-14</b>	To update the Cabinet on the CRC Energy Efficiency Scheme Annual Report for 2013-14 submitted to the Environment Agency on 31st July 2014 and advise the final cost of carbon allowances purchased.	All		Cllr Jonathan Bianco	RS - Richard Coomber		<b>NEW</b>	
033	<b>Maintenance of Grounds Maintenance Machinery with the Purchase of a Compact Tractor</b>	Cabinet approval will be sought for procurement and leasing decisions in relation to the maintenance of Grounds Maintenance Machinery and the Purchase of a Compact Tractor.	All		Cllr Jonathan Bianco	FD - Victoria Coady	Corporate Procurement	<b>NEW</b>	Private (3)
014	<b>Byelaws for Parks</b>	Cabinet will be asked to consider recommending to Council the adoption of byelaws for Parks and Open Spaces, to bring the laws up to date and using current terminology.	All	15-Jan-15	Cllr Jonathan Bianco	RS - Paul Richards	Legal Services, Secretary of State		
SI	<b>Monthly Council Budget - monitoring report</b>	The Cabinet receives a monthly report setting out in detail the council's revenue and capital position.	All		Cllr Jonathan Bianco	FD - Paul Whaymand			
SI	<b>Reports from Policy Overview &amp; Scrutiny Committees</b>	Major Policy Review recommendations for consideration by the Cabinet as and when completed.	TBC		TBC	AD - Democratic Services			

### Cabinet Member Decisions - October 2014

SI	<b>Standard Items taken each month by the Cabinet Member</b>	Cabinet Members make a number of decisions each month on standard items - details of these standard items are listed at the end of the Forward Plan.	Various		All	AD - Democratic Services	Various		
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### Cabinet meeting - 20 November 2014

SI	<b>Monthly Council Budget - monitoring report</b>	The Cabinet receives a monthly report setting out in detail the council's revenue and capital position.	All		Cllr Jonathan Bianco	FD - Paul Whaymand			
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Ref	Decision	Further information	Ward(s)	Final decision by Full Council	Cabinet Member(s) Responsible	Officer Contact for further information	Consultation on the decision	NEW ITEM	Private decision?
Council Departments: RS = Residents Services CYPs = Children and Young People's Services ASCS= Adult Social Care Services AD = Administration FD= Finance									
SI	<b>Reports from Policy Overview &amp; Scrutiny Committees</b>	Major Policy Review recommendations for consideration by the Cabinet as and when completed.	TBC		TBC	AD - Democratic Services			
SI	<b>Academy Conversions</b>	A standard report to Cabinet to seek approval for the Council granting of long leases to schools who wish to convert to Academy Status.	Various		Cllr Jonathan Bianco	RS - Michael Patterson			Private (3)
<b>Cabinet Member Decisions - November 2014</b>									
SI	<b>Standard Items taken each month by the Cabinet Member</b>	Cabinet Members make a number of decisions each month on standard items - details of these standard items are listed at the end of the Forward Plan.	Various		All	AD - Democratic Services	Various		
<b>Cabinet meeting - 18 December 2014</b>									
038a	<b>The Council's Budget - Medium Term Financial Forecast 2015/16 - 2018/19</b> <b>BUDGET &amp; POLICY FRAMEWORK</b>	This report will set out the Medium Term Financial Forecast (MTFF), which includes the draft General Fund reserve budget and capital programme for 2015/16 for consultation, along with indicative projections for the following three years. This will also include the HRA rents for consideration.	All	19 February 2015 (reserve date 26 February 2015)	Cllr Jonathan Bianco & Cllr Ray Puddifoot MBE	FD - Paul Whaymand	Public consultation through the Policy Overview Committee process and statutory consultation with businesses & ratepayers	<b>NEW</b>	
SI	<b>Monthly Council Budget - monitoring report</b>	The Cabinet receives a monthly report setting out in detail the council's revenue and capital position.	All		Cllr Jonathan Bianco	FD - Paul Whaymand		<b>NEW</b>	
SI	<b>Reports from Policy Overview &amp; Scrutiny Committees</b>	Major Policy Review recommendations for consideration by the Cabinet as and when completed.	TBC		TBC	AD - Democratic Services		<b>NEW</b>	

Ref	Decision	Further information	Ward(s)	Final decision by Full Council	Cabinet Member(s) Responsible	Officer Contact for further information	Consultation on the decision	NEW ITEM	Private decision?
Council Departments: RS = Residents Services CYPs = Children and Young People's Services ASCS= Adult Social Care Services AD = Administration FD= Finance									
SI	Quarterly Planning Obligations Monitoring report	Regular monitoring report with information about spending on section 106 (developer contribution) monies.	All		Cllr Keith Burrows	RS - Jales Tippell / Vanessa Scott		NEW	
<b>Cabinet Member Decisions - December 2014</b>									
SI	Standard Items taken each month by the Cabinet Member	Cabinet Members make a number of decisions each month on standard items - details of these standard items are listed at the end of the Forward Plan.	Various		All	AD - Democratic Services	Various	NEW	
<b>Cabinet meeting - 22 January 2015</b>									
SI	Monthly Council Budget - monitoring report	The Cabinet receives a monthly report setting out in detail the council's revenue and capital position.	All		Cllr Jonathan Bianco	FD - Paul Whaymand		NEW	
SI	Reports from Policy Overview & Scrutiny Committees	Major Policy Review recommendations for consideration by the Cabinet as and when completed.	TBC		TBC	AD - Democratic Services		NEW	
<b>Cabinet Member Decisions - January 2014</b>									
SI	Standard Items taken each month by the Cabinet Member	Cabinet Members make a number of decisions each month on standard items - details of these standard items are listed at the end of the Forward Plan.	Various		All	AD - Democratic Services	Various	NEW	
<b>CABINET MEMBER DECISIONS - LIST OF STANDARD ITEMS CONSIDERED EACH MONTH</b>									
SI	Local Safety Schemes and Parking Revenue Account funded schemes	To consider petitions received and decide on future action			Cllr Keith Burrows	RS - David Knowles	Traffic Liaison Group		
SI	Pedestrian Crossings	To approve schemes to provide crossing facilities			Cllr Keith Burrows	RS - David Knowles			



