

Date: 27 July 2006

TO: All Members of the Executive
FOR ATTENDANCE

TO: All Other Members of the Council
FOR INFORMATION

Dear Sir/Madam

Your attendance is requested at a meeting of the **EXECUTIVE** to be held in the **GUILDHALL, ABINGDON** on **Friday, 4th August, 2006** at **2.30 pm**.

Yours faithfully

Terry Stock
Chief Executive

Members are reminded of the provisions contained in Part 2 of the Local Code of Conduct, and Standing Order 34 regarding the declaration of Personal and Prejudicial Interests.

A G E N D A

Open to the Public including the Press

A large print version of this agenda is available. Any background papers referred to may be inspected by prior arrangement. Contact Steve Culliford, Democratic Services Officer on telephone number (01235) 540307.

Map and Vision

(Page 6)

A map showing the location of the venue for this meeting, together with a copy the Council Vision is attached.

STANDING ITEMS

1. Apologies for Absence

To receive apologies for absence.

2. Minutes

To adopt and sign as a correct record the public minutes of the meeting of the Executive held on 7 July 2006, (previously circulated).

3. Declarations of Interest

To receive any declarations of Personal or Personal and Prejudicial Interests in respect of items on the agenda for this meeting.

In accordance with Part 2 of the Local Code of Conduct and the provisions of Standing Order 34, any Member with a personal interest must disclose the existence and nature of that interest to the meeting prior to the matter being debated. Where that personal interest is also a prejudicial interest, then the Member must withdraw from the room in which the meeting is being held and not seek improperly to influence any decision about the matter unless he/she has obtained a dispensation from the Standards Committee.

4. Urgent Business and Chair's Announcements

To receive notification of any matters which the Chair determines should be considered as urgent business and the special circumstances which have made the matters urgent, and to receive any announcements from the Chair.

5. Statements and Petitions from the Public Under Standing Order 32

Any statements and/or petitions from the public under Standing Order 32 will be made or presented at the meeting.

6. Questions from the Public Under Standing Order 32

Any questions from members of the public under Standing Order 32 will be asked at the meeting.

7. Referral under the Overview and Scrutiny Procedure Rules or the Budget and Policy Framework Procedure Rules

8. Referrals from the Overview and Scrutiny Committees and Other Committees

Scrutiny Committee - 13 July 2006

At its meeting on 13 July 2006, the Scrutiny Committee received the Executive minutes from the meeting held on 7 July. The Committee noted that a petition had been received regarding the locking of the gates at Manor Road Recreation Ground in Wantage and noted the Executive's response. In considering the matter the Committee offered the following advice:

"the Committee notes that expressions of interest have been sought by the Executive for the locking and unlocking of the gates to the Manor Road Recreation Ground by local residents but advises the Executive to think carefully of the implications before accepting any offer."

9. Financial Monitoring

(Pages 7 - 9)

Members are requested to consider any significant budget variances and any requests for virement or permanent budget adjustment.

KEY DECISIONS

10. Forward Plan

(Pages 10 - 12)

To receive the Forward Plan containing Executive decisions to be taken from August to November 2006.

Recommendation

that the Forward Plan be received.

OTHER MATTERS

11. Service Area Annual Reports

Copies of the Service Area Annual Reports have already been circulated to Members of the Executive and all Members of Scrutiny Committee. Members of the Executive are asked to report back to this meeting on any significant issues for the service areas for which they are responsible.

12. Prospectuses to Target Grants for the Benefit of Vale Residents

(Pages 13 - 22)

To receive and consider report 50/06 of the Strategic Director.

Introduction & Report Summary

The Council's four area committees wish to create greater awareness of the types of projects that are a priority for support for each area committee. Each area committee has approved a grants 'prospectus' with information about the committee's priorities when determining grants.

Each area committee has noted that the Chair of the Executive has requested that all area committee prospectuses are submitted to the Executive. The Chair wishes to ensure that whilst the prospectuses reflect local priorities they still retain a degree of consistency.

This report provides information about the prospectuses that the area committees have approved. The appendix consists of copies of the approved prospectuses.

The contact officer for this report is Toby Warren, Head of Innovation & Enterprise (Tel: 01235 547695).

Recommendations

Members are requested to consider if there is a need for any of the area committees to be asked to amend their prospectus in order to retain a degree of consistency across the Vale.

13. LGA Reputation Project

(Pages 23 - 42)

To receive and consider report 51/06 of the Strategic Director.

Introduction and Report Summary

The Reputation project is a joint I&DeA and LGA campaign aimed at bridging the chasm

between the reputation of individual council services (positive) and the reputation of councils as a whole (negative).

It is based on MORI research which found people know little or nothing about their council. As a result an action plan has been developed, which according to MORI, will increase public confidence based on the drivers of public satisfaction.

The drivers are:

- Perceived quality of services overall
- Perceived value for money
- Media coverage
- Direct communications
- A clean, green and safe environment
- Positive experiences in contact with staff

The success of the Reputation project depends on consistency at a local and national level. Once signed up, Councils must commit to fulfil the requirements of the 12-point action plan, which focuses on the cleaner, safer, greener agenda and communications and have begun demonstrably working on the action plan within 12 months.

So far 196 councils have signed up to the project, including Cherwell and Oxford City councils.

While the Vale already meets some of the requirements partially or wholly there are still some adjustments to be made to meet the requirements of the plan.

A summary document produced by the LGA is attached at Appendix B.

The Contact Officer for this report is Nikki Malin, Head of Communications (01235 540376).

Recommendation

The Vale signs up to the Reputation campaign;

The project is managed by the Head of Communications;

The action plan is agreed and rolled out over the next two years (separate reports will be drafted for any budget implications).

14. Building Regulation Trading Account

This report advises the Executive about the ring-fenced Building Regulation Charges Trading Account and the use of any surplus to re-invest in order to maintain the effectiveness and efficiency of the service.

In order to accommodate new and additional responsibilities, the Deputy Director is planning to restructure Commercial Services and will seek to use the established revenue budget for the Trainee Building Control Surveyor for other posts.

In turn, this would allow the opportunity for the Trading Account surplus to fund the Trainee BCS post on a 3-year fixed-term basis. This will help to support the Building Control service and contribute to succession planning and provide long term continuity.

Recommendation

To use up to £60,000 in total of the reserve to fund a Trainee Building Control Surveyor (including the relevant training programme) for a period of 3 years.

15. Local Area Agreement

Delegated authority is sought to sign the Local Area Agreement on behalf of the authority. A report will be submitted to the next meeting of the Executive setting out the implications of the agreement for this Council.

Recommendation

that authority be delegated to the Chief Executive in consultation with the Leader to sign the Local Area Agreement on behalf of the authority.

16. Exclusion of the Public, including the Press

The Chair to move that in accordance with Section 100A(4) of the Local Government Act 1972, the public, including the press, be excluded from the remainder of the meeting to prevent the disclosure to them of exempt information, as defined in Section 100(l) and Part 1 of Schedule 12A, as amended, to the Act when the following items are considered:

- Item 17 Minutes
(Category 3 - Information relating to the financial or business affairs of any particular person (including the authority holding that information.))
- Item 18 Evaluation of Proposal from Capita
(Category 3)
- Item 19 Property Matters
(Category 3)

EXEMPT INFORMATION UNDER SECTION 100A(4) OF THE LOCAL GOVERNMENT ACT 1972

STANDING ITEMS

17. Minutes

To adopt and sign as a correct record the Exempt minutes of the meeting of the Executive held on 7 July 2005, (previously circulated).

OTHER MATTERS

18. Evaluation of Joint Multi Channel Contact Centre Proposal from Capita

(Pages 43 - 50)

To receive and consider report 49/06 of the Strategic Director.

19. Property Matters

(Page 51)

To consider any property matters.



