



Managing demand for Street Scene Services

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What do we mean by demand?



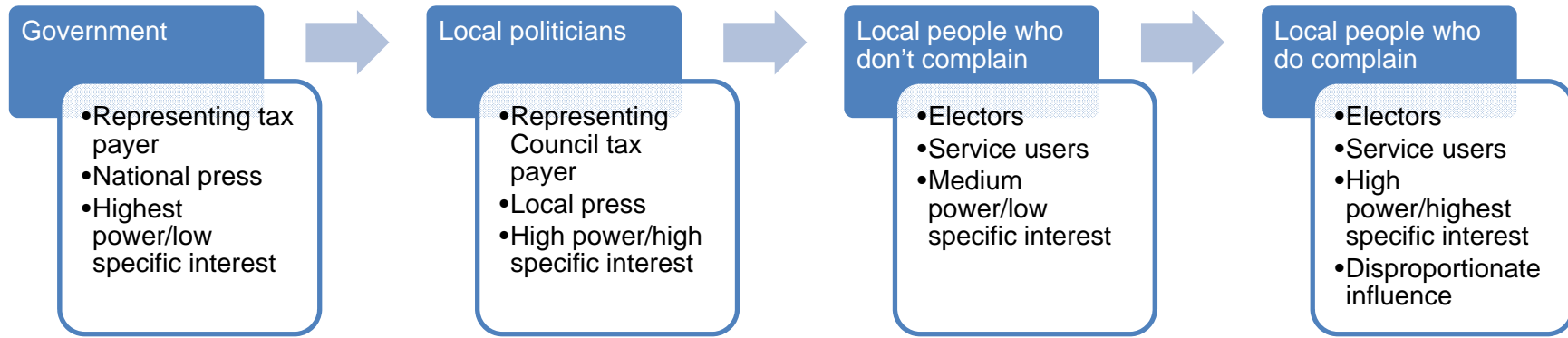
- What we are expected to do
 - Clean streets?
 - Cut grass?
 - To reassure people we care?
 - Public health protection?
 - Ensuring streets are clean
 - Encouraging physical activity?
 - Economic development?
 - Maintaining amenity value

Where does demand come from?

