

<b>Committee(s):</b>	<b>Date(s):</b>
Port Health and Environmental Services	30 April 2013
<b>Subject:</b>  Love the Square Mile update	<b>Public</b>
<b>Report of:</b>  Director of the Built Environment	<b>For Information</b>
<p style="text-align: center;"><b><u>Summary</u></b></p> <p>This report updates members on the progress made with the Love the Square Mile mobile phone application since its launch in April 2012 and gives information about the development plans for the coming year.</p> <p><b>Recommendation -</b></p> <p>Members are asked to note this report.</p>	

### **Main Report**

#### **Background**

1. As part of the Refuse Collection, Street Cleansing and Ancillary Services Contract, which was let in October 2011, it was recognised that we should aim to use technology to improve the service where possible both internally and externally to improve access for users of the services. During the early discussion stages of the contract with Enterprise, the City was approached by Bbits Ltd, a private software development company, who demonstrated their Love Clean Streets mobile phone application that they had developed with the London Borough of Lewisham. This application enables residents to easily report any issue within the street environment (such as graffiti, fly tipping or damaged street furniture) using 'smart devices'.
2. The Love Clean Streets application was clearly an innovative solution enabling easy reporting of issues and had already been successfully adopted by some other London Boroughs. In April 2012 the Cleansing Service developed the 'Love the Square Mile' application with Bbits Ltd. This is a bespoke City of London branded (customer/ front facing) version of the global Love Clean Streets application. Using GPS to pin point the location, reports sent from this application are received by the Bbits server, they are then automatically forwarded to the City of London Corporation cleansing service email address and published on the Love Clean Streets website (or in our case the bespoke Love the Square Mile webpage, <http://lovethesquaremile.cityoflondon.gov.uk>)
3. This centralised national process of reports means the City of London Corporation's branded application, using the City's crest and corporate colours (as shown in Appendix 1), can be used to report problems in the City and also in any local authority in the country. Similarly, any of the 22,000 plus users with a version of the

app from other local authorities can report issues in the City of London. See Appendix 2 for a process flow chart.

4. All reports and progress on resolving the issues are able to be viewed on our dedicated webpage (<http://lovethesquaremile.cityoflondon.gov.uk>) On this webpage people have a further opportunity to report issues; the webpage also contains links and details to download the free mobile apps (compatible with all the main brands of smartphone).

### **Current Position**

5. Since the launch of the application at the start of April 2012, there has been a steady increase in the number of users with approximately 270 people having downloaded the app over the different types of smart phone to date. Of these we have around 40 users who have registered their details on our Love the Square Mile website enabling them to receive email updates on the progress of their reports. From April 2012 to the end of March 2013 the Cleansing Service received 399 reports by email or telephone though the City of London Contact Centre for issues. Most of these could have been logged through Love the Square Mile. Over the same period users of the app have made 62 reports, representing nearly 15% of all reported issues.
6. Whilst enabling users to report any problems they find in the street environment, the app mainly supports the City's street cleansing work (although it can also be used to report other problems such as highway issues). Currently when reports from Love the Square Mile are received they are reviewed and managed by the Cleansing Technical Support Team. They are then allocated to the appropriate service area for a resolution. Once the support team receive notification that the work has been completed they close the job on the system. This can be tracked and viewed on the Love the Square Mile webpage by the people who originally raised the issue, giving reassurance that the issue has been resolved.
7. Publicity for the application has been provided in many local City media publications including the City Resident magazine, ward newsletters and the City of London Corporate Responsibility newsletter. The app has also been extensively publicised through the City's various social media tools including Twitter, Facebook and the City's website. As many social media users have smartphones we intend to maximise publicity through this means going forward. We will also be focussing on trying to get short articles about Love the Square Mile placed into the corporate newsletters/emails of companies based in the City using the links the Cleansing Service has through its Clean City Awards Scheme.

### **Next steps**

8. Over the next year we will be developing an interface to directly link Love the Square Mile to Enterprise's in-house WorksManager system which allocates their street cleansing teams' work. It is envisaged that the application and the back office system that sits behind it, when fully integrated, will provide a quicker response to reported issues by automatically allocating tasks directly to our contractor, Enterprise. This will reduce the data handling currently undertaken by the Cleansing Technical Support Team improving efficiency.
9. This development will enable reports made by members of the public to be automatically scheduled and sent to the appropriate cleansing team and closed by the operatives as the job is complete. There will be no additional cost to the City for

this development work as the Love the Square Mile app was purchased as a complete package.

### **Corporate & Strategic Implications**

10. This application seeks to improve the efficiency and effectiveness of front line services and provide an additional method for the public to access the City's services. This supports the corporate objective of providing a modern, efficient and high quality local service within the Square Mile for workers, residents and visitors with a view to delivering sustainable outcomes.

### **Implications**

11. There are no HR implications. There is no additional external cost for the development work noted in this report as this is financed through the Refuse Collection, Street Cleansing and Ancillary Services Contract.

