Non-Executive Report of the: **Overview & Scrutiny** 29th February 2016	TOWER HAMLETS
Report of: Stephen Halsey – Corporate Director, CLC	**Classification:** Unrestricted
Find it, Fix it, Love it (FIFILI)	

Originating Officer(s)	Liz Nelson
Wards affected	All wards

Summary

This report covers the use of FIFILI, its take up, key links and impact. Background context specific to behaviour change initiatives more widely is also included.

Recommendations:

The Overview and Scrutiny Committee is recommended to:

1. Note that the Clean and Green service has witnessed the continued uptake of FIFILI, recent updates have seen further features added to the application such as the ability to sign up the volunteering program. The service will continue promoting the application to further increase the amount users with a dedication marketing and advertising campaign.

2. Note that the Councils web site is being reviewed with the aim of providing access to all 'love it' pictures, helping to promote a positive image of the Borough. This access point will also be used to provide direct links to social media which can be used to advertise news and updates.

3. Note that Clean and Green are working with Corporate IT to develop some forward thinking regarding the development and application of smart phone technology.

1. **REASONS FOR THE DECISIONS**
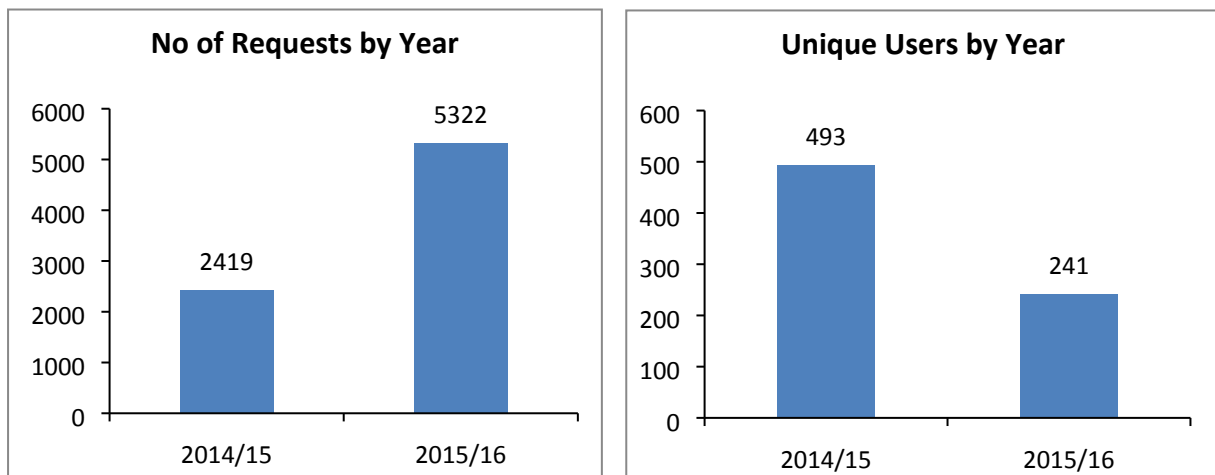
1.1   Not applicable.

2. **ALTERNATIVE OPTIONS**

2.1   No alternative option.

3. **DETAILS OF REPORT**

Usage of FIFILI and impact

We have seen a 120% increase in Service requests since we updated FIFILI in June 2015.

No of Requests by Year

Year	Requests
2014/15	2419
2015/16	5322

Unique Users by Year

Year	Unique Users
2014/15	493
2015/16	241

2015/16 Unique users are less than 2014/15 as the new update allows anonymous users. We have received 585 anonymous service requests in 2015/16

The service will continue promoting the application to further increase the amount users with a dedication marketing and advertising campaign and is working with the Councils web team to integrate FiFiLi feedback into the Councils web site. In particular, the positive messages specific to those parts of the Borough that people love. It is the intention to use this to support promotion of positive behaviour change. Clean and Green are working with the Councils ICT service to explore the further potential of smart phones in this area. Technology at the moment is such that they do not represent a 'magic bullet' given the lack of connectivity with Customer Relationship Systems and data management systems necessary to track reports through to solutions but this may change and the service will keep looking for cost effective opportunities to exploit this technology.