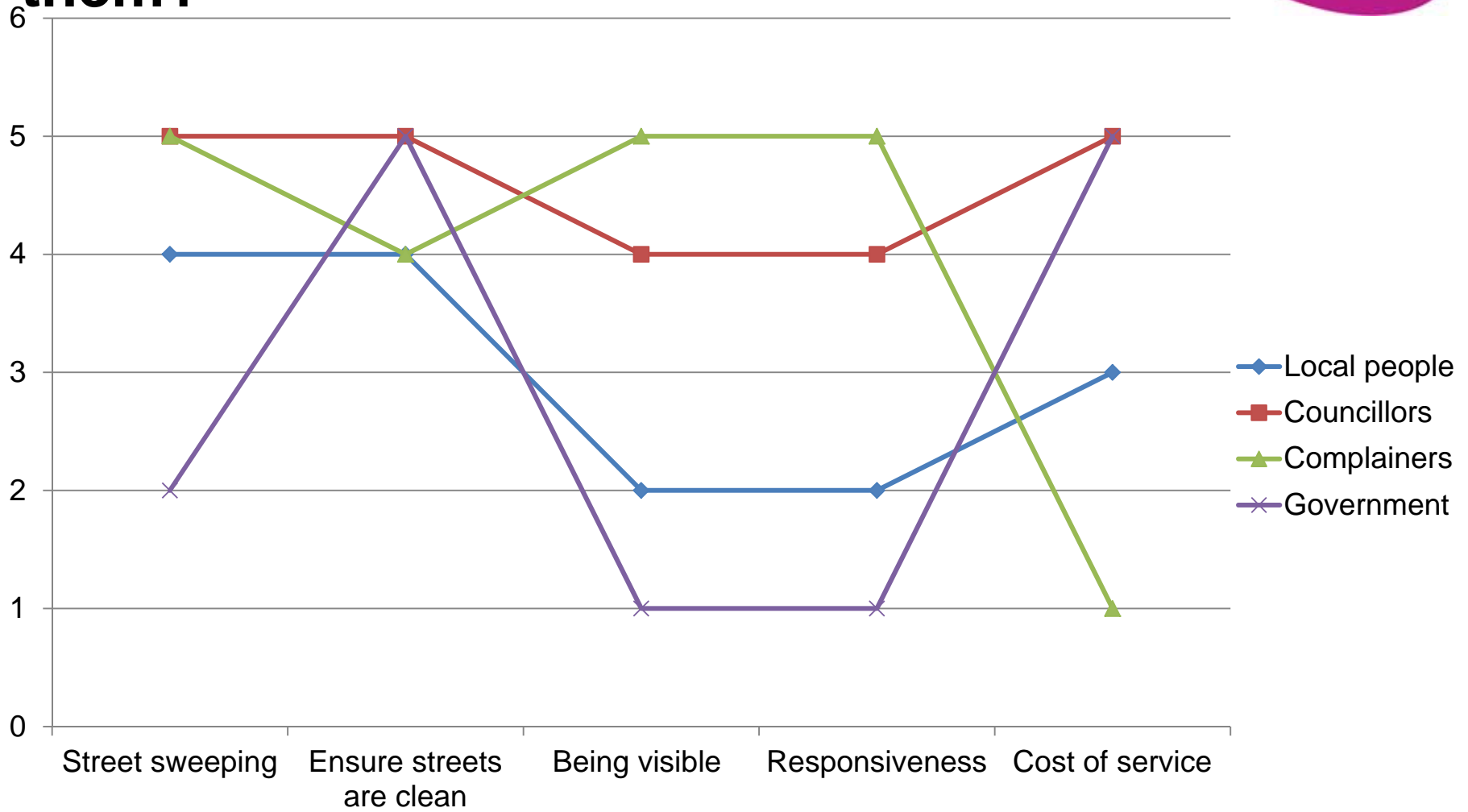


- The customer?
 - But who is the customer?
- Local people?
 - But which local people?
 - Local people who complain?
 - Local people who don't complain?
- Local politicians
 - Who specify (input and output) requirements
- Government
 - Who establish outcome objectives

It could be any of them: Demand chain



Value curves for different 'customers', cleansing – satisfy them or change them?