OUR VISION AND AIMS

Our Vision is to build and safeguard a fair, open and compassionate community

The Vale of White Horse District Council aims to:

Strengthen local democracy and public involvement through access to information, consultation, and devolution of power so that everyone can take part in our community and contribute to the decisions which affect our lives

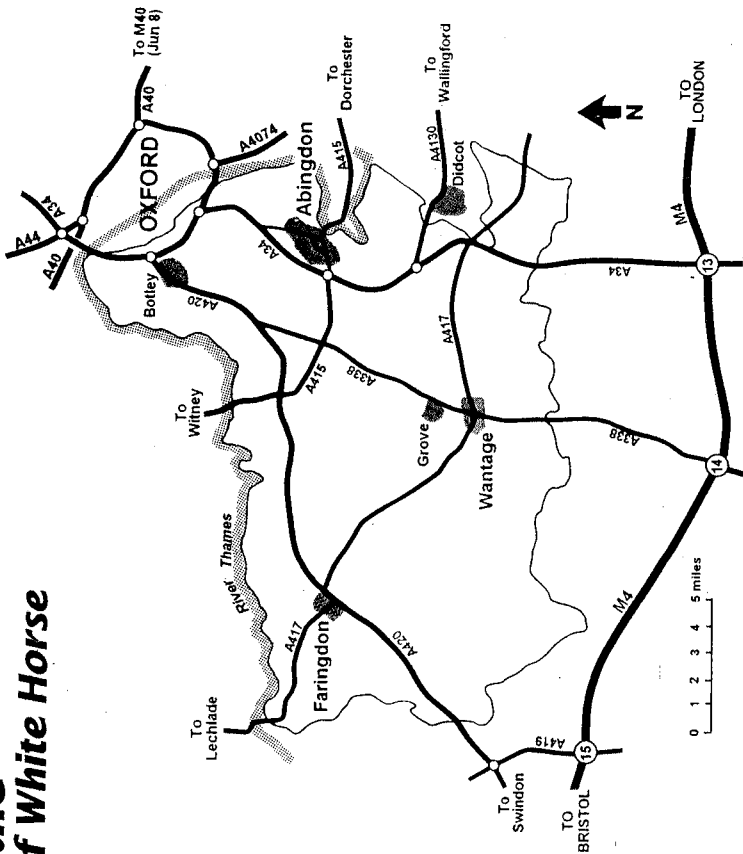
Create a safer community and improve the quality of life among Vale residents

Encourage a strong and sustainable economy which benefits all who live in, work in or visit the Vale

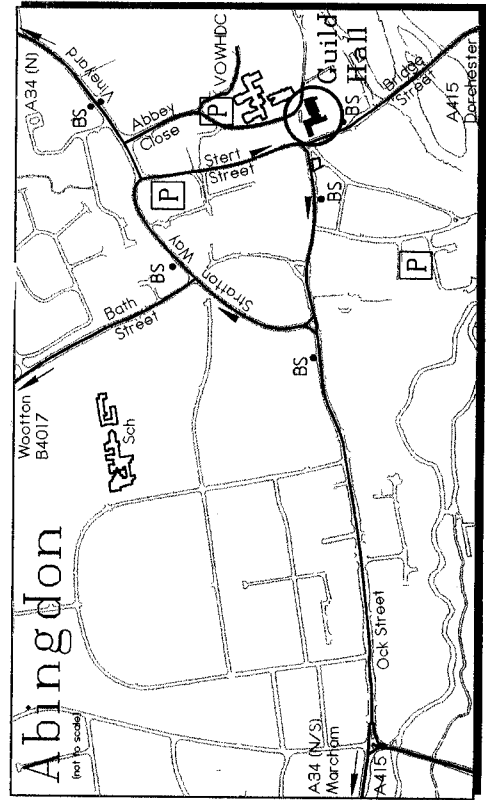
Help disadvantaged groups and individuals within the Vale to realise their full potential

Provide and support high quality public services which are effective, efficient and responsive to the needs of people within the Vale

Protect and improve our built and natural environment



Abingdon, Guildhall



KEY : BS = Bus Stop

LOCATION MAP



Note for Executive

Virements received at 21 July 2006

Key to Type

- 1 Within a subjective within a cost centre
- 2 Within a Cost Centre but across subjective headings
- 3 Within the cost centres of a service area
- 4 Across service areas
- 5 Over £10,000

No.	Date	Account From	Cost Centre Code	Cost Centre Name	Account To	Cost Centre Code	Cost Centre Name	Virement Total £	Virement Percentage	Reason	Preventative Action	Type	Authorised by Director/Deputy Director	TO BE AUTHORISED by EXECUTIVE	
1	06/07/2006	101/103/105	N90	Accountancy	119	N90	Accountancy	14,150	4.3%	Use of agency staff to cover vacancies	n/a	5	Y	Y	
2	28/06/2006	424	T28	Recycling	424	T32	Waste Minimisation	12,000	16.2%	The Waste Performance & Efficiency Grant budget is part of the Recycling cost centre but it has been agreed that part be used to fund the 'Wild Waste Show' which is a Waste Minimisation project	n/a	5	Y	Y	
3	07/07/2006	101/103/105	T49	Benefits Administration	119	T49	Benefits Administration	12,290	2.4%	To backfill vacant posts under revised Managed Vacancies procedure	n/a	1	Y		
4	07/07/2006	101/103/105	T36	Council Tax	102	T36	Council Tax	3,420	0.7%	To backfill vacant posts under revised Managed Vacancies procedure	n/a	1	Y		
5	07/07/2006	101/103/105	T36	Council Tax	119	T36	Council Tax	3,500	0.7%	To backfill vacant posts under revised Managed Vacancies procedure	n/a	1	Y		
Total Virements								45,360							
Summary															
Total Type 1								19,210							
Total Type 2								-							
Total Type 3								-							
Total Type 4								-							
Total Type 5								26,150							
Total								45,360							

Note to Executive

Key to Type

- 1 Within a subjective within a cost centre
- 2 Within a Cost Centre but across subjective headings
- 3 Within the cost centres of a service area
- 4 Across service areas
- 5 Over £10,000

Permanent Budget Adjustments Requests

at 21 July 2006

No.	Date	Account From	Code Centre	Cost Centre Name	Account to	Code Centre	Cost Centre Name	Adjustment total £	Reason	Type
1	30/06/2006	424	A00	Economic Development	498	N80	Contingency	10,000	Budget saving. Service Plan objectives can still be achieved with smaller budget	4
2	13/07/2006	447	T07	Members Allowances	311	T09	Civic Duties	2,000	Move budget for mileage for the Chair to the Civic Duties cost centre	3
3	19/07/2006	506	T61	Abingdon Outdoor Pool	498	N80	Contingency	10,000	Saving on contract payments following retendering	4
3	19/07/2006	941	T61	Abingdon Outdoor Pool	498	N80	Contingency	(2,000)	Remove separate budget for income from the kiosk - now included in the main contract	4
								20,000		
Summary										
							Total Type 1	-		
							Total Type 2	-		
							Total Type 3	2,000		
							Total Type 4	18,000		
							Total Type 5	-		
							Total	20,000		

Note to Executive

Supplementary estimates approved by Strategic Director in consultation with the Leader of the Council

No.	Date received	Account From	Cost Centre Code	Cost Centre Name	Account To	Cost Centre Code	Cost Centre Name	Supplementary Estimate Total	Description
1	03/07/06	498	N80	Contingency	424	U33	R & B SSP Client	£15,000	To cover ICT, accommodation and other preparatory costs (from earmarked contingency for implementing financial services contract)
2	04/07/06	498	N80	Contingency	451	T52	Community Safety	£1,950	Reinstate budget for Children's Safeguarding Board. Incorrectly removed under SPP savings
3	10/07/06	498	N80	Contingency	506	P31	Wantage Leisure Client	£25,340	Contractual claim arising in unforeseen increase in energy costs
3	10/07/06	498	N80	Contingency	506	P32	Faringdon Leisure Client	£6,380	Contractual claim arising in unforeseen increase in energy costs
4	10/07/06	498	N80	Contingency	101/103	T66	Parks & Open spaces	£14,280	Casual staff omitted from original budget
5	18/07/06	498	N80	Contingency	216	Various		£29,770	Annual uplift of budgets for business rates on Council property to reflect the 2005 revaluation and the annual increase in the multiplier rate
6	18/07/06	498	N80	Contingency	424	N50	Corporate Core	£1,500	Contribution to funding for Districts' Regional Planning Advisors
Total Supplementary Estimates								£48,670	

VALE OF WHITE HORSE DISTRICT COUNCIL

FORWARD PLAN

CONTAINING EXECUTIVE KEY DECISIONS TO BE TAKEN FROM 1 AUGUST 2006 - 30 NOVEMBER 2006

This Forward Plan sets out a schedule of Key Decisions likely to be taken over the four-month period shown above. It is a rolling plan, subject to change monthly. A Key Decision is a decision of the Executive which is likely to result in: the Council incurring significant expenditure or making significant savings; a high proportion of the community being affected; or an impact on two or more agendas or services. Executive decisions can be taken by the Executive as a whole, a committee of the Executive, an individual Member of the Executive, an Officer of the Council, an Area Committee, or through joint arrangements with other bodies or another Council.