### **Conclusion**

12. The Cleansing Service is continually looking to make improvements to the services it provides. By developing this application for smart phones and similar devices Cleansing are improving the access to services for the public who can now report issues 'on the go'. The application also streamlines some back office activities improving ways of working.
13. Whilst take up of the application has been moderate we will continue to promote this as an option as smart phones continue to grow in popularity.

### **Appendices**

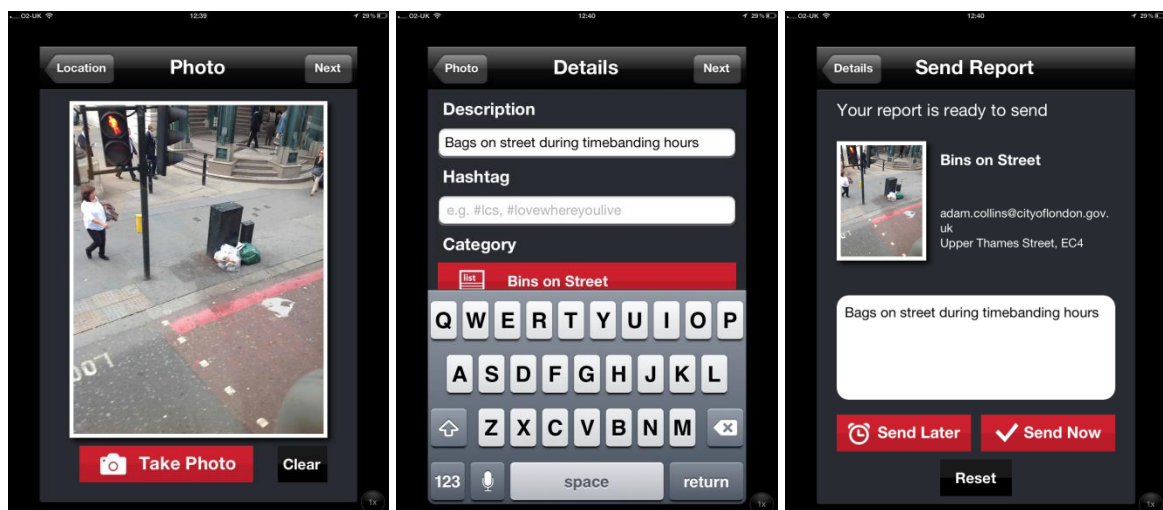
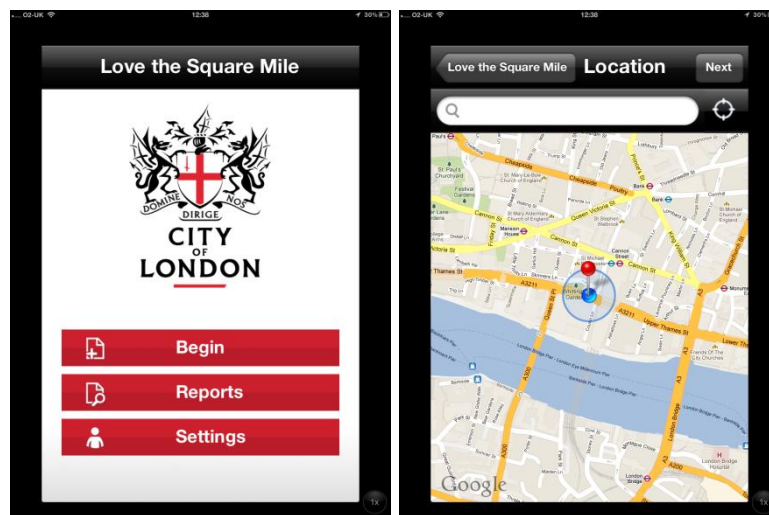
1. Screen shots of the Love the Square Mile app.
2. Process Flow Chart

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## Appendix 1

## Love the Square Mile app screen shots



## Appendix 2

## Process Flow Chart

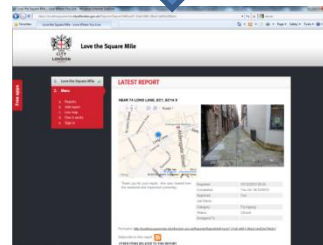
Report of an issue based in the City of London made on any of Love Clean Streets apps.



Report received by Bbits Ltd's 'Love Clean Streets' server.



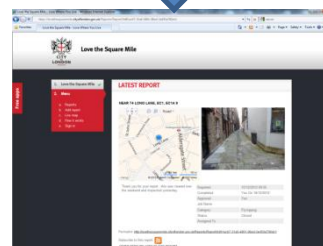
Report uploaded on the City of London's 'Love the Square Mile' webpage.



Work issued to the City of London's Cleansing Team (Enterprise) to complete.



On completion



Report of work completed uploaded on the City of London's Love the Square Mile webpage.

Progress can be viewed on  
<http://lovethequaremile.cityoflondon.gov.uk>