

NORTH SHROPSHIRE DISTRICT COUNCIL

Report of Head of Environmental Services and Head of Customer and ICT Services to a meeting of the Executive Committee to be held on Tuesday, 17 January 2006.

Purpose of the Report

To invite members to consider an invitation to join the Local Government Association's Reputation Campaign.

Recommendation

That the Executive Committee agrees in principle to sign up to the twelve points and to join the Local Government Association's Reputation Campaign subject to the Council funding the necessary actions.

1. Background Information

- 1.1 The Local Government Association recently commissioned MORI to investigate what actions have an impact on a local authority's reputation. The research indicated twelve points of action which, when delivered well, have a marked impact on a Council's reputation.

2. Relevant Issues

- 2.1 The Reputation Campaign is a national campaign led by the Local Government Association and signed up to by over 70 local authorities (at time of writing).
- 2.2 By signing up to the Campaign, the Council would be committing itself publicly to putting the following actions into practice within a reasonable period of time:

On street-scene and improving quality of life:

- ensure a visible cleaning presence with a strong link to the council
- ensure no gaps or overlap in cleaning and maintenance contracts
- have one phone number for all streetscene problems
- know where your 'grot spots' are, and why they're there
- set a 24-hour target for action on fly-tipping and abandoned cars
- aim to have a Green Flag award for at least one park
- educate and enforce to protect the environment

On communications:

- effective media management
- provide an a-z guide of council services
- publish a regular council magazine/newspaper
- branding – effective and consistent linkage of council brand to community services
- good internal communications

- 2.3 With one exception, the actions indicated in the Reputation Campaign are either actions that the Council is either already undertaking or actions that are included in service plans for 2006/07 (subject to agreement by members).
- 2.4 The exception is the Green Flag award: the District Council does not manage parks. A Town or Parish Council would need to make the application but the District Council could support them in this process.
- 2.5 The Campaign is supported by the Improvement and Development Agency.
- 2.6 By signing up, the Council will be associated with the Campaign on the Local Government Association web site and potentially in national publicity. The Council will also be able to submit case study examples of good practice to the national campaign.
- 2.7 The Campaign has produced a range of support material. This is freely available on the Local Government Association web site and the Council could make use of it without joining the Campaign.

Financial Implications

There is no cost to joining the Reputation Campaign.

By joining, the Council would indicate that it intends to take the 12 actions listed above. These carry significant costs.

The decisions on whether to fund the necessary actions will form part of the budget process.

Ben Proctor
Head of Customer and ICT Services

John Gibson
Head of Environmental Services