Where the decision is to be taken by the Executive, this comprises the Leader of the Council, Councillor Jerry Patterson, and the following elected Members: Councillors Mary de Vere, Tony de Vere, Richard Farrell, Joyce Hutchinson, Bob Johnston and Roz Smith.

Representations can be made on any of the following issues before a decision is taken. Representations must be made to the relevant contact officer shown below by 5pm on the working day preceding the date of the decision.

Decision	Key decision?	Decision maker	Date first published	Consultees	Consultation method	Contact Officer	Documents used
Financial Monitoring		Executive 4th Aug 2006	This item will appear on the Executive agendas each month	Executive Portfolio Holders	Consultation with budget holders	Steve Bishop, Strategic Director and Section 151 Officer Tel. (01235) 540332 steve.bishop@whitehorsedc.gov.uk	2005/06 Budget
Capita Contact Services Proposal		Executive 4th Aug 2006	August 2006	Councillor Roz Smith	Consultation with staff and South Oxfordshire District Council	Helen Bishop Tel. 01235 540372 E-mail: helen.bishop@whitehorsedc.gov.uk	None.
Oxfordshire County-Wide Waste Strategy		Executive 4th Aug 2006	August 2006	Councillor Tony de Vere	Oxfordshire Waste Partnership	David Stevens Tel. 01235 540378 E-mail: david.stevens@whitehorsedc.gov.uk	None.

Decision	Key decision?	Decision maker	Date first published	Consultees	Consultation method	Contact	Documents used
Service Area Annual Reports		Executive 4th Aug 2006	August 2006	Various Portfolio Holders	Not applicable	Sam Turner Tel. 01235 547615 E-mail: sam.turner@whitehors edc.gov.uk	None.
Review of Service Delivery Options - Internal Audit		Executive 4th Aug 2006	August 2006	Councillor Roz Smith	Consult South Oxfordshire District Council	Sam Turner Tel. 01235 547615 E-mail: sam.turner@whitehors edc.gov.uk	None.
Corporate Governance - First Quarter 2006/07		Executive 1st Sep 2006	September 2006	Councillor Jerry Patterson	Strategic Management Group	Tim Sadler, Strategic Director Tel. 01235 540360 E-mail: tim.sadler@whitehorse dc.gov.uk	None.
Local Area Agreement - Implications		Executive 1st Sep 2006	September 2006	Councillor Jerry Patterson	Consultation with other Oxfordshire Councils	Terry Stock, Chief Executive and Head of Paid Service Tel. 01235 540301 E-mail: terry.stock@whitehors edc.gov.uk	None.
Comments and Complaints - Annual Report		Executive 1st Sep 2006	September 2006	Councillor Roz Smith	Not applicable	Helen Bishop Tel. 01235 540372 E-mail: helen.bishop@whiteho rsedc.gov.uk	None.
North East Area Community Grants		North East Area Committee 7th Sep 2006	September 2006	Councillor Joyce Hutchinson	Not applicable	Toby Warren Tel. 01235 547695 E-mail: toby.warren@whitehor sedc.gov.uk	None.

Decision	Key decision?	Decision maker	Date first published	Consultees	Consultation method	Contact	Documents used
South East Area Community Grants		South East Area Committee 12th Sep 2006	September 2006	Councillor Joyce Hutchinson	Not applicable	Toby Warren Tel. 01235 547695 E-mail: toby.warren@whitehor sedc.gov.uk	None.
Faringdon Area Office		Executive 6th Oct 2006	October 2006	Councillor Roz Smith	Faringdon Town Council; Local Members; Vale Housing Association	Helen Bishop Tel. 01235 540372 E-mail: helen.bishop@whitehor sedc.gov.uk	None.
Housing of Dangerous Offenders Policy		Executive 6th Oct 2006	October 2006	Councillor Mary de Vere	Not applicable	Paul Staines Tel. 01235 547621 E-mail: paul.staines@whitehor sedc.gov.uk	None.
West Area Community Grants		West Area Committee 17th Oct 2006	October 2006	Councillor Joyce Hutchinson	Not applicable	Toby Warren Tel. 01235 547695 E-mail: toby.warren@whitehor sedc.gov.uk	None.
Abingdon Area Community Grants		Abingdon Area Committee 19th Oct 2006	October 2006	Councillor Joyce Hutchinson	Not applicable	Toby Warren Tel. 01235 547695 E-mail: toby.warren@whitehor sedc.gov.uk	None.
Internal Control Environment - Update		Executive 3rd Nov 2006	November 2006	Councillor Jerry Patterson	Consult Strategic Directors	Steve Bishop, Strategic Director and Section 151 Officer Tel. 01235 540332 E-mail: steve.bishop@whitehor sedc.gov.uk	None.

[Handwritten signature]
 14 July 2006

REPORT OF THE STRATEGIC DIRECTOR
TO THE EXECUTIVE
4TH AUGUST 2006

Prospectuses to Target Grants for the Benefit of Vale Residents

1.0 Introduction & Report Summary

- 1.1 The Council's four area committees wish to create greater awareness of the types of projects that are a priority for support for each area committee. Each area committee has approved a grants 'prospectus' with information about the committee's priorities when determining grants.
- 1.2 Each area committee has noted that the Chair of the Executive has requested that all area committee prospectuses are submitted to the Executive. The Chair wishes to ensure that whilst the prospectuses reflect local priorities they still retain a degree of consistency.
- 1.3 This report provides information about the prospectuses that the area committees have approved. The appendix consists of copies of the approved prospectuses.
- 1.4 The contact officer for this report is Toby Warren, Head of Innovation & Enterprise (Tel: 01235 547695).

2.0 Recommendations

- 2.1 *Members are requested to consider if there is a need for any of the area committees to be asked to amend their prospectus in order to retain a degree of consistency across the Vale.*

3.0 Relationship with the Council's Vision, Strategies and Policies

- 3.1 This report supports the Council's Vision and Priorities. It also supports the Vale Community Strategy. It does not conflict with any Council strategy or any Council policy.

4.0 The Prospectus Concept

- 4.1 The prospectuses are intended to make the voluntary and community sector and others more aware of the types of projects that are a priority for support by the respective area committee.
- 4.2 The prospectuses are designed to fit with the strands (or themes) of the Vale Community Strategy. The Vale Community Strategy sets out how the Council and its partners will work together to improve the quality of life of everyone who lives in, works in or visits the Vale.
- 4.2 The Vale Community Strategy has nine strands:
- Transport
 - Access to Services
 - Recreation, Culture and Leisure
 - Safe and Supportive Communities
 - Town and Village Vitality
 - Environment
 - Housing
 - Education and Lifelong Learning
 - Health and Wellbeing

- 4.3 The Community Strategy strands are fairly broad which provides an opportunity for each area committee to select the strands that are important for its own area.
- 4.4 The introduction to each prospectus advises that each application will be determined on its own merits. If it wishes a committee will be free to support an application for a project which is not mentioned within the prospectus.
- 4.5 The prospectuses are designed to be 'user friendly'. The wording hopefully makes the document understandable and readable.

5.0 Local Priorities

- 5.1 This section of the report provides information about the differences between the prospectuses.
- 5.2 The Abingdon Area Committee noted that Transport and Access to Services are community strategy priorities. The Committee considered that the kind of community led transport, housing and access to service projects that it is able to fund will not have a significant impact on quality of life in the Abingdon area. The Committee will continue to monitor action in relation to these priorities but feel it is more appropriate for the funding for these priorities to come from other sources. Therefore these priorities do not appear in the Abingdon Area Grant Prospectus.
- 5.3 The Abingdon Area Committee agreed that applicants seeking funding to improve a village hall or community centre must show that the facility has a sustainable future.
- 5.4 The North East Area Committee recognises that some tree maintenance is carried out for reasons of amenity and the health of the tree is not at risk. Therefore the North East Area Prospectus makes it clear that the Committee will consider grant applications for the maintenance of the health of trees.
- 5.3 The South East Area Committee want to make it clear that Wantage and Grove can not apply for grants for additional street cleansing as they have different arrangements with the Council.
- 5.4 The West Area Committee considers that in most cases tree maintenance should be the responsibility of the owner. Therefore it will only consider tree maintenance applications in exceptional circumstances.

6.0 Conclusion

- 6.1 The prospectuses help local groups to more fully understand one of the ways in which their local councillors can support them. The fit to the Vale Community Strategy is also important as it offers vision and direction to local groups, and builds support for the vision and direction.

Background Papers:
Area committee prospectuses

TOBY WARREN
HEAD OF INNOVATION & ENTERPRISE

TIM SADLER
STRATEGIC DIRECTOR

The Abingdon Area Prospectus 2006/07

The Council's Abingdon Area Committee supports residents to develop projects which improve their community. The area covered is Abingdon, Drayton, Sutton Courtenay and Appleford.

The elected district councillors, who make up the membership of the Abingdon Area Committee, have a limited budget which can be used to give small grants towards the cost of starting community projects. In the financial year 2005/06 the Abingdon Area Committee gave grants to twenty five different projects. The grants helped with arts, sports and young peoples' activities. Grants also helped to improve community buildings, conserve historic buildings and maintain important trees.

The Committee's budget for the financial year 2006/07 is nearly £36,000. The table on the following page provides information about the kind of local community led projects that the Committee would like to support in 2006/07. The table is organised to fit with the strands (or themes) of the Vale Community Strategy. The Vale Community Strategy sets out how the Council and its partners will work together to improve the quality of life of everyone who lives in, works in or visits the Vale. The table shows how the Abingdon Area Committee plans to contribute to the Vale Community Strategy. Councillors consider that quality of life in the Abingdon area will improve if there are more of the kinds of community projects that are listed in the table.

The Abingdon Area Committee recognises that there are other kinds of community projects which may not be mentioned in the table. The Committee is more than willing to consider these projects, as all projects are determined according to their individual merits. However given the Committee's limited budget, it would like to focus its grant giving on projects that it feels will make an important contribution to community life.

If you are a member of a community group in the Abingdon area who is interested in applying for a grant towards the cost of starting a priority project visit the Council's website: www.whitehorsedc.gov.uk/CommunityDevelopment/GrantsAndFunding or telephone the Community Strategy Officer (Direct Dial 01235 547626).

<p>VALE COMMUNITY STRATEGY STRANDS OR THEMES</p>	<p>PRIORITIES IN ABINGDON & AREA IN 2006/07</p>
<p>Recreation, Culture and Leisure</p>	<p>The Abingdon Area Committee aims particularly to support suitable groups who are able to take these projects forward</p> <ul style="list-style-type: none"> • Arts festivals, sports activities and other events which are affordable. These can be for all ages but projects that provide young people with something to do in the evenings, weekends and holidays are of particular interest.
<p>Safe and Supportive Communities</p>	<ul style="list-style-type: none"> • Projects that develop people's energy and creativity to reduce the risk of anti-social behaviour. • Projects that help to reassure people that the Vale is a relatively safe place so that they do not live in fear of crime.
<p>Town and Village Vitality</p>	<ul style="list-style-type: none"> • Projects that encourage more people to visit, and shop in, Abingdon town centre. • Projects that encourage economic and social activity in Drayton, Sutton Courtenay and Appleford. • Projects to improve community centres and village halls, subject to demonstrable sustainability.
<p>Environment</p>	<ul style="list-style-type: none"> • Projects that discourage the dropping of litter. • Additional street cleansing by the parish councils of Drayton, Sutton Courtenay and Appleford. • Projects that encourage more re-cycling. • Projects that help to improve the appearance of Abingdon (These should also be supported by the Abingdon Joint Environmental Trust.). • Projects that help to improve the appearance of Drayton, Sutton Courtenay and Appleford. • The Committee will normally only consider support for the preservation of listed historic buildings that have a community use (outside the area covered by the Abingdon Joint Environmental Trust.). • The Committee will consider support for the maintenance of trees that are privately owned, if the trees are the subject of a tree preservation order.
<p>Education and Lifelong Learning</p>	<ul style="list-style-type: none"> • Projects that promote learning opportunities (particularly ICT) for people of all ages. • Projects that use local school, community & church facilities to provide wider community learning benefits. • Projects that support young parents and help to give children a good start in life.
<p>Health and Wellbeing</p>	<ul style="list-style-type: none"> • Projects that encourage people of all ages to exercise more. • Projects that support the wellbeing of elderly people.

The North East Area Prospectus 2006/07

The Council's North East Area Committee supports residents to develop projects which improve their community. The area covered is Fyfield & Tubney, Frilford, Garford, Marcham, Appleton-with-Eaton, Cumnor, Wytham, North Hinksey, South Hinksey, Kennington, Radley, Sunningwell, Wootton, St Helen Without and Besselsleigh.

The eleven elected district councillors for the North East Wards of the Vale of White Horse District, that make up the North East Area Committee, have a limited budget which can be used to give small grants towards the cost of starting community projects. In the financial year 2005/06 the North East Area Committee gave grants to seventeen different projects. The grants helped with arts, sports and young peoples' activities. Grants also helped to improve community buildings, conserve historic buildings and maintain important trees.

The Committee's budget for the financial year 2006/07 is nearly £20,000. The table on the following page provides information about the kind of local community led projects that the Committee would like to support in 2006/07. The table is organised to fit with the strands (or themes) of the Vale Community Strategy. The Vale Community Strategy sets out how the Council and its partners will work together to improve the quality of life of everyone who lives in, works in or visits the Vale. The table shows how the North East Area Committee plans to contribute to the Vale Community Strategy. Councillors consider that quality of life in the North East of the Vale will improve if there are more of the kinds of community projects that are listed in the table.

The North East Area Committee recognises that there are other kinds of community projects which may not be mentioned in the table. The Committee is more than willing to consider these projects, as all projects are determined according to their individual merits. However given the Committee's limited budget, it would like to focus its grant giving on projects that it feels will make an important contribution to community life.

If you are a member of a community group in the North East of the Vale who is interested in applying for a grant towards the cost of starting a priority project visit the Council's website: www.whitehorsedc.gov.uk/CommunityDevelopment/GrantsAndFunding or telephone the Community Strategy Officer (Direct Dial 01235 547626).

