



# Bangor Pride

What effect did the Bangor Pride scheme have on the people of Bangor and Gwynedd, has it improved the environment and is it sustainable?

A Scrutiny Investigation  
by select members of  
the Communities  
Scrutiny Committee



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# CHAIR'S FOREWORD



The work of holding a scrutiny inquiry into the Bangor Pride Project started with the aim of assessing the project's successes in terms of improving the local environment and to identify good practice to share across the County. It became evident early on that there was much more to this work than the environment only. It became clear to us when interviewing people and learning more about the project that there are valuable messages in terms of working in partnership and collaboration.

Therefore, you will see that the report includes a detailed consideration of this element. In addition, following the publication of the *Commission on Governance and the Provision of Public Services Report* under the chairmanship of Sir Paul

Williams in January 2014, it was decided to give specific attention to this in the context of working with town and community councils.

We collected a variety of evidence including interviews with individuals, a meeting with a School Council and a Street Survey with the public. Meetings of the Investigation were held in order to consider the evidence and to evaluate it to form the report.

There are relevant messages here to all members of the Cabinet in terms of working across departments and on local collaboration. Maintaining the quality of services and improving them to users is the core of the work of Gwynedd Council, and we wish to emphasise the need to focus attention on the service user locally when planning and providing services.

We are of the opinion that there is an exciting opportunity to improve services locally even in the present challenging times; but the only way to do this is by collaborating effectively. Scarce resources will need to be targeted to those areas that show a clear wish to take on responsibility to maintain and improve services locally.

In terms of inter departmental collaboration, there are some good examples of cooperation and information sharing but there is also evidence of shortcomings in keeping a focus on the customer and effective engagement. Part of our work as scrutineers is to identify needs and concerns of Gwynedd's citizens and present clear messages to the Executive. Our report indicates various matters and steps that the Cabinet could take in order to put people in the Centre when planning and providing services and when joint-planning and joint-providing services.

A warm thank you to the councillors who have worked with me on this Investigation, spending hours in searching under the surface and thoroughly scrutinising the matter. We wish to thank in particular those who have willingly contributed evidence and given their support to the work.

**Councillor Dilwyn Morgan**  
**Chairman of the Investigation**  
**March 2014**

# SUMMARY

## A Objective of the Investigation

The Investigation aimed to answer these main questions:

- a) What was the Scheme's impact on the people of Bangor and Gwynedd?
- b) Has it improved the environment in Bangor?
- c) Is it sustainable?

## B The Evidence which was considered

The Scrutiny Investigation Group which was established by the Communities Scrutiny Committee considered the following evidence:

*Cabinet Member for the Environment, Senior Waste and Commissioning Manager and Streetscene Services Manager.*

*Councillors Mair Rowlands (representative on the Bangor Pride University Group), Cabinet Member for the Economy and Community, Chief Community Regeneration and Streetscene Services Manager.*

*Head Teacher and Teacher of Ysgol Friars who had been collaborating with the Initiative in the past.*

*Current Chair of Bangor Pride University Group.*

*The Councillor of Glyder Ward who had played a prominent part in the activities of the Initiative.*

*Clerk of Bangor City Council*

The Lead Officer and the Support Officer of the Scrutiny Investigation interviewed the following:

- *Arfon Waste and Streets Enforcement Officer, Highways and Municipal Department*
- *Street Enforcement Officer, Highways and Municipal Department*
- *Temporary Tidy Towns Officer, Highways and Municipal Department*
- *Two officers with responsibility for Community Gangs, Highways and Municipal Department*
- *Bangor / Bethesda Street Cleaning Team Leader, Highways and Municipal Department*
- *Project Officer, Community and Economy Department (former Communities First officer at the time when Bangor Pride was established)*
- *Deiniol Centre Manager*
- *Community Safety Delivery Manager, Strategic and Improvement Department*
- *Chief Community Regeneration Officer, Economy and Community Department*
- *Natural Resources Wales*
- *Ysgol Glan Cegin School Council*
- *Former Chairman of Bangor Community Group*
- *The opinion of people on the High Street in Bangor*

## C Conclusions

- 3.1 Bangor Pride Partnership needs a clear purpose and commitment from individuals and the groups which are part of it in order to achieve its potential.
- 4.1 Part of the Partnership's ambition to '*Promote civic pride amongst those who are living, studying or working in Bangor*' is very commendable and challenging. The evidence shows that this has been achieved to some extent across the population and there are some heartening signs and examples.
- 5.1 There was some success in building on on-going work in one of the city's communities but there is a need to keep the focus clear if it is to be successful in the long term.
- 6.1 There was no clear evidence of activity by the Business Group or businesses except for the successful scheme to celebrate the visit of the Olympic Torch to Bangor during May 2012.
- 7.1 There was some success in achieving this part of the Partnership's vision, '*...ensuring a city centre that is safe, clean and well-maintained in order to provide an environment that is attractive and interesting*' but there is still room for improvement.
- 8.1 There are some examples of good practice in terms of effective collaboration between some organisations in the public sector and some units within the Council with individuals from local groups and there are lessons to be learned.
- 9.1 It is timely that the [Williams Commission Report](#) has recently been published. Although there is no clarity at the moment on the direction in the future, it is important to note that there is a specific opportunity to consider options in terms of cooperation between Gwynedd Council and Town and Community Councils.
- 10.1 Bangor Pride has had a positive effect on people living, working and studying in Bangor and on visitors to the City.

