

Charnwood BC - Community Champions scheme



Overview of Community Champions Programme for Charnwood Borough Council

Date: 23rd October 2009

Prepared by: A Fergie – Serco Local Government

Introduction – Why Community Champions?

Research in recent years has continuously demonstrated that the satisfaction of local residents regarding the quality of our surroundings and state of our streets is intrinsically linked to our feelings of well being and safety.

It is also recognised that the more the general public are able to engage with their local council's and influence the condition of their environment, the more satisfied they are.

This is backed up by the government. Ed Miliband previously stated,

“Neighbourhoods speak to people’s sense of disempowerment, and try to remedy it...It is about harnessing local services to local need, giving both choice, and a voice to local people.”

Serco has led the market over the last five years in developing new initiatives and methods of community engagement. It is for this reason that as part of the new environmental services contract, Serco and Charnwood Borough Council have together committed to introduce the Community Champions programme to the people of Charnwood.

Both Serco and the Council thank you for your interest in becoming one of our first ever Community Champions for your borough.

How It Works



We are seeking to recruit a number of volunteers across Charnwood, to be Community Champions and effectively monitor the effectiveness and quality of street cleansing services as well as reporting incidents of graffiti, littering and fly tips - **grot spots**.

It is important that all areas of the borough are represented to ensure we are able to identify as many grot spots as possible, and we shall continue to recruit after 'go-live' in order to achieve this.

We aim to recruit Community Champions who live within each ward and have a good local knowledge of the local areas and can support the local community and environment by highlighting any grot spots through their day to day activities.

We propose to equip all champions with PDA's with camera's and integrated GPS technology, to allow the co-ordinates to be captured for each photograph taken.

Grot spots will be reported in three easy steps:

1. Identify grot spot and take a photograph
2. Enter additional details, through drop down menus and brief description.
3. Press button to report grot spot

These details will then be sent to the appropriate call centre manned by the Serco/Charnwood partnership, and processed into a works order for action by Serco's environmental services team



Programme – What Happens Next?

The programme for Community Champions implementation will be as follows:

Event	Description	Date
Welcome aboard	Introduction event held at Serco's Mountsorrel Depot to welcome the new Community Champions, with a presentation from Serco and Charnwood BC	26 Nov 09
Out & About	Instruction provided to CC's out on the Streets of Charnwood, to trial the equipment and answer any questions	Dec 09 – date to be decided at Welcome Event
Community Champions Go-Live	All CC's fully equipped and trained begin reporting Grot Spots in Charnwood	11 th January 2010
"How's it going?"	Get-together of all CC's to feedback on the first two months of the scheme – report back on best practice and tips, and raise any concerns	March 2010 - TBA

To all of our Community Champions –

“Welcome aboard and thank you for your participation”