VALE COMMUNITY STRATEGY STRANDS OR THEMES	<p style="text-align: center;">PRIORITIES IN THE NORTH EAST AREA IN 2006/07</p> <p>The North East Area Committee aims particularly to support suitable groups who are able to take these projects forward</p>
Recreation, Culture and Leisure	<ul style="list-style-type: none"> • Arts festivals, sports activities and other events which are interesting and affordable. These can be for all ages but projects that provide young people with something to do in the evenings, weekends and holidays are of particular interest.
Transport	<ul style="list-style-type: none"> • Community transport schemes, maps and guides to encourage cycling and walking.
Housing	<ul style="list-style-type: none"> • Pro-active housing advice for 'hard to reach' groups (young, disabled, ethnic minorities)
Access to Services	<ul style="list-style-type: none"> • Local service directories or websites; voluntary sector advice 'road shows' visiting village halls.
Safe and Supportive Communities	<ul style="list-style-type: none"> • Projects that develop people's energy and creativity to reduce the risk of anti-social behaviour. • Projects that help to reassure people that the Vale is a relatively safe place so that they do not live in fear of crime.
Town and Village Vitality	<ul style="list-style-type: none"> • Projects that encourage economic and social activity in the towns & villages in the North East of the Vale. • Projects to improve community centres and village halls. • Parish action plans in villages that do not already have them.
Environment	<ul style="list-style-type: none"> • Projects that discourage the dropping of litter. • Additional street cleansing by the parish councils in the North East of the Vale. • Projects that encourage more re-cycling. • Projects that help to improve the appearance of the villages in the North East of the Vale. • The Committee will consider support for the preservation of listed historic buildings that are privately owned, where the building has an element of community access. • The Committee will consider support for the maintenance of the health of trees that are privately owned, if the trees are the subject of a tree preservation order.
Education and Lifelong Learning	<ul style="list-style-type: none"> • Projects that promote learning opportunities (particularly ICT) for people of all ages. • Projects that use local school facilities to provide wider community benefits. • Projects that support young parents and help to give children a good start in life.
Health and Wellbeing	<ul style="list-style-type: none"> • Projects that encourage people of all ages to exercise more. • Projects that support the wellbeing of elderly people.

The South East Area Prospectus 2006/07

The Council's South East Area Committee supports residents to develop projects which improve their community. The area covered is Wantage, Grove, Childrey, the Challows, Letcombe Bassett & Letcombe Regis, Goosey, Denchworth, Charney Bassett, Lyford, the Hanneys, Ardington, Lockinge, the Hendreds, Steventon, Milton, Harwell, Chilton, Upton and Blewbury.

The elected district councillors, who make up the membership of the South East Area Committee, have a limited budget which can be used to give small grants towards the cost of starting community projects. In the financial year 2005/06 the South East Area Committee gave grants to seventeen different projects. The grants helped with arts, sports and young peoples' activities. Grants also helped to improve community buildings, conserve historic buildings and maintain important trees.

The Committee's budget for the financial year 2006/07 is nearly £30,000. The table on the following page provides information about the kind of local community led projects that the Committee would like to support in 2006/07. The table is organised to fit with the strands (or themes) of the Vale Community Strategy. The Vale Community Strategy sets out how the Council and its partners will work together to improve the quality of life of everyone who lives in, works in or visits the Vale. The table shows how the South East Area Committee plans to contribute to the Vale Community Strategy. Councillors consider that quality of life in the South East of the Vale will improve if there are more of the kinds of community projects that are listed in the table.

The South East Area Committee recognises that there are other kinds of community projects which may not be mentioned in the table. The Committee is more than willing to consider these projects, as all projects are determined according to their individual merits. However given the Committee's limited budget, it would like to focus its grant giving on projects that it feels will make an important contribution to community life.

If you are a member of a community group in the South East of the Vale who is interested in applying for a grant towards the cost of starting a priority project visit the Council's website: www.whitehorsedc.gov.uk/CommunityDevelopment/GrantsAndFunding or telephone the Community Strategy Officer (Direct Dial 01235 547626).

VALE COMMUNITY STRATEGY STRANDS OR THEMES	<p style="text-align: center;">PRIORITIES IN THE SOUTH EAST AREA IN 2006/07</p> <p>The South East Area Committee aims particularly to support suitable groups who are able to take these projects forward</p>
Recreation, Culture and Leisure	<ul style="list-style-type: none"> • Arts festivals, sports activities and other events which are interesting and affordable. These can be for all ages but projects that provide young people with something to do in the evenings, weekends and holidays are of particular interest.
Transport	<ul style="list-style-type: none"> • Community transport schemes, maps and guides to encourage cycling and walking.
Housing	<ul style="list-style-type: none"> • Pro-active housing advice for 'hard to reach' groups (young, disabled, ethnic minorities)
Access to Services	<ul style="list-style-type: none"> • Local service directories or websites; voluntary sector advice 'road shows' visiting village halls.
Safe and Supportive Communities	<ul style="list-style-type: none"> • Projects that develop people's energy and creativity to reduce the risk of anti-social behaviour. • Projects that help to reassure people that the Vale is a relatively safe place so that they do not live in fear of crime.
Town and Village Vitality	<ul style="list-style-type: none"> • Projects that encourage more people to visit, and shop in, Wantage town centre. • Projects that encourage economic and social activity in the towns & villages in the South East of the Vale. • Projects to improve community centres and village halls. • Parish action plans in villages that do not already have them.
Environment	<ul style="list-style-type: none"> • Projects that discourage the dropping of litter. • Additional street cleansing by the parish councils in the South East of the Vale (with the exception of Wantage & Grove which have different cleansing arrangements). • Projects that encourage more re-cycling. • Projects that help to improve the appearance of Wantage and Grove (These should also be supported by the Wantage or Grove Joint Environmental Trusts.). • Projects that help to improve the appearance of the villages in the South East of the Vale. • The Committee will consider support for the preservation of listed historic buildings that are privately owned (outside the areas covered by the Wantage & Grove Joint Environmental Trusts.) where the building has an element of community use. • The Committee will consider support for the maintenance of trees that are privately owned, if the trees are the subject of a tree preservation order.
Education and Lifelong Learning	<ul style="list-style-type: none"> • Projects that promote learning opportunities (particularly ICT) for people of all ages. • Projects that use local school facilities to provide wider community benefits. • Projects that support young parents and help to give children a good start in life.
Health and Wellbeing	<ul style="list-style-type: none"> • Projects that encourage people of all ages to exercise more. • Projects that support the wellbeing of elderly people.

The West Area Prospectus 2006/07

The Council's West Area Committee supports residents to develop projects which improve their community. The area covered is Faringdon, Buscot, Colehill, Eaton Hastings, Great Coxwell, Little Coxwell, Littleworth, Buckland, Hinton Waldrist, Longworth, Kingston Bagpuize with Southmoor, Pusey, Hatford, Stanford in the Vale, Shellingford, Fernham, Longcot, Watchfield, Shrivenham, Bourton, Ashbury, Compton Beauchamp, Woolstone, Uffington, Kingston Lisle, Baulking, Sparsholt.

The elected district councillors, who make up the membership of the West Area Committee, have a limited budget which can be used to give small grants towards the cost of starting community projects. In the financial year 2005/06 the West Area Committee gave grants to twenty six different projects. The grants helped with arts, sports and young peoples' activities. Grants also helped to improve community buildings, conserve historic buildings and maintain important trees.

The Committee's budget for the financial year 2006/07 is just over £16,000. The table on the following page provides information about the kind of local community led projects that the Committee would like to support in 2006/07. The table is organised to fit with the strands (or themes) of the Vale Community Strategy. The Vale Community Strategy sets out how the Council and its partners will work together to improve the quality of life of everyone who lives in, works in or visits the Vale. The table shows how the West Area Committee plans to contribute to the Vale Community Strategy. Councillors consider that quality of life in the West of the Vale will improve if there are more of the kinds of community projects that are listed in the table.

The West Area Committee recognises that there are other kinds of community projects which may not be mentioned in the table. The Committee is more than willing to consider these projects, as all projects are determined according to their individual merits. However given the Committee's limited budget, it would like to focus its grant giving on projects that it feels will make an important contribution to community life.

If you are a member of a community group in the West of the Vale who is interested in applying for a grant towards the cost of starting a priority project visit the Council's website: www.whitehorsedc.gov.uk/CommunityDevelopment/GrantsAndFunding or telephone the Community Strategy Officer (Direct Dial 01235 547626).