## **CH Recommendations**

### **Specific Recommendations for the Bangor Area**

#### **11.1 Working Proactively**

There is an opportunity now for Bangor City Council to build on this work by providing leadership on the way forward and to work more proactively and informally with groups and volunteers.

#### **11.2 Planning**

Gwynedd Council's Regulatory Department needs to swiftly address the perception and concerns regarding unsuitable multiple occupancy accommodation in a number of locations across the City.

#### **11.3 Community**

The officers of the Economy and Regeneration Department need to build on the effective proactive work undertaken by Gwynedd Council's Streetscene Services Manager the Bangor Pride Coordinator to support the communities and groups of interest by working with them in a more informal manner.

### **Recommendations to all areas of Gwynedd**

#### **11.4 Working Together Effectively**

It is recommended that the *Highways and Municipal Department* extends this way of working together with partners locally across the County as resources allow.

#### **11.5 Local Leadership**

It is recommended that the local members and Council officers encourages and spurs the local areas themselves to take the lead and then takes careful consideration before committing scarce resources to working in partnership in local areas.

#### **11.6 Local Contact**

Community Councils (or groups of community councils) need to be encouraged to act as the first point of contact for sharing information of Gwynedd Council's activities locally.

#### **11.7 Schools**

It is recommended that the Education Service works with the Highways and Municipal Department to identify examples of good practice in schools who promote civic pride by publicising the work.

#### **11.8 Improving Services**

Members of the Scrutiny Committee urge Cabinet members to regularly work with communities across the County in order to maintain and improve services at a challenging time.

# FULL REPORT

## A Aim

1.1 The Investigation aimed to answer these main questions:

- a) What was the Scheme's impact on the people of Bangor and Gwynedd?
- b) Has it improved the environment in Bangor?
- c) Is it sustainable?

1.2 If the Investigation is successful, it will:

- Produce clear recommendations based on evidence for consideration by the Cabinet Member for the Environment
- Give a clear assessment of the ownership level of local people looking after their environment locally.
- Give appropriate consideration to any obstacles and how to resolve them
- Note the lessons to be learned and strengths in terms of rolling out the Scheme across the County.

## B Evidence

2.1 The following were appointed members of the Scrutiny Investigation Group by the Communities Scrutiny Committee:

- Councillor Eric M. Jones
- Councillor Mandy Williams-Davies
- Councillor Gwynfor Edwards
- Councillor Nigel Pickavance
- Councillor Dilwyn Morgan
- Councillor Gruffydd Williams

2.2 Following a discussion and agreement on the brief of the Scrutiny Investigation Group, a number of meetings were agreed upon to gather evidence between May and September 2013. It was agreed at a meeting with the Chair of the Group that the Lead Officer and Support Officer of the Scrutiny Investigation would interview a number of Council officers, a local school, a Business Manager, Community Groups and people on the street from November to mid-January.



<b>Date</b>	<b>Gathering evidence</b>
3 May 2013	Councillor W. Gareth Roberts (Cabinet Member for the Environment) Steffan Jones (Senior Manager Waste and Commissioning) and Peter Simpson (Streetscene Services Manager)
22 May 2013	Considered: Dogs (Fouling of Land) Order (Gwynedd Council) 2013 Keep Wales Tidy Investigation Report
27 June 2013	Councillors Mair Rowlands and John Wynn Jones, Amanda Davies (Chief Community Regeneration Officer) and Peter John Simpson (Streetscene Services Manager).
18 July 2013	Mr Neil Foden, Head Teacher of Ysgol Friars and Mr Aaron Evans (Teacher at Ysgol Friars who had been collaborating with the Initiative in the past)
4 September 2013	Meryl Jane Wyn-Jones (Current Chair of Bangor Pride University Group)
23 September 2013	Councillor Elin Walker Jones (Glyder Ward Councillor who had played a prominent part in the activities of the Initiative)
25 September 2013	Gwyn Hughes BA (Hons), MRTPI, (Clerk Bangor City Council )
25 November 2013	John Clive Price, Arfon Waste and Streets Enforcement Officer, Highways and Municipal Department
25 November 2013	Gwen Alun, Temporary Tidy Towns Officer, Highways and Municipal Department
25 November 2013	Meirion Williams and Terry Edwards, Highways and Municipal Department who are responsible for Community Gangs
3 December 2013	Kate Jones, Deiniol Centre Manager
6 December 2013	Keith Williams, Street Enforcement Officer, Highways and Municipal Department
9 December 2013	Catherine Roberts, Community Safety Delivery Manager, Strategic and Improvement Department
9 December 2013	Amanda Davies, Chief Community Regeneration Officer, Economy and Community Department (further discussion)
17 December 2013	Paul Hockaday, Project Officer, Community and Economy Department (former Communities First officer at the time when Bangor Pride was established)
20 December 2013	Dylan Jones, Bangor / Bethesda Street Cleaning Team Leader, Highways and Municipal Department
20 December 2013	Anthony Randles, Natural Resources Wales
20 December 2013	People questioned on the High Street in Bangor
10 January 2014	Councillor Nigel Pickavance
10 January 2014	Ysgol Glan Cegin School Council, Bangor
10 January 2014	People questioned on the high street in Bangor
10 January 2014	Councillor Nigel Pickavance
28 January 2014	Emlyn Williams, General Project Officer, Bangor City Council

