

Committee(s):	Date(s):
Port Health and Environmental Services	12 November 2013
Subject: Love the Square Mile update	Public
Report of: Director of the Built Environment	For Information
<p>Summary</p> <p>This report updates members on the progress made with the Love the Square Mile mobile phone application since the last report in in April 2013 and gives information about the development plans for the coming year.</p> <p>Recommendation(s)</p> <p>Members are asked to:</p> <ul style="list-style-type: none"> • Note this report. 	

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 and that this should include improving 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. A report was provided to this committee in April 2013 detailing the development and usage of the app to that date. This report updates on that position.

Current Position

3. Since the last report in April 2013, there has been a steady increase in the number of users with 533 people having downloaded the app over the different types of smart phone to date (up from 270 in April 2013). Of these we

have double the amount of 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 40 in April to 80 in October 2013.

4. From April 2013 to October 2013 the Cleansing Service received 220 reports by email or telephone though the City of London Contact Centre for issues that could have been logged through Love the Square Mile. Over the same period users of the app have made 144 reports, representing almost 40% of all reported issues.
5. Publicity for the application continues to be provided in many local City media publications including the City Resident, Clean City Awards Scheme newsletter and on the back of the "Autumn in the City" guide. Flyers have been produced and distributed at events such as the Clean City Best Practice Meetings, the City Residents meetings and estate recycling 'Give and Take' days. Posters have been placed in around various City offices and libraries and large scale posters for the sides of the City's cleansing and refuse collection vehicles are in the process of design and installation.
6. The app continues to be 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 continue publicity through this means going forward. It has also been promoted to new employees of the City of London as part of the corporate induction programme.

Next steps

7. Development on an interface to directly link Love the Square Mile to our cleansing contractor's in-house WorkManger system, which allocates their street cleansing teams' work, is on-going. This development deliver service efficiencies and will enable reports made by members of the public to be automatically scheduled and sent to the appropriate cleansing team who, in turn, will close the job when completed. As detailed in April's report, 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 and forms part of this wider development.

Corporate & Strategic Implications

8. 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 and within the Square Mile for workers, residents and visitors with a view to delivering sustainable outcomes.

Implications

9. 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

10. 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.
11. The increased and more focussed publicity of the application has been successful in doubling the number of downloads and users and increasing the usage by around 160%. We will continue to promote this as an option as smart phones continue to grow in popularity.

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