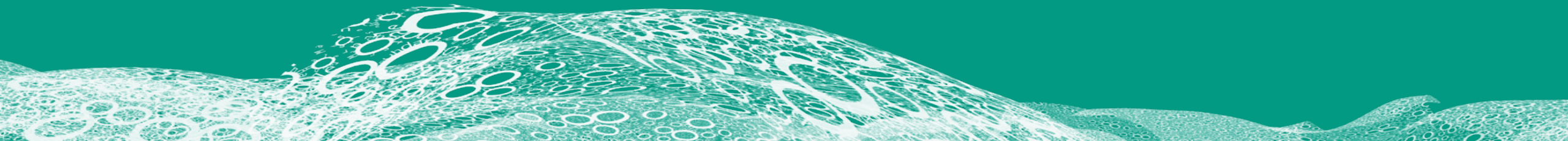




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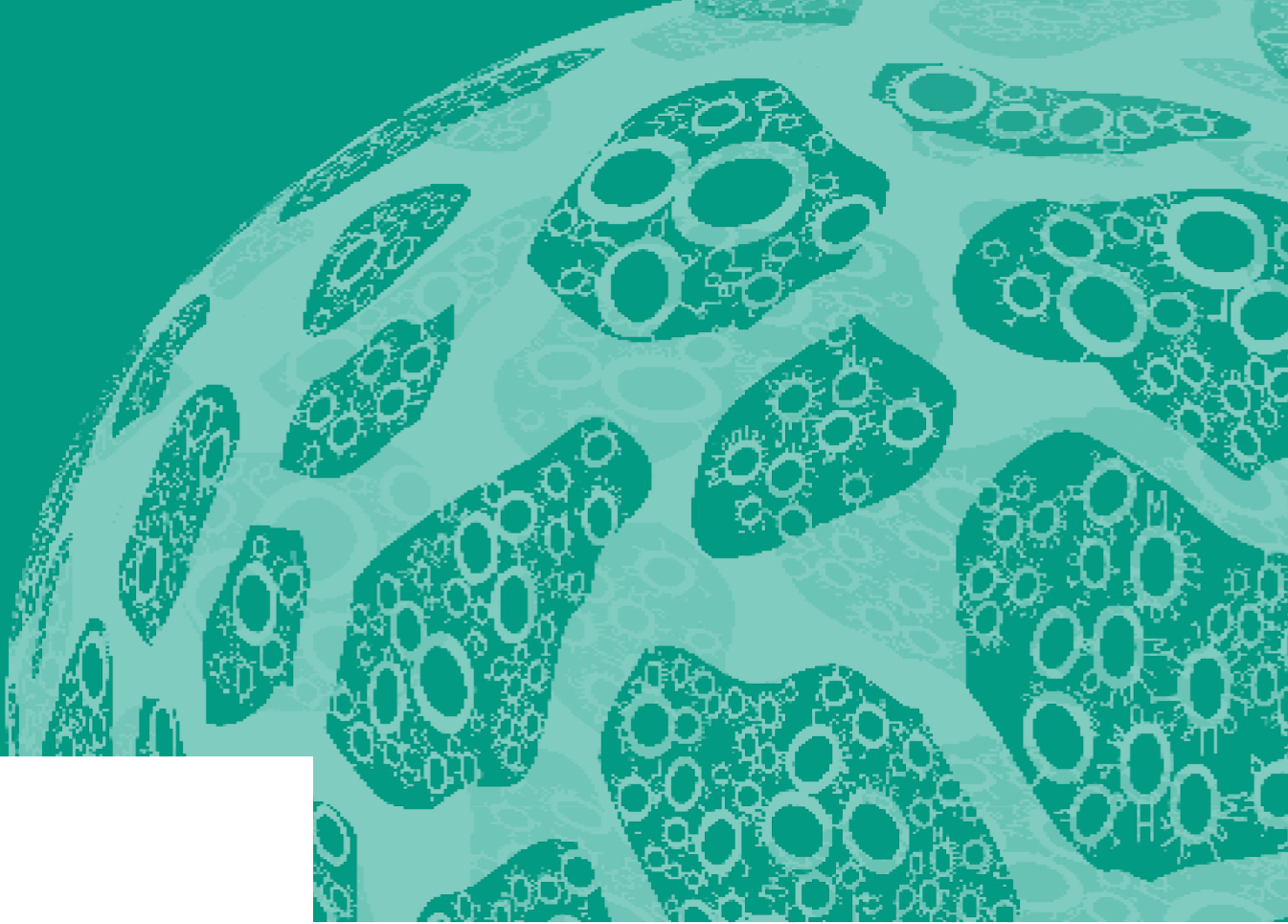
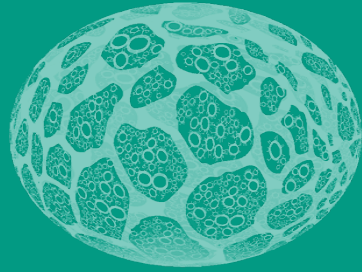
Reviewing and Improving Service Delivery

The Rochdale Way





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Rochdale Borough Council Streetscene



