

Salford City Council

Street Champions as a method of managing demand

**APSE Street Cleansing Seminar
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Overview of Salford Street Champions

What do Street Champions do?

- Salford Street champions act as the “eyes and ears” of their local area.

- Report environmental problems to the council (and its partners)



- Undertake voluntary tasks in their area e.g. litter picking



- Take part in meetings every 6 months with the council (and its partners) to make suggestions and discuss issues



Who are street champions?

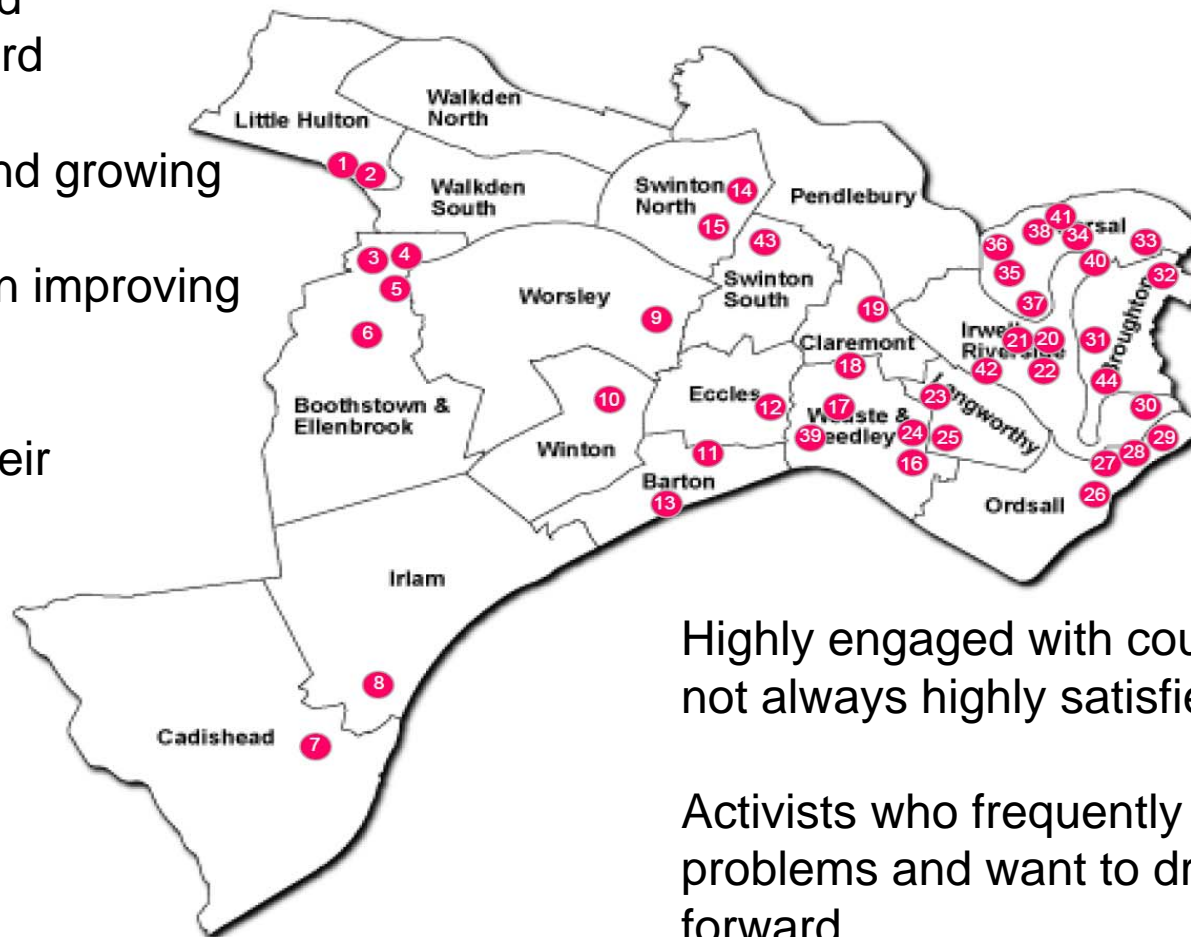
Residents spread throughout Salford

44 champions and growing

Very interested in improving local area

Well known in their communities

Diverse backgrounds



Highly engaged with council, but not always highly satisfied

Activists who frequently report problems and want to drive things forward

Why did we launch the scheme?

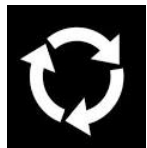
Trying to address issues common to many councils:



Managing demand better



Dealing with reduced resources



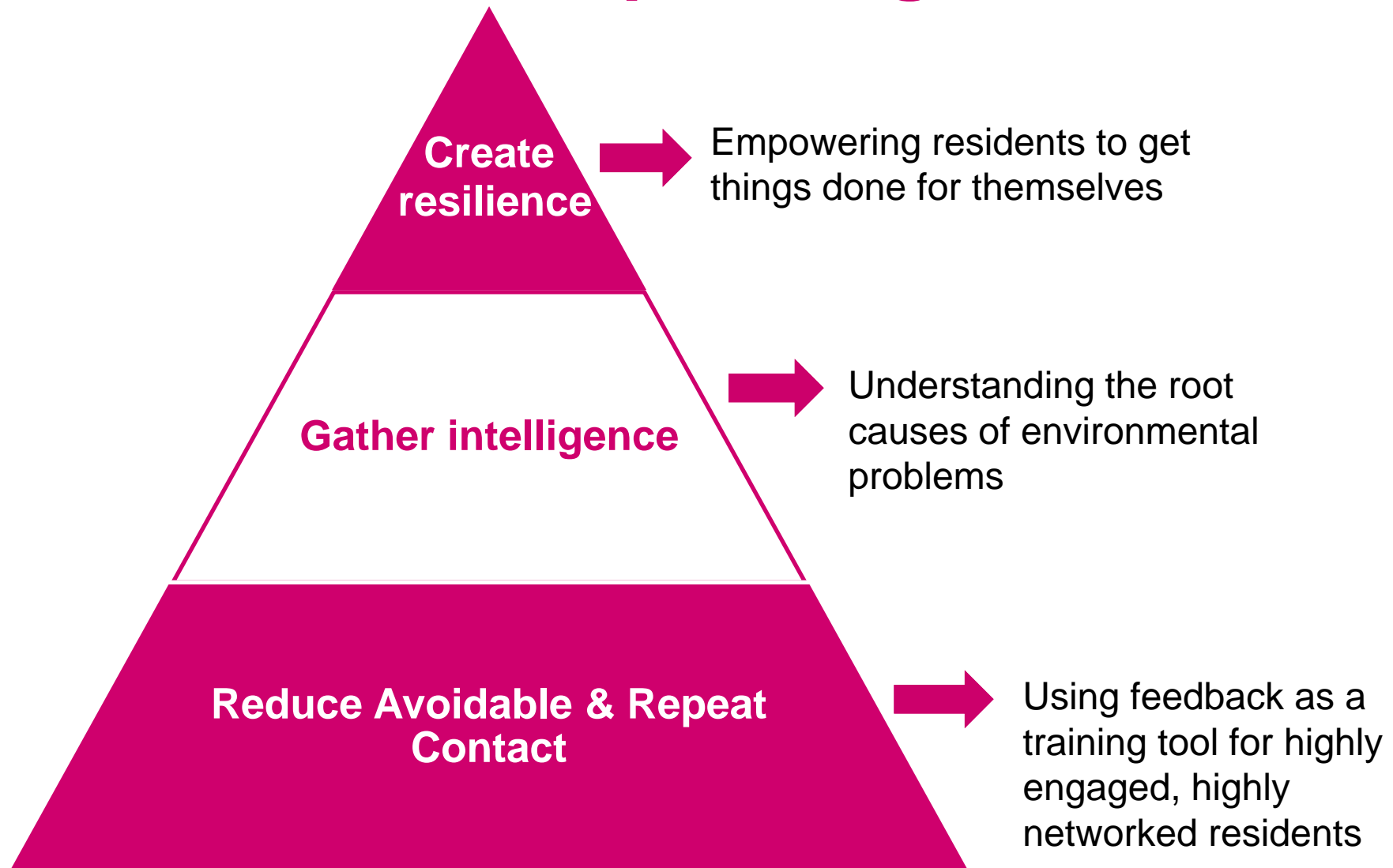
Getting communities to do more for themselves

How does the scheme work?

Small group of officers act as area representatives:

- Monitoring street champions' interactions with the council
- Providing feedback on reports to street champions
- Analysing the nature of reports to understand trends and underlying issues

How does it help manage demand?



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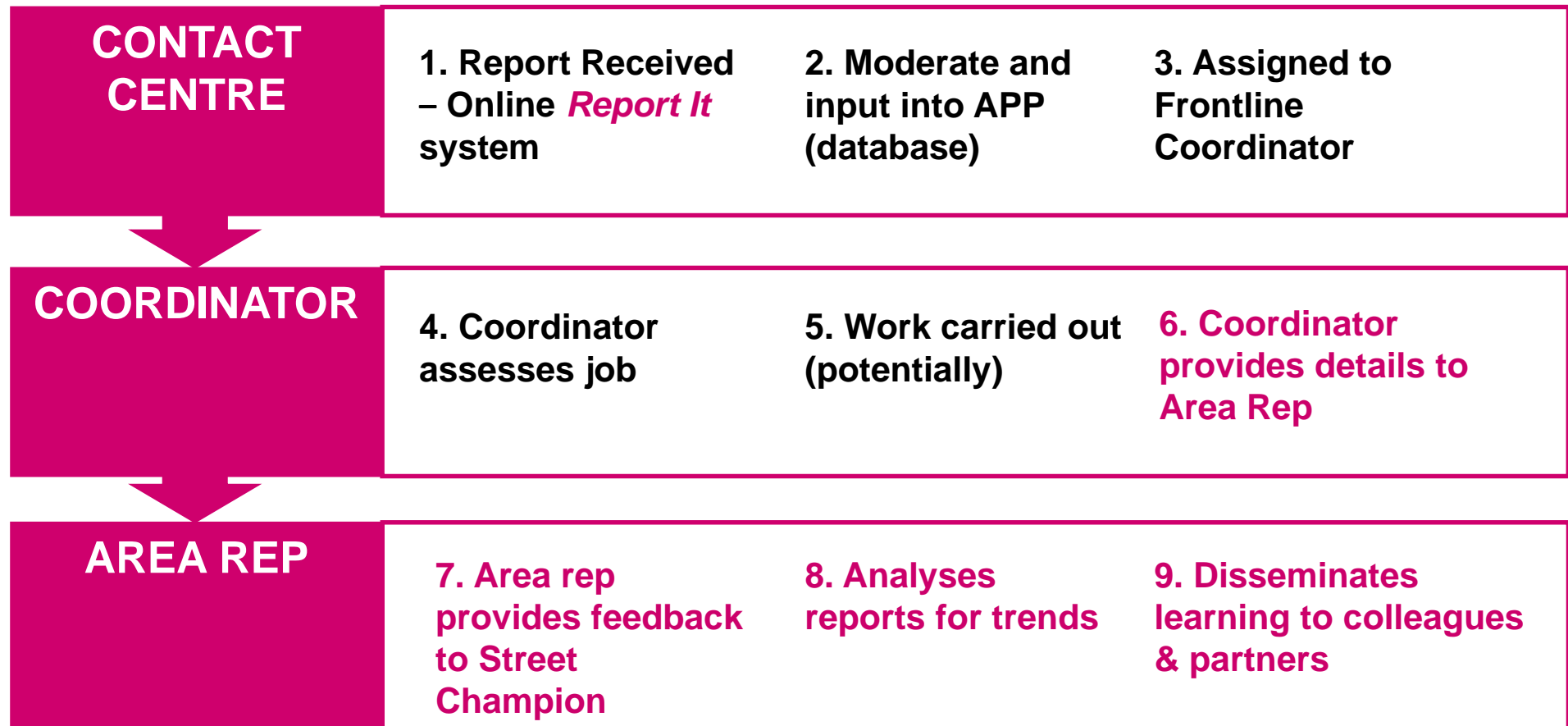
Reporting and Feedback

Using feedback to manage demand

The feedback process assists us to manage demand by educating street champions regarding:

- the council's service standards e.g. frequency of sweeping, timescales for removing graffiti, etc
- which organisations deal with which issues – preventing them from simply contacting the council as a default
- the most appropriate methods of contacting the council (assisting with channel shifting)
- As street champions are so active in their communities, they act as advocates for the council, spreading the messages contained in the points above

Reporting & Feedback process



Street Champions as an intelligence source

Intelligence gathering

The scheme has allowed us to capture several types of intelligence:

- Hard data – using GIS to identify hotspots and target resources
- Soft data – having on-going dialogue with street champions has helped us to understand local concerns and ideas regarding problems e.g. causes and solutions

We have used both types of data to take action and bring about improvements.

Use of Intelligence

Hersey and Horsham Streets identified as a hotspot

Overflowing bins

Littering

Fly-tipping

Contaminated bins

Feedback from Street Champion living on the street

Transient population

Unsuitable recycling facilities

Alley gates & keys

Commercial property

Solutions identified

Landlord licensing

Additional Communal Recycling

Residents' Association

Social housing providers

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Creating community resilience

Street Champions in the community

Street Champions can also help to manage demand for services through undertaking tasks in the community, with support from the council:

- litter picking & community clean-ups
- distributing information & signposting services
- checking on neighbours
- auditing infrastructure e.g. broken street lights
- graffiti clean ups
- minor pot hole repair
- Gritting during bouts of winter weather

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Questions?

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