How we respond to social media.

The service works with Corporate Communications Team who monitor Twitter specific to clean and green issues and responds where appropriate. Once a complaint is made via Twitter, the following steps are undertaken by the team:

- Investigate complaint and identify which service needs to resolve the issue
- Pass on the information to relevant delivery team via Customer Contact Centre
- Delivery Team rectify issue within agreed timescale stated within their SLA
- Communications Team responds to Tweet with the following:
    - Thank them for informing the council
    - Assuring them the issue has been passed to the relevant team and will be rectified

How the Service promotes behaviour change.

The council's contractor - Veolia has a designated Communications, Education and Outreach team. The role of the team is to engage with residents regarding recycling and waste related matters and educate residents about how to recycle and dispose waste correctly by doorstep visits, organising and attending educational events and delivering workshops to both adults and children. In 2015:

- The team knocked on 21673 doors engaging with 6049 residents via door knocking
- Attended 71 community events engaging with 3031 residents
- Designed and delivered communication materials such as posters, leaflets, and letters going out to Tower Hamlets residents
- Delivered regular borough wide advertising campaigns making sure everyone in Tower Hamlets knows what arrangement and services are in place

Since the team started operating in the borough in 2009 the main focus of their work has been recycling, however since the Mayor's priorities being issued in 2015 it is now also litter. The team is currently working on a communications campaign targeting littering. The campaign will consist of outdoor media, organised litter picks with community groups as well as litter education being introduced in primary and secondary schools.

The council provides many initiatives that are designed to encourage change in behaviour in relation to street cleansing. Some of the innovative projects we have delivered such as FIFILI & QR Codes on bins are purposely marketed to change behaviour and perception. FIFILI & QR codes provide a direct reporting tool for the public. This reduces barriers to accessing services and provides opportunities for users to witness improvements themselves. These projects also allow residents to take more direct responsibility for their local environment and take ownership of their borough, proactively reporting issues related to cleansing etc. The use of social media to communicate this message has proved very effective with 'love its' being posted regularly on the councils Instagram page.

Another channel the council uses to work closely with residents to change behaviour is the Community Volunteering service. The volunteering service is built on turning hotspot areas of dumping, graffiti and ASB into a community garden that local residents can enjoy.

Impact of previous service changes (budget reductions) on street cleaning

The previous administration took a decision to reduce the resources available to support cleansing and waste management across the Borough as a response to the first phase of the Government's Public Sector Austerity Programme.

4. COMMENTS OF THE CHIEF FINANCE OFFICER

4.1 There are no specific financial implications emanating from this noting report.

5. LEGAL COMMENTS

5.1 No legal implications.

6. ONE TOWER HAMLETS CONSIDERATIONS

6.1 Not applicable.

7. BEST VALUE (BV) IMPLICATIONS

7.1 The use of FIFLI has already provided savings of over 300k since its release in 2013; it also continues to provide workforce efficiency by using of data that allows teams to specifically target hotspot areas. This provides a far more effective service which provides an increase in enforcement and increases resident's satisfaction.

8. SUSTAINABLE ACTION FOR A GREENER ENVIRONMENT

8.1 The purpose of FIFLI was to simplify the reporting of environment based issues residents encountered, it was also launched to target an audience that were not likely to otherwise raise issues, for example commuters and visitors. With the use of the 'love it' function users are encouraged to post pictures of things they love about the borough such as clean streets. From the various 'love it' pictures we have received it is obvious the application has helped provide a healthier attitude in making the borough a better place.

9. RISK MANAGEMENT IMPLICATIONS

9.1 No known risks.

10. CRIME AND DISORDER REDUCTION IMPLICATIONS

10.1 Some of the requests we have received from users relate to Anti-social behaviour and petty crime, our system is preconfigured to automatically pass these requests to the relevant team/department.

Linked Reports, Appendices and Background Documents

Linked Report
- NONE

Appendices
- NONE

Local Government Act, 1972 Section 100D (As amended)
List of "Background Papers" used in the preparation of this report
- NONE

Officer contact details for documents:
- N/A