Ref	Decision	Further information	Ward(s)	Final decision by Full Council	Cabinet Member(s) Responsible	Officer Contact for further information	Consultation on the decision	NEW ITEM	Private decision?
Council Departments: RS = Residents Services CYPs = Children and Young People's Services ASCS = Adult Social Care Services AD = Administration FD = Finance									
SI	<b>Transport - Local Implementation Programme</b>	Local Implementation Programme including schemes for the public realm, parking, road safety, school travel, walking, cycling, air quality improvement and Traffic Regulation Orders.			Cllr Keith Burrows	RS - David Knowles			
SI	<b>Chrysalis Programme of Environmental Improvements</b>	The Cabinet Member(s) will be asked to consider the approval of projects.	Various		Cllr Douglas Mills & Cllr Jonathan Bianco	RS - Helena Webster			
SI	<b>Erection and Renewal of Street Furniture</b>	Following Cabinet's decision on 24th September, final sign-off of any expenditure against this term contract must be made by the Leader of the Council and Cabinet Member for Finance and Business Services.	All		Cllr Ray Puddifoot MBE and Cllr Jonathan Bianco	RS - John Fern			

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# Agenda Item 8

## RESIDENTS' AND ENVIRONMENTAL SERVICES POLICY OVERVIEW COMMITTEE 2014/15

Contact Officer: Steven Maiden  
Telephone: x0692

### REASON FOR REPORT

This report is to enable the Committee to review meeting dates and forward plans. This is a standard item at the end of each agenda.

### OPTIONS OPEN TO THE COMMITTEE

1. To confirm dates for meetings
2. To make suggestions for future working practices and reviews.

### WORK PROGRAMME

<b>26 Jun 2014</b> <b>Venue: CR5</b>	Major Review 1 – agree potential review topic for first major review
	Work Programme – review the annual work programme
	Cabinet Forward Plan – review forthcoming decisions

<b>30 Jul 2014</b> <b>Venue: CR6</b>	Major Review 1 – consideration of scoping report
	Consideration of Budget Planning Report for Residents Services 2015/16
	Work Programme – review the annual work programme
	Cabinet Forward Plan – review forthcoming decisions

<b>25 Sep 2014</b> <b>Venue: CR5</b>	Major Review 1 – First witness session
	Report on road safety in areas surrounding schools - <i>on hold following circulation of previous paper on same topic</i>
	Work Programme – review the annual work programme
	Cabinet Forward Plan – review forthcoming decisions

<b>16 Oct 2014</b> <b>Venue: CR5</b>	Major Review 1 – Second witness session
	Consideration of Byelaws for Parks
	Work Programme – review the annual work programme
	Cabinet Forward Plan – review forthcoming decisions

<b>20 Nov 2014</b> <b>Venue: CR5</b>	Major Review 1 – Third witness session
	Major Review 1 - consideration of draft final report
	Review 2 – agree potential review topic for single meeting review
	Update on the Council's and other bodies' responses to flooding in the Borough
	Annual Safety at Sports Grounds Report
	Work Programme – review the annual work programme
	Cabinet Forward Plan – review forthcoming decisions

<b>20 Jan 2015</b>  <b>Venue: CR5</b>	Review 2 - consideration of scoping report
	Report on the Cleaning of footpaths and bridal ways including: information on a cleaning schedule and fly tipping
	Budget Report for consideration
	Work Programme – review the annual work programme
	Cabinet Forward Plan – review forthcoming decisions

<b>25 Feb 2015</b>  <b>Venue: CR5</b>	Review 2 - witness session
	Update on the enforcement on Cemetery Regulations
	Report on Fly tipping in the Borough and the use of CCTV as a method of surveillance
	Work Programme – review the annual work programme
	Cabinet Forward Plan – review forthcoming decisions

<b>25 Mar 2015</b>  <b>Venue: CR5</b>	Review 2 - consideration of draft final report
	Update on implementation of recommendations from past reviews
	Major Review 2 - consideration of draft final report
	Work Programme – review the annual work programme
	Cabinet Forward Plan – review forthcoming decisions

<b>29 Apr 2015</b>  <b>Venue: CR4</b>	Consideration of topics for major reviews for the next Municipal Year
	Work Programme – review the annual work programme
	Cabinet Forward Plan – review forthcoming decisions

**\*All Committee meetings will begin at 5.30 p.m.**