VALE COMMUNITY STRATEGY STRANDS OR THEMES	PRIORITIES IN THE WEST AREA IN 2006/07
	<p>The West Area Committee aims particularly to support suitable groups who are able to take these projects forward</p>
Recreation, Culture and Leisure	<ul style="list-style-type: none"> • Arts festivals, sports activities and other events which are interesting and affordable. These can be for all ages but projects that provide young people with something to do in the evenings, weekends and holidays are of particular interest.
Transport	<ul style="list-style-type: none"> • Community transport schemes, maps and guides to encourage cycling and walking.
Housing	<ul style="list-style-type: none"> • Pro-active housing advice for 'hard to reach' groups (young, disabled, ethnic minorities)
Access to Services	<ul style="list-style-type: none"> • Local service directories or websites; voluntary sector advice 'road shows' visiting village halls.
Safe and Supportive Communities	<ul style="list-style-type: none"> • Projects that develop people's energy and creativity to reduce the risk of anti-social behaviour. • Projects that help to reassure people that the Vale is a relatively safe place so that they do not live in fear of crime.
Town and Village Vitality	<ul style="list-style-type: none"> • Projects that encourage more people to visit, and shop in, Faringdon town centre (These should also be supported by the Faringdon Joint Economic Forum.). • Projects that encourage economic and social activity in the villages in the West of the Vale. • Projects to improve community centres and village halls. • Parish action plans in villages that do not already have them.
Environment	<ul style="list-style-type: none"> • Projects that discourage the dropping of litter. • Additional street cleansing by the parish councils in the West of the Vale (with the exception of Faringdon which has different cleansing arrangements). • Projects that encourage more re-cycling. • Projects that help to improve the appearance of Faringdon (These should also be supported by the Faringdon Joint Environmental Trust.). • Projects that help to improve the appearance of the villages in the West of the Vale. • The Committee will consider support for the preservation of listed historic buildings that are privately owned (outside the area covered by the Faringdon Joint Environmental Trust.) where the building has an element of community use. • The Committee will consider support in exceptional circumstances for the maintenance of trees that are privately owned, if the trees are the subject of a tree preservation order.
Education and Lifelong Learning	<ul style="list-style-type: none"> • Projects that promote learning opportunities (particularly ICT) for people of all ages. • Projects that use local school facilities to provide wider community benefits. • Projects that support young parents and help to give children a good start in life.
Health and Wellbeing	<ul style="list-style-type: none"> • Projects that encourage people of all ages to exercise more. • Projects that support the wellbeing of elderly people.

REPORT OF THE DEPUTY DIRECTOR (ORGANISATIONAL DEVELOPMENT AND SUPPORT)
TO THE EXECUTIVE
AUGUST 4 2006

LGA Reputation Project

1.0 **Introduction and Report Summary**

1.1 The Reputation project is a joint I&DeA and LGA campaign aimed at bridging the chasm between the reputation of individual council services (positive) and the reputation of councils as a whole (negative).

1.2 It is based on MORI research which found people know little or nothing about their council. As a result an action plan has been developed, which according to MORI, will increase public confidence based on the drivers of public satisfaction.

1.3 The drivers are:

- Perceived quality of services overall
- Perceived value for money
- Media coverage
- Direct communications
- A clean, green and safe environment
- Positive experiences in contact with staff

1.4 The success of the Reputation project depends on consistency at a local and national level. Once signed up, Councils must commit to fulfil the requirements of the 12-point action plan, which focuses on the cleaner, safer, greener agenda and communications and have begun demonstrably working on the action plan within 12 months.

1.5 So far 196 councils have signed up to the project, including Cherwell and Oxford City councils.

1.6 While the Vale already meets some of the requirements partially or wholly there are still some adjustments to be made to meet the requirements of the plan.

1.7 A summary document produced by the LGA is attached at Appendix B.

1.8 The Contact Officer for this report is Nikki Malin, Head of Communications (01235 540376).

2.0 **Recommendation**

- (a) The Vale signs up to the Reputation campaign
- (b) The project is managed by the Head of Communications
- (c) The action plan is agreed and rolled out over the next two years (separate reports will be drafted for any budget implications)

3.0 **Relationship with the Council's Vision, Strategies and Policies**

This report supports the Council Vision and Priorities and does not contradict an existing policy.

3.0 **Why Do It?**

- 3.1 While there is no fiscal incentive to sign up to the campaign it offers an opportunity to enhance the reputation of Local Government in general and the Vale in particular by using a structured approach based on sound evidence.
- 3.2 Successful application of the project should help improve the Council's CPA rating.
- 3.3 The project will also act as a good basis for an updated communications strategy.

4.0 **What does it entail?**

The 12 point plan

Cleaner, Safer, Greener:

1. Branded cleansing operation: ensure a visible cleansing presence with a strong link to the Council
2. No gaps in cleansing and maintenance contracts: Integrate services and simplify boundaries eg to avoid grounds maintenance teams walking past litter because street cleaning will deal with it.
3. One number for public contact: ensure a single number contact to avoid people being passed around.
4. Deal with "grot spots": Know where they are and why in order to take preventative action. Areas which attract fly-tipping, abandoned vehicles, graffiti etc.
5. Abandoned vehicles/fly-tipping: Set a target for their removal within 24 hours of being reported/sighted and make it easy for people to report it.
6. Green flag award: Aim to have one for at least one park, indicating it is clean, safe and green.
7. Educate and enforce: Make it clear to the public that littering, dog fouling and fly-tipping are crimes that will be subject to enforcement action and that offenders will be named and shamed.

Communications:

8. Manage the media: Develop a positive relationship with the media through a pro-active approach, honest evaluation and leadership from senior officers and members in order to better inform residents of the Council's actions and decisions.
9. Provide an A-Z guide: A good quality guide which explains the council's services in a simple, jargon-free way to help people understand the breadth of services offered.
10. Publish a regular newspaper: A good quality product which demonstrates an understanding of the readership and contains useful, compelling and entertaining content.
11. Council branding: Effective and consistent linkage of the council brand to community services.
12. Internal communications: Based on honest and open dialogue to help staff deliver better services, understand the council's goals and understand their customers' needs.

5 **What does the Vale need to do?**

- 5.1 Ongoing work already contributes to the 12-point plan, but formal adoption of the project would achieve a greater impact and formal evaluation. A detailed analysis is attached (appendix A).
- 5.2 While the attached analysis presents many action points, it is worth reiterating that some of the work is already underway.

HELEN BISHOP
DEPUTY DIRECTOR ORGANISATIONAL DEVELOPMENT AND SUPPORT

TIM SADLER
DIRECTOR

APPENDIX A

Core Action	What needs to happen and how	What has been done so far	What remains to be done	Cost/resource needed
Communications	The recruitment of the communications team should allow the requirements of the action plan to be met			
Manage the media	<p>Develop a media relations strategy, including:</p> <ul style="list-style-type: none"> • Promoting at least one positive story a week to the media • Having regular and open dialogue with the media • Introducing thorough evaluation processes for media coverage • Developing media guidelines for the Council to encourage a consistent approach and to help directorates identify what makes a good story • Media training for members and officers 	<ul style="list-style-type: none"> • Increased number of proactive press releases issued • Building on relationships with the media through single point of contact 	<ul style="list-style-type: none"> • Setting performance indicators for media coverage and evaluation • Developing media strategy as part of reviewed communications strategy • Setting up media training • Developing media guidelines 	<ul style="list-style-type: none"> • Media training would need budget support as it would be outsourced, costs would depend on numbers etc but roughly £300 per person. This could be met from the training budget • Developing strategies and guidelines will take place once the communications team is established. • Proper evaluation of media coverage would take at least one half day a week.
A-Z guide	<ul style="list-style-type: none"> • Identify the services and include plain English explanations of those services without use of council jargon • Cross reference eg under rubbish refer to recycling etc • Identify if other partners want to participate and share costs eg police, County, NHS • Identify method eg through Vale Views or as a separate publication or through the Council Tax bill • Identify distribution method – door to door is best practice • Include a range of access points eg telephone, face-to- 	<ul style="list-style-type: none"> • No progress at this point 	<ul style="list-style-type: none"> • As described 	<ul style="list-style-type: none"> • Printing and distribution of a 32pp booklet to every household in the Vale would cost around £10,000 • Inclusion in Vale Views would cost up to £5,000 • Would be quite resource intensive and require a lot of time with one individual co-ordinating and editing.