Different strategies for different demand curves



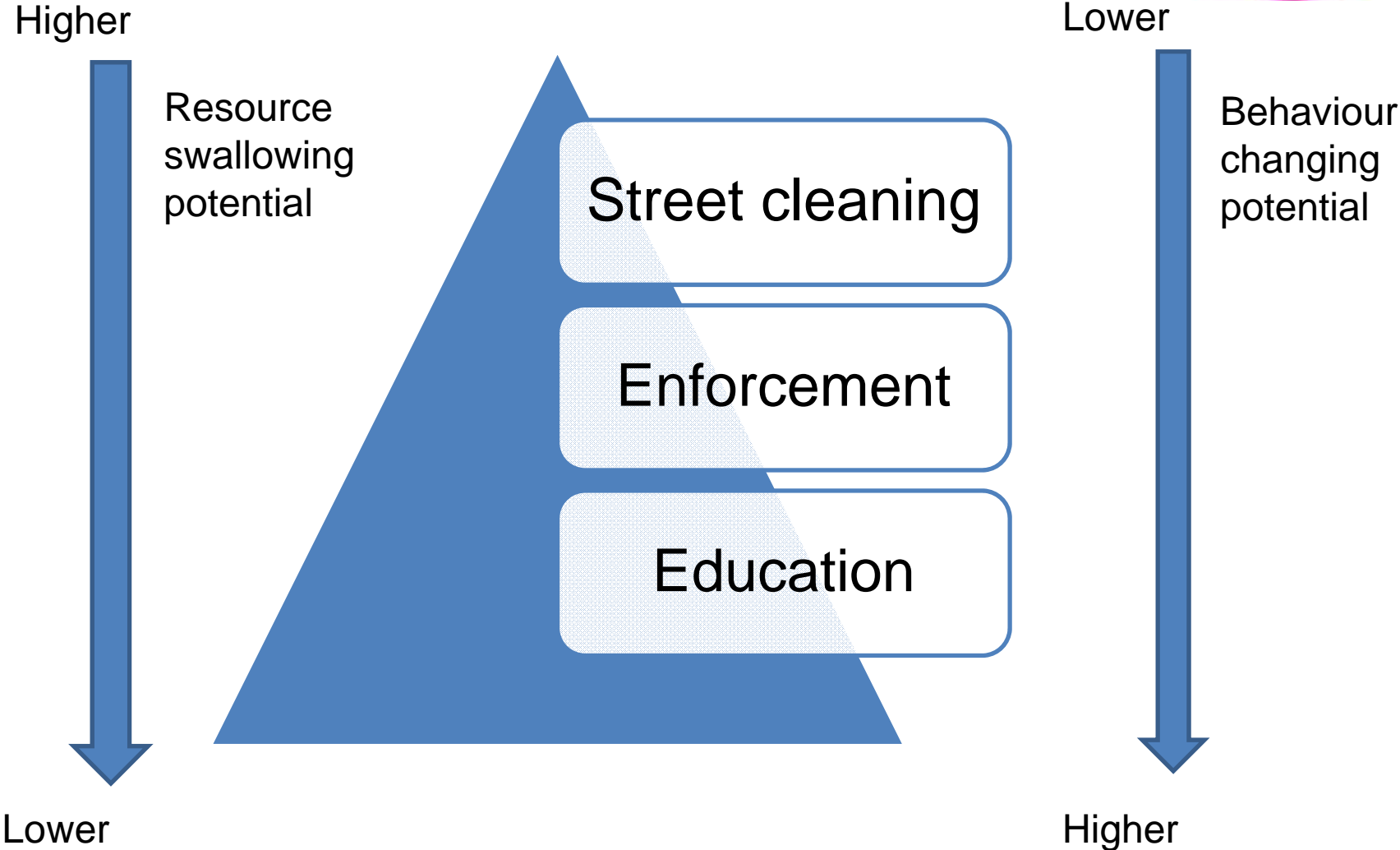
Cleaning streets

- Frequency driven
- Being there rather than needing to be there
- Little scope for reducing input and therefore, cost, without complaints
- May have low impact on littering behaviour
- Upward pressure on demand

Keeping streets clean

- Cleaning as a last resort
- Only when necessary
- Primary emphasis on prevention through engagement, education and enforcement
- May have higher impact on behaviour
- Downward pressure on demand

Tackling cause not symptoms: changing behaviour

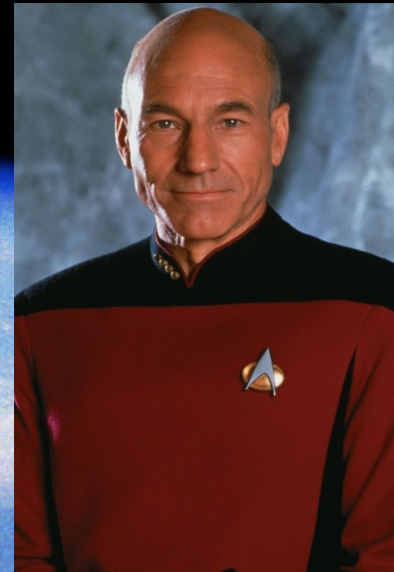


So what are we trying to do?



- Clean streets?
 - Focus on symptom
 - Reactive
 - Constant battle to contain demand
- Or keep streets clean?
 - Focus on cause
 - Pro-active
 - Active demand management

Expectations



Its all about the service standard



- Do you know what it is?
- Do other people know what it is?
- Does it have strategic 'ownership'?
- Do you defend it like Mr La Forge
- Or is it constant negotiation and upward pressure like Scotty

Other demand management approaches



- Reduce demand for council input:
 - Friends of parks to share maintenance
 - Roping the users in
 - Street champions rather than inspectors
 - Channels of engagement – facebook , texts etc.
- Changing behaviour
 - Working with schools
 - Remove litter bins
 - Remove dog pooh bins
 - Creative use of CCTV
 - Enforcement powers

“If a man sees a fly, he aims at it”

“Schhpillage was down by 80%...”





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