Also:

- A short list of questions was sent to Bangor City Council and they decided at their meeting in January that individuals would make their personal observations and discuss them at the next meeting if time permitted but no response has been received thus far.
- A message was sent to the Behaviour Change Centre, School of Psychology, Bangor University enquiring about good practices which they had come across in other areas but no response has been received thus far.

## C Conclusions

### 3.1 Bangor Pride Partnership needs a clear purpose and commitment from individuals and the groups which are part of it in order to achieve its potential.

#### Clear Purpose

3.2 Before examining Bangor Pride, there is a need to consider the wider context and the direction of the work. During 2006/07, Gwynedd Council's Environment Directorate was leading on a priority project of the Gwynedd Together Steering Board (Gwynedd Community Strategy), called A Quality Environment.

Pilot projects were held in the areas of Blaenau Ffestiniog, Caernarfon and Llŷn with the aim of working together with public agencies and the local communities to improve the quality of the environment locally.<sup>1</sup>

3.3 The initial direction of the work of Bangor Pride and the encouragement was led by Gwynedd Council's Highways and Municipal Department. A new Streetscene Services Unit was established specifically in the Department in 2008 and the Gwynedd Streetscene Services Manager was appointed in 2008.<sup>2</sup>

The new Unit dealt with the following aspects:

- Enforcement
- Raising Awareness
- Tidy Towns
- Bangor Pride

3.4 The first meeting of Bangor Pride was held in September 2008.

3.5 Ambitious and challenging objectives were noted as follows:-

- *Facilitating continuous improvement to the quality of the local environment by using and coordinating the existing resources of the public sector effectively.*
- *Promoting permanent changes to the quality of the local environment by the private sector*
- *Reducing antisocial behaviour and environmental crime*
- *Educating and raising awareness of the role of each citizen in improving and safeguarding their local environment by effective participation by the community.*

3.6 The focus was clearly on improving the environment and there was no intention to include economic development work.

3.7 After establishing the partnership a decision was made to include Economic Development / Regeneration to the remit of the Partnership and a new vision was drawn-up as follows:

New Vision

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<sup>1</sup> [Gwynedd Council Board Report, 13/3/07 - Item 6](#)

<sup>2</sup> [Gwynedd Council Environment Scrutiny Committee Report, 29/4/10 – Item 8, Section 3.14](#)

*'Promoting civic pride amongst those who live, study or work in Bangor'. Together they will be responsible for the standard of the local environment and this will lead to local regeneration and an improvement in the quality of life. This will be achieved by ensuring a city centre that is safe, clean and well-maintained so that an attractive and interesting environment is created.'*

#### New Objectives

- *Ensuring continuous improvement to the quality of the local environment by using and coordinating the existing resources of the public sector effectively.*
- *Ensuring permanent changes to the quality of the local environment by the private sector*
- *Reduce antisocial behaviour and environmental crime.*
- *Educating and raising awareness of the role of each citizen in their function in improving and safeguarding their local environment by effective participation by the community.*

3.8 Members of the investigation were convinced that the majority of the partners which were interviewed partly understood the vision of Bangor Pride. However, the majority considered that the main purpose was to raise awareness of the problem of litter only.

3.9 It appears to members of the *Communities Scrutiny Committee* that there is some confusion regarding the purpose of the Partnership but this can be dealt with by undertaking a self-assessment with the support of an external facilitator.

3.10 This is not a remarkable issue considering that Bangor Pride has been operating over a period of five years or more. Indeed establishing a procedure of undertaking an annual self-assessment would be a means of ensuring that the Partnership achieves its potential over the coming years.

### **Individual and Group Commitment**

3.11 Whatever the purpose of any partnership, ensuring the commitment of partners to take action to achieve that purpose is another matter. There has been a diverse membership since its establishment but it includes individuