



Stafford  
BOROUGH COUNCIL

# Matching Quality of Performance to Service Resources

Phil Gammon – Group Manager Streetscene

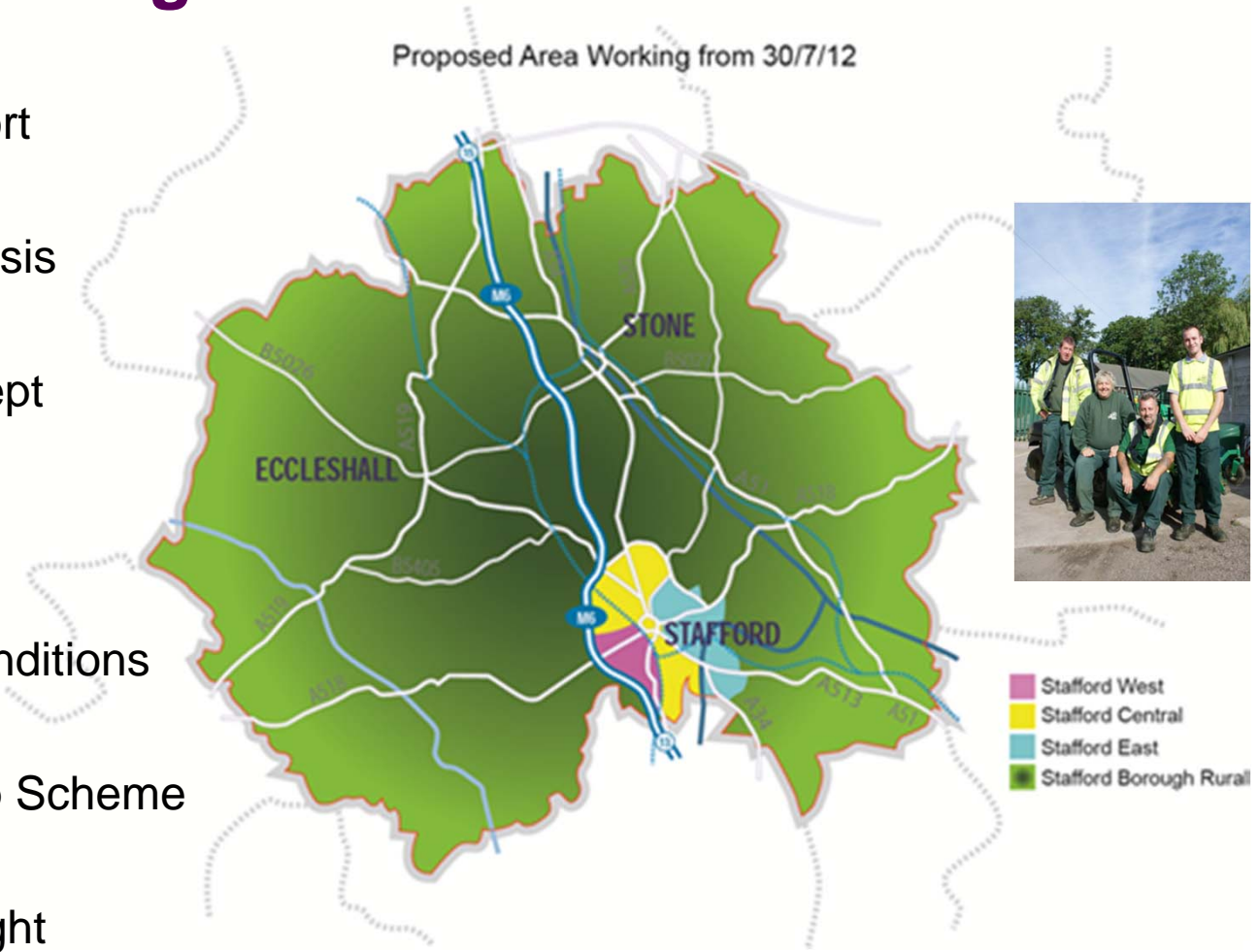
## Streetscene - Drivers for change

- Unproductive travelling time
- Reactive rather than proactive
- Levels of supervision
- Inconsistent terms and conditions
- Lack of succession planning
- No knowledge of our customer
- Varying levels of service delivery



# In the Beginning...

- Political Support
- Demand Analysis
- Proof of Concept
- Structure
- Terms and Conditions
- Apprenticeship Scheme
- Customer Insight



# Streetscene

- 4 Area Teams
- 1 Arboricultural Team
- 1 Horticultural Team

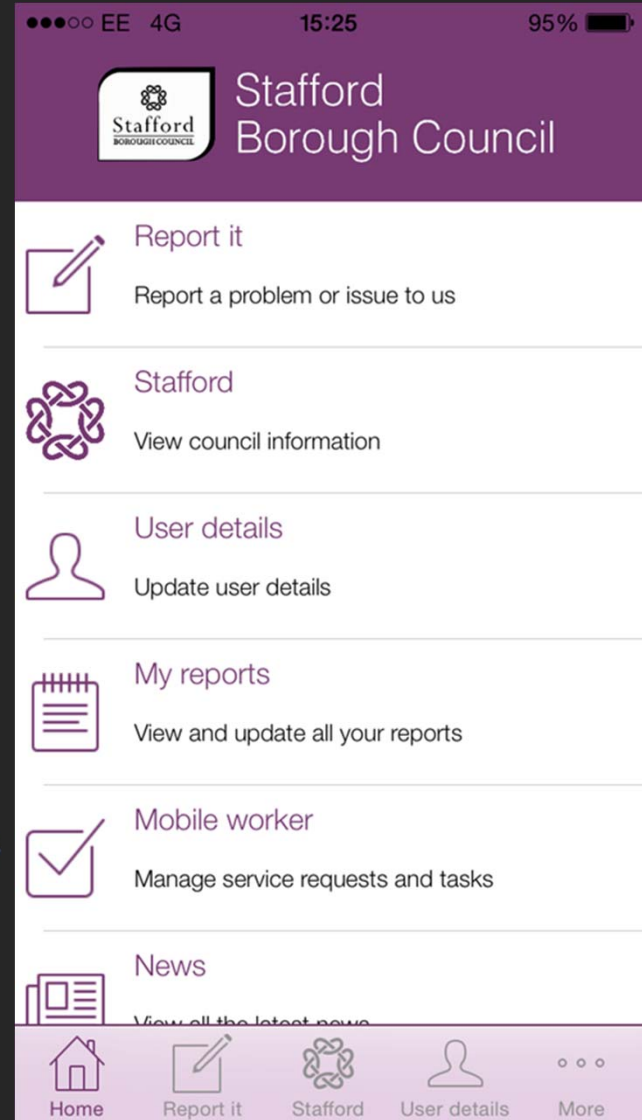
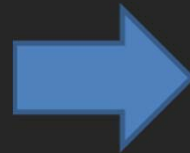




## Cornerstones of Improvement

- Benefits Tracker
- Innovation
- Performance
- Customer Feedback





# Infographic

## Streetscene Period



## Land Audit Management System





# Branding



## Getting it Right for the Customer

Brilliant service, Stafford and surrounding areas kept clean and litter free. Friendly staff. Good quality of job being delivered. Good job all round.

We are very pleased with the cutting of the green by our house. It has improved in the last 2 years. Great guys!

I think that your staff are all very friendly and polite. I have had issues in the past and have always found them to be a very approachable with a great can do attitude. Your team that work in the town are great.

Very clean and tidy town. I think Streetscene are a great asset to the town providing a brilliant service. They have a presence in the town and you never have to look far to see a member of the team. Brilliant job.

# Community Action

- Altogether Better
- Pride in Your Patch
- Stafford Walking Festival
- “In Bloom”/Best Kept Village
- Tidy Towns and Villages



## Badges of Honour



The Government Standard

