



PUBLIC REALM STRATEGY

IMPROVEMENT PLAN

This report documents the improvement plan for the Public Realm Strategy, in terms of the delivery of the outcomes identified within the strategy, and links to appropriate Service Plans

TABLE OF CONTENTS

Introduction	1
Strategic Principles.....	2
Reporting Framework	3
Improvement Activity Timeline	5
Implications of the strategy	7

INTRODUCTION

The purpose of the Public Realm Strategy is to help support the effective co-ordination of the local authority's work in this important area and to create improvements that relate to people's everyday experiences.

The Public Realm Strategy document has been considered by the Communities Scrutiny Committee on 12 September 2013 and has been consulted widely with City, Town & Community Councils, together with Natural Resources Wales and other relevant bodies. Stemming from the generally positive feedback that has been received, it is now timely to develop the Improvement Plan in order to deliver on the precepts of the strategy document.

This Improvement Plan reflects our attempt to concentrate efforts on issues that cause greatest concern to members of the public. These concerns have been grouped under the four headings that were agreed as part of the Public Realm Strategy. The content of the Improvement Plan focuses on areas that require additional effort or attention in order to make further improvements.

Clearly, more activity is taking place on a daily basis to maintain the public realm in a safe, clean and tidy condition. This is what we would term business as usual, and has not been included in the Improvement Plan. This does not mean that such work is unimportant; it just means that the focus of improvement will be on the additional efforts required.

The Public Realm Strategy and the Improvement Plan depends on a number of key services within the council effectively working together to deliver improvements. The main services involved in this activity are:

- **Environmental Services & Highways (which includes Countryside Services)**
- **Planning & Public Protection**
- **Communications, Marketing & Leisure**
- **Housing & Community Development**

There is also an over-arching educational element to this strategy, together with activity delivered in partnership with organisations such as Natural Resources Wales, City Town & Community Councils, and the Voluntary Sector. Every effort has been made to ensure that we have coordinated services operating in this area.

Communication and marketing activity is also critically important in order to raise public awareness of what the council is doing in order to improve the quality of the public realm within Denbighshire.

STRATEGIC PRINCIPLES

The council has identified four strategic principles to guide the improvements to the public realm. To accompany the strategic principles are supporting guidelines. The principles and guidelines offer strategic support to the decision-making process when drafting plans to do works in the public realm, and to ensure that developments address the challenges faced by the council.

The challenge for Denbighshire is to unite with partners to determine how best they can contribute to improvements in the public realm by drawing up and aligning plans:

- To coordinate works (including external contractors or utilities) in the public realm to create an environment that is perceived positively by those who use it,
- To deliver on our corporate priority, to produce an attractive environment for residents and visitors alike,
- To encourage and support owners of private land to adhere to the same principles and guidelines of the council,
- To explore opportunities where the council can create an incentive for good behaviour, like community payback schemes within local communities, to tackle problem areas and enhance the environment, and
- To manage all this activity in a cost effective way

The Strategic Principles are:

- **Accessible and a well-connected public realm**
- **Clean and tidy environment**
- **Local identity preserved and developed**
- **A safe environment**

REPORTING FRAMEWORK

PRIMARY CONTRIBUTING SERVICES

- Highways and Environmental Services
- Planning and Public Protection
- Housing and Community Development
- Communication, Marketing and Leisure

INDICATORS

- The Cleanliness Index
- % of key routes where a drop-curb route is in place
- % of highways and relevant land inspected of a high or acceptable standard of cleanliness

PERFORMANCE MEASURES

- Average number of calendar days taken to repair street lamp failures during the year
- Number of fix penalty notices issued for environmental crime (all types)
- Number of fixed penalty notices issued (dog fouling)
- Number of high risk private sector dwellings improved to an acceptable level (cat 1)
- % of damaged roads and pavements made safe within target time
- % of untidy land incidents resolved within 12 weeks
- % of reported fly tipping incidents cleared within 5 working days
- % of reported fly tipping incidents which lead to enforcement activity

CURRENT IMPROVEMENT ACTIVITY PLANNED IN 2013/14

- Dropped Kerbs at Key Strategic Locations in Denbighshire
- Cycling Centre of Excellence
- Dog Fouling Action Plan (Exclusion Zones)
- Project: Eyesore Sites - Target the 10-15 most problematic sites in Denbighshire
- Review provision of public street bins and improve where necessary
- Pedestrian Safety Improvements

NEW IMPROVEMENT ACTIVITY TO PLAN FOR FUTURE YEARS

- Project Brief: Development of a position for the council to manage fly posting
- Project Brief: (Town Plans)
 - » Street Sign Audit (Location and Language)
 - » Local identity & Conservation Areas (Planning Policy)
 - » Physical Improvement Works (Specification & Design Guidance)
- Project Brief: Develop protocols to deal with obstructions on highways:
 - » Temporary Signs for Community Events
 - » Commercial Signs and A Boards

» Commercial Activities

- Trail sites for 20mph zone programme
- Identify and coordinate link paths, cycle routes & car parks within Public Realm Domain

IMPROVEMENT ACTIVITY TIMELINE

Where the start date for an improvement activity is 2013/14, the activity features in the appropriate Service Plan. Where there is a future start date, this will need to be planned for inclusion in Verto and delivered by a project team.

The below table highlights current improvement activity that is being delivered within either the Highways and Environmental Services Service Plan, or the Planning and Public Protection Service Plan.

Improvement Activity	Service(s)	Start Date
Dropped Kerbs at Key Strategic Locations	HES	2013/14
Cycling Centre of Excellence	HES	2013/14
Dog Fouling Action Plan ¹	PPP	2013/14
Project: Eyesore Sites	PPP	2013/14
Review provision of public street bins	HES	2013/14
Pedestrian Safety Improvements	HES	2013/14

The table below highlights improvement activity ideas or projects in their infancy that need to be properly developed into individual projects. The expectation is that multi-disciplined project teams will be required in order to deliver the projects.

Improvement Activity	Service(s)	Start Date
Project Brief: Protocols for highway obstructions - This is about preparing a clear position and documenting the necessary protocols to deal with temporary signs for community events, commercial signs and A boards, and commercial activities.	HES & PPP	2014/15
Project Brief: Fly Posting - This is about defining and documenting the policy and procedures to deal with fly posting.	PPP & HES	2014/15
Project Brief: Street Sign Audit (Location & Language) - This is a project to look at the appropriateness of street signs, their location, quantity, and language.	Town Plan (HES & PPP)	2014/15
Project Brief: Local Identity & Conservation Areas - This is a project to look at documenting design and material guidance.	Town Plan (PPP & HES)	2014/15
Project Brief: Physical Improvement Works	Town Plan (HES & PPP)	2014/15

¹ The Dog Fouling Action Plan as a project, includes exclusion zones and dog control orders.

<ul style="list-style-type: none"> - The delivery of works in the public realm according to the design and material guidance (as above) 		
<p>Trial sites for 20mph zone programme</p> <ul style="list-style-type: none"> - This will be about defining and delivering the 20mph zones. 	HES	2014/15
<p>Coordinate content of Public Realm Domain</p> <ul style="list-style-type: none"> - This project is about identifying and coordinating link paths, cycle routes, and car parks within the domain of the Public Realm. 	HES	2014/15
<p>Conduct a review of Play Areas</p> <ul style="list-style-type: none"> - This project is about sufficiency and sustainability of play areas, including the possibility of engagement with CTCC and voluntary community groups to run play areas. 	HES	2014/15

IMPLICATIONS OF THE STRATEGY

SERVICE COORDINATION

There are a number of services within the council whose methods of interacting with the public realm to deliver their functions differ. In order to ensure the best possible outcome for the community, services have to work together to plan what and how their functions are delivered in the public realm.

To support this method of service planning the Project Management Methodology will be used on key projects. The methodology allows the creation of multi-disciplined project teams to plan what and how a project should be achieved.

SUPPORT REQUIREMENTS

A significant number of people within the council received certified PRINCE 2 Project Management training. This training should be put to use, as the individuals within the services who have received this training will need to employ this methodology to plan and deliver projects. These projects will focus more on achieving the benefits (outcome) rather than solely on the product (output).