

Member Briefing

Number: 1166

Title: StreetCare Services

Summary: Cheshire West and Chester Council will unveil new branding for its street cleansing and maintenance teams on Wednesday 4 April 2018.

Love where you live

Cheshire West and Chester Council will unveil new branding for its street cleansing and maintenance teams on Wednesday 4 April 2018.

Formerly known as Streetscene, the teams will now come under the banner of **StreetCare Services**.

Our new logo celebrates this approach. It is formed from two flourishing leaf stems that create a heart shape, which visually describes how the service cares and nurtures the local environment. The heart also surrounds the word street and highlights how residents and the Council have a role in this.



To celebrate the launch of StreetCare Services impact days will be arranged to introduce the new-look local teams and encourage community engagement. The IMPACT days will be held this coming May, dates will be confirmed in the near future.

A business plan for the StreetCare Services has been produced covering the next three years from 2018 to 2021. Our staff contributed considerably to the development of this plan and it focuses on the unique differences between neighbourhoods across Cheshire West, based on the special knowledge frontline staff have from working in our communities.

The Council's Street Care Pledge sets out a shared commitment with local residents to maintain clean and attractive streets. If you spot an environmental problem in your area please use the Your Streets website to report it: westcheshireyourstreets.co.uk.

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Responsible Committee, Cabinet Member: Councillor Louise Gittins

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