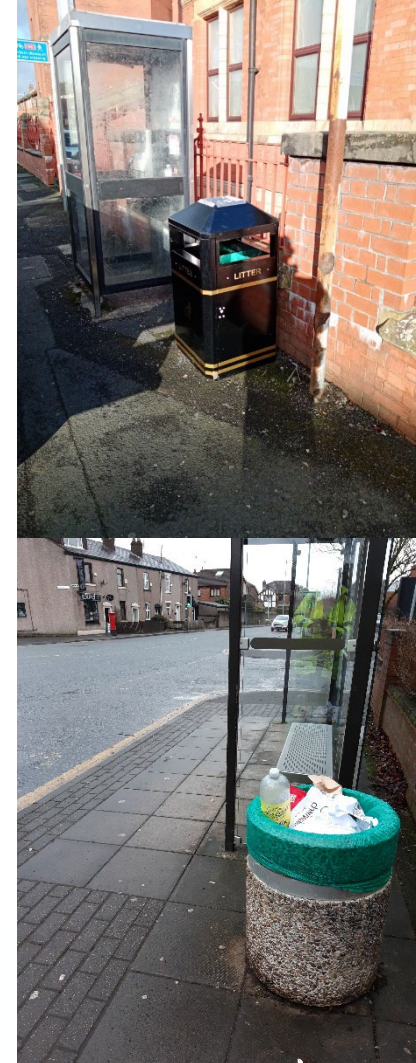
About Rochdale

- Located within Greater Manchester
- Just on the edge of Pennines
- Population of around 223,000
- Birthplace of co-operative movement
- Dame Gracie Fields
- Mill Town
- Hollingworth Lake
- 10 Green Flags



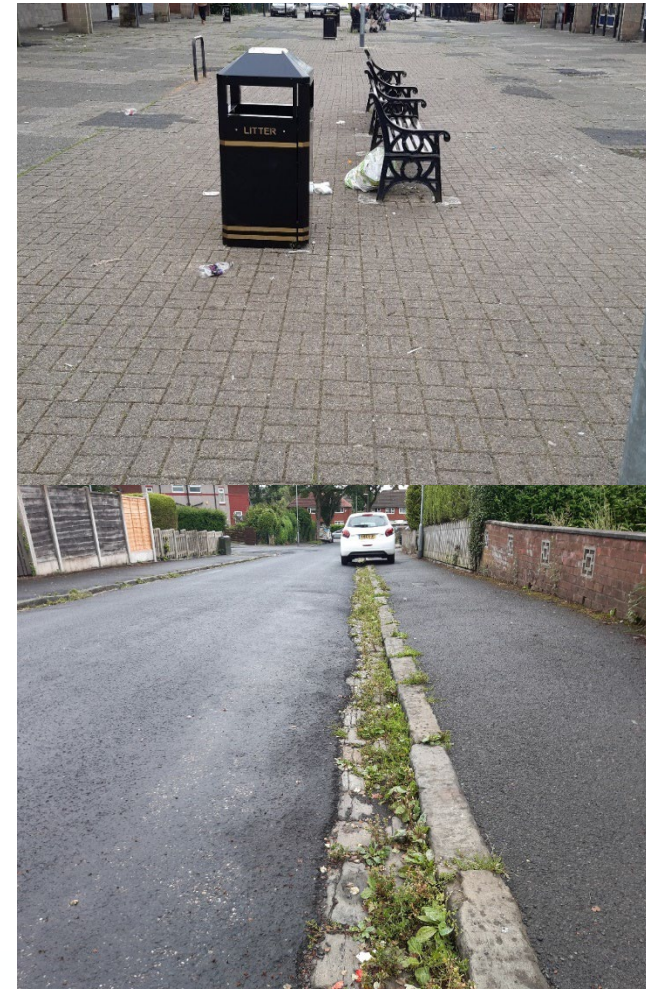
Street Cleansing

- Staff Numbers circa - 50
- Vehicles - 7
- Sweepers - 17
- Borough set up with 5 Townships
- Team set up
- Litter Bins – circa 1400
- Adopted highways – 4,820Kms (1,088Kms footpaths)



Identifying the need for change

- Streets versus grounds culture
- Aging workforce
- Aging sweeper fleet
- Complaints versus compliments
- Repeat complaints
- Abuse of litter bins
- Little feedback
- Poor monitoring of external contracts



Implementing Changes

- Regular team briefs
- Encouraging staff feedback
- Cross working
- Councillor walkabouts
- Working with friends / community groups
- New Fleet of Sweepers
- Purchase of weed ripping machines
- Recruiting from within and training



Implementing Changes (continued)

- Rochdale one borough one team
- Start finish from home
- Closer monitoring of external contractors
- Targeting of repeat complaints
- Work trials
- Trials of solar powered litter bins
- Closer working with enforcement
- Supervision



Other key teams / stakeholders

- Clean & Green Teams
- Hit Teams
- Enforcement team
- Participation team
- Graffiti Team
- Public, councillors, friends groups
- Grounds maintenance teams



Successes & Benefits

- Most Improved LA
- Pride
- Happier workforce
- Less complaints
- More compliments
- Proactive
- Improved culture
- Cleaner streets





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