Council Newspaper	face, website, post	It must be: <ul style="list-style-type: none"> • Easy to read, jargon and acronym free and available in accessible formats • Compelling with arresting headlines and interesting features • Contain useful information like contacts and what's on • Politically neutral and objective • Well designed with quality photographs • Published at least four times a year • Entertaining with crosswords, competitions and columnists 	<ul style="list-style-type: none"> • The format and content have been improved for the last two editions with positive feedback from the readership • Investigating costs of providing an audio version for the visually impaired 	<ul style="list-style-type: none"> • Review the format (the introduction of advertising will require a different format and increased pagination) • Involve readers more either through consultation or in the actual production • Increase the use of good quality photography • Review the frequency (Currently only issued three times a year) 	<ul style="list-style-type: none"> • Photographer costs would be anything between £100 to £500 per job/day • Increase to four would cost £7,000 (however, there is a possibility of making the Council Tax leaflet a Vale Views "special" and therefore absorbing the extra costs that way – this would mean a change of timetable however). • NB the introduction of advertising will require a new format and layout and costs could increase/decrease as a result
Branding	<ul style="list-style-type: none"> • Increase our understanding what people think about the council, their priorities and what they value – where we are now. • Focus on what we want to be known for – where we want to be • Ensure what we want to be known for and what we actually do tie up and can be demonstrated by staff and members • Conduct a visual audit of council buildings, uniforms and facilities • Ensure a consistent and 	<ul style="list-style-type: none"> • BVPI triennial general satisfaction, benefits and planning survey will give a good indication of people's perceptions of the council • Organisational development programme should answer the "where we want to be" question 	<ul style="list-style-type: none"> • Review of corporate identity including visual audit • Commission branding consultancy • Co-ordination of all literature and publications through a single point of contact within the comms team 	<ul style="list-style-type: none"> • This would depend on how far we want to go. Eg new fresh start or phased introduction, but there would be consultancy fees to start with regardless. 	

	<p>corporate approach is adopted ie no "service area" independent identities, consistency and co-ordination in publications and literature</p> <p>Internal communications should:</p> <ul style="list-style-type: none"> • Explain what the process/policy/information means to employees, how it affects them and what they need to do • Be consistent eg explaining how individual projects fit into the bigger picture and help employees understand where the organisation is heading • Compete for attention and time by using flair and taking risks • Be two-way – using dialogue (briefings and discussions) not just monologue (emails, newsletters and front-loading) so you can understand employee concerns – though commitment to act on those concerns is paramount • Use feedback to continuously improve 	<ul style="list-style-type: none"> • Staff attitude survey currently underway • Team Brief/DMT system provides a platform for dialogue but needs to be improved 	<ul style="list-style-type: none"> • An internal communications strategy needs to be developed, based on the results of the survey • Internal communications products eg staff newsletters, intranet, notice-boards, should be the responsibility of the communications team • End the one-size-fits all approach (eg expecting a press release to tell staff what they need to know) and start producing tailor-made communications for staff 	<ul style="list-style-type: none"> • Survey will cost around £10,000
<p>Cleaner, Safer Greener</p>	<p>Actions and resources are a matter for Environmental Health and Procurement and Contract Management, however there is a heavy communications requirement, in particular the education and enforcement action, but on the whole each of the actions will require publicity and promotion which should be seamless with the other Reputation work, therefore any work must be done in conjunction with the communications officer</p>			
<p>Branded cleaning operation</p>	<ul style="list-style-type: none"> • Have a strongly branded cleaning unit • Clean vehicles and uniforms • Good and thorough service delivery 	<ul style="list-style-type: none"> • Street cleansing improvement plan is being introduced • Strong branding and uniforms in existence 	<ul style="list-style-type: none"> • Continue implementing the street cleansing improvement plan 	<ul style="list-style-type: none"> • Within existing resources
<p>No gaps in cleaning</p>	<ul style="list-style-type: none"> • Integrate key services like 	<ul style="list-style-type: none"> • Vale Voice Panel recently 	<ul style="list-style-type: none"> • Better co-ordination within 	<ul style="list-style-type: none"> • Within existing

<p>contracts</p>	<p>street cleaning and grounds maintenance</p> <ul style="list-style-type: none"> • Simplify boundaries between authorities • Council-wide teams for key reactive services like graffiti, fly-tipping and -posting removal • Produce and publish service standards to set expectations and seek feedback on them • Include residents in monitoring • Review processes when calls come in • Use branding to spread the message ie publicise numbers on fleet vehicles • Train staff in key service areas so that the majority of calls can be dealt with at first point of contact • Ensure all staff are aware of the single access route • Use technology like mapping and customer relationship management systems to pinpoint recurring problem areas • Inform members of service levels • Need good intelligence and reporting systems to identify hotspots for use of mobile CCTV etc • Ensure contracts and schedules are designed to tackle grime quickly and effectively • Work with partners to identify 	<p>surveyed about satisfaction with street cleaning</p> <ul style="list-style-type: none"> • Voluntary litter pick scheme in existence but needs refreshing and further development 	<p>the Vale and with OCC needed</p> <ul style="list-style-type: none"> • Improve efficiency of Cleanaway Rapid Response Service • Set Service Standards • Development of voluntary litter picks 	<p>resources</p>
<p>One environmental telephone number</p>	<ul style="list-style-type: none"> • Review processes when calls come in • Use branding to spread the message ie publicise numbers on fleet vehicles • Train staff in key service areas so that the majority of calls can be dealt with at first point of contact • Ensure all staff are aware of the single access route • Use technology like mapping and customer relationship management systems to pinpoint recurring problem areas • Inform members of service levels • Need good intelligence and reporting systems to identify hotspots for use of mobile CCTV etc • Ensure contracts and schedules are designed to tackle grime quickly and effectively • Work with partners to identify 	<ul style="list-style-type: none"> • LSP2 meets a lot of the requirements 	<ul style="list-style-type: none"> • Inclusion of telephone number on vehicles • Hot spot mapping needs to be developed 	
<p>Deal with “grot spots”</p>	<ul style="list-style-type: none"> • Need good intelligence and reporting systems to identify hotspots for use of mobile CCTV etc • Ensure contracts and schedules are designed to tackle grime quickly and effectively • Work with partners to identify 	<ul style="list-style-type: none"> • Good use of mobile CCTV in partnership with OCC • Report it service available online countywide • Phone hotline under development (could be unnecessary if the national non-emergency number is developed) 	<ul style="list-style-type: none"> • Need to improve intelligence and reporting systems • Need to improve internal communications about who to contact • Need greater and more sustained communication of activity 	

	<p>problem areas</p> <ul style="list-style-type: none"> • Use a public hotline • Publicise success 		<ul style="list-style-type: none"> • Contract review is due 	
<p>Abandoned vehicles/flytipping</p>	<ul style="list-style-type: none"> • Need to improve and simplify reporting process through a variety of routes eg website, telephone, email and out of hours option • Promote surrender of unwanted vehicles – preferably at little or no cost • Provide opportunities for people to dispose of large items easily • Be prepared to move illegal vehicles • Publicise the work 	<ul style="list-style-type: none"> • The Council has a good record for moving illegal vehicles quickly 	<ul style="list-style-type: none"> • Reporting process is fair but needs improvement • Need to promote vehicle recovery scheme and bulky waste collection • Need to promote the work more and use branding 	<ul style="list-style-type: none"> • Within existing resources
<p>Parks and Open Spaces- Green Flag Award (similar to the Blue Flag for beaches)</p>	<ul style="list-style-type: none"> • Use the award scheme as a management tool for green spaces and parks • Conduct a visual audit • Involve the community by finding out the key problems • Work with partners • Promote your success once you get a Green Flag Award 	<ul style="list-style-type: none"> • Visual audit of parks has started • Vale Voice Five (fieldwork in July) will focus on parks and open spaces • Already work closely with community safety 	<ul style="list-style-type: none"> • Need to work towards achieving Green Flag status for at least one park or open space 	
<p>Educate and enforce</p>	<ul style="list-style-type: none"> • Needs commitment from Members and senior officers for enforcement work • Create a targeted campaign • Link the crime and the punishment • Be prepared to name and shame • Adopt a zero tolerance approach. Once education and awareness programme has 	<ul style="list-style-type: none"> • Already have the support of Members and senior officers • Ongoing publicity for enforcement cases 	<ul style="list-style-type: none"> • Need to develop communications and marketing campaign 	<ul style="list-style-type: none"> • Marketing/Communications campaign will need funding

	been introduced do not give a second chance.			
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local government

reputation campaign

delivering for
people and places

www.lga.gov.uk/reputation

devolution



Local Government Association



fact: people value their local council far less than the services the council provides

Local government plays a huge role in people's lives and, according to the Treasury, is the most efficient part of the public sector making £2.6m a day in savings. So why is it that public satisfaction of council services is improving, but the public perception of councils is not?

