

**Bridgnorth LJC – Briefing Note:  
Environmental Maintenance.**

**Quality of Life Project.**

**The aim of the project is:** To investigate the ways in which Environmental Maintenance (Street cleaning, grounds maintenance and associated services), can be delivered in communities more effectively and efficiently in accordance with customer aspirations. Thus improving the environment and contributing towards quality of life and the delivery of effective and efficient services.

The Quality of Life Project is developing well; progress in a number of areas has been made. The project is being piloted, in partnership with Keep Britain Tidy in the Bridgnorth Town area only (with the two bridgnorth wards), at this stage. The project forms part of the wider Shropshire Council's transformation programme, which has the objective of improving how the council approaches and delivers its services. Subject to a positive evaluation, the project may be considered for "roll out" wider across Shropshire.

A summary of key actions to date is listed below: and this builds upon previous presentations made to this LJC.

- Shropshire Members and associative Town and Parish Councils, Civic Groups have provided their top ten environmental / QOL concerns. This information is informing the authoring for the resident perception questionnaires and an initial review of community data sets.
- Digital mapping overlaid with community complaints and "hot spot" identification of environmental issues – this is now completed and KBT are utilising this data, to formulate the resident perception questionnaires.
- A draft of the resident perception survey is being finalised. This is planned to be distributed in October. Size of sample is approximately 6,000, postal surveys to be distributed. Initial consultation with various partners had identified revisions and changes to the survey, this will be ongoing. The latest draft of the survey has been circulated for further comment and refinement. The survey aims to understand the issues impacting on quality of life and the local environment. The survey will allow valuable information to be gained on how services can be modified and residents contribute to re-shaping existing services, and in turn how these services impact upon local quality of life.
- The surveys will ask for contact details for residents to attend a focus group. The purpose of this is to further understand and clarify the environment issues affecting residents to ensure that the re-shaping of local services is as effective and meaningful as possible.

- Prior to the survey going out, information will be posted on the Environmental Maintenance web site providing background information, point, purpose, use and outcomes of the survey and the wider aspects of the project, for people to refer to. Press releases will also be initiated, as will briefing notes to the town, parish and local members for information should any questions or issues be raised.
- Data base is in place for postal addresses
- Bridgnorth Town steering group are distributing surveys by post in October, relating to formulating the town plan. Approximately seven questions on this survey will deal with environmental concerns. Discussions with the local steering group, have established that two surveys will be complimentary, and provide valuable data to each other. Cooperation is ongoing to ensure coordination, timing and prevent duplication.
- Other work within this project will be refining local environmental inspections, based upon the evidence received from local communities, and incorporating their priorities and performance requirements to allow service shaping to take place. It has to be made clear that any revisions or reprioritising of service performance will be at the reduction or “expense” of existing services. Hence it’s about cutting the cake in a different way.
- The project is programmed to finish in March 2011, with evaluation, results and learning points developed in order to assist in the re-shaping of service delivery in accordance with residents aspirations.

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