Together, we can tackle this problem by concentrating on the grassroots issues that affect all our residents: local environmental services and strong two-way communication.

That's what the Reputation Campaign is all about – 12 core actions, tried and tested, proven to raise the standing of councils in

their local communities. You may already be doing these, or some of them. But ask yourself are you doing them well enough?

Reputation underpins many of the main issues for local government today and in the future. The new Local Performance Framework proposed by the LGA, which will replace CPA, will increasingly be informed by public satisfaction, so residents' perceptions of us are ever-more important. Raising our reputation is also crucial to making our case in CSR07, and for securing the devolution of powers as the LGA has set out in *Closer to people and places*.

Good communication is central to this vision. It is essential to reinvigorating local democracy through getting closer to people. So please commit your council to the 12 core actions, and sign up to the campaign if you haven't already done so. Delivering them, and delivering them well, is the first step along the road of working together to enhance the reputation of local government.

Lord Sandy Bruce-Lockhart

Chairman, Local Government Association



“Authorities can bring about a positive change in the way the public values their services.”

John Williams

Leader, Darlington Borough Council

the research

To start off the Reputation Campaign, in the Spring of 2005, the LGA commissioned MORI to hold a series of focus groups across England and Wales in a range of authorities including several 'excellent' performers. They showed that, despite improved council services, public perceptions of local government generally remain where they were decades ago. Most people see their council as remote, low profile, bureaucratic and inefficient.

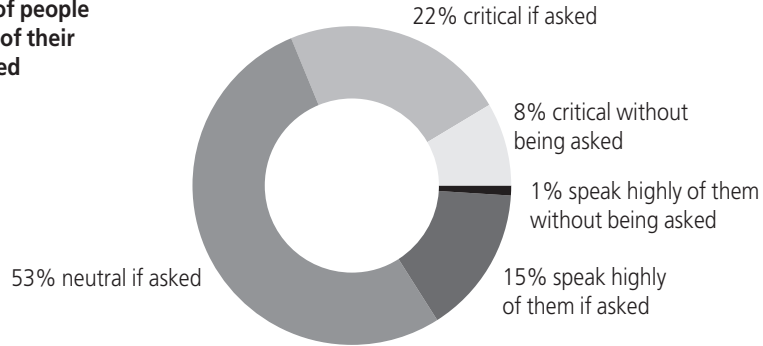
Further MORI research revealed that, at the moment...

- just one per cent of people would talk highly of their council unprompted
- only five per cent know a great deal about what their council does

MORI went on to analyse hundreds of its residents surveys from across Britain. From these they identified a number of key services and issues that have the greatest impact on how local people judge their authority. With councils that excel in each of these areas, MORI then identified 12 core actions that all councils can adopt.

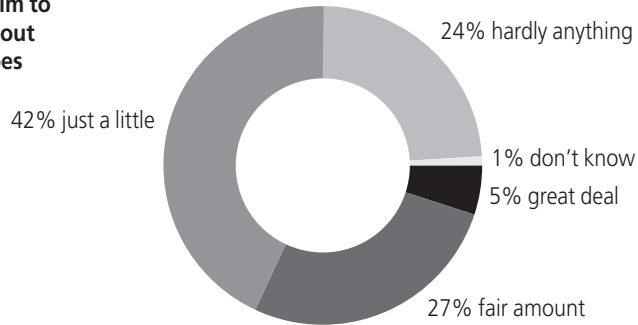
The following pages set out these core actions.

Just one per cent of people would talk highly of their council unprompted



Page 35

Only five per cent claim to know a great deal about what their council does



“The Reputation Campaign is about doing well on the liveability agenda and linking everything you do for residents back to the council, rather than hoping residents assume it was you. None of this means neglecting schools or big ticket services. It does mean getting the credit for services which the whole population values most.”

Ben Page

Chairman, Ipsos MORI Social Research Institute

the **environmental** core actions

These are the core services that affect everyone... they will make all your residents value you more:

- adopt a highly visible, strongly branded council cleaning operation
- set up one phone number for the public to report local environmental problems;
- know your grot spots – and deal with them
- aim to remove abandoned cars and fly-tipping within 24 hours
- win a Green Flag award for at least one park
- ensure no gaps or overlap in council cleaning and maintenance contracts
- educate and enforce to protect the environment

MORI research up and down the country shows that these, along with the communications actions on page 8, are drivers of our reputation.

Please send us your case studies. Follow the link at www.lga.gov.uk/reputation or call 020 7664 3131.

“It’s not a complicated project. There are a dozen things we need to do, simply because residents want them to be done, and because they work. Easy as that. The actions make sense to politicians of all persuasions, they don’t cost a fortune, they are easy to implement, and all the research shows they make a real difference.”

Simon Partridge

Leader, North Norfolk District
Council

Picture supplied by West Sussex County Council



the **communications** core actions

These are the core actions that tell people what you can do and are doing for them... they show your residents what they get for their money:

- manage the media effectively to promote and defend the council
- provide an A-Z guide to council services
- publish a regular council magazine or newspaper to inform residents
- ensure the council brand is consistently linked to services
- good internal communications – make sure staff and members are informed

MORI research up and down the country shows that these, along with the environmental actions on page 6, are drivers of our reputation.

Please send us your case studies. Follow the link at www.lga.gov.uk/reputation or call 020 7664 3131.



“We’ve been carrying out much of this reputation work already, but by signing up to the 12 core actions, we are taking up the challenge of making further improvements and targeting the areas where we still have a job to do. The campaign has been a useful prompt to complete the tasks that weren’t taking place – and has been enthusiastically received by members and officers alike.”

Eber Kington

Chairman, Epsom & Ewell Borough Council

raising our reputation in the national media

Local government has a low profile in the national media – which is strange considering the facts that councils spend £85 bn a year, employ around 2m workers and are at the cutting edge of often controversial public policy.

The sector also gets a mostly negative press (39 per cent negative vs 10 per cent positive overall) and, whilst we will never be able to avoid negative stories, we should be working to counterbalance them with good news stories about the work we do: human interest stories; case studies about unsung heroes; residents whose lives have been changed and council staff pioneering unique approaches.

That's why the LGA has set up CommsNet – a service for council communications teams in England and Wales. It's about creating better links with councils around the country so that together we can generate more positive stories in the national media.

There is now a dedicated LGA media officer for each region, and they are developing links with council communications teams through regular visits and e-bulletins. Together we are identifying human interest stories for the national media, illustrating them with case studies from across the country, and getting widespread coverage about the

extraordinary things councils are doing for ordinary people – from building hospitals to tackling drink driving during the World Cup; from increasing voter turnout to stopping lollypop rage!

Plus, through greater co-operation, the LGA team is providing advance warnings to councils about upcoming events on the national agenda.

To find out more about CommsNet, visit www.lga.gov.uk/commsnet and select your region.



“Members and officers all have a stake in local government’s reputation. We share a motive and a responsibility to do all we can to improve its standing and values. The task of improving local government’s reputation will not be achieved overnight, but I think this approach is important. In signing up to the core actions we can make an impact fairly quickly and relatively cheaply. We all stand to gain from its success.”

Pam Challis

Leader, Castle Point Borough Council

local government

reputation

Sign up now or send us your case studies at

www.lga.gov.uk/reputation

or call 020 7664 3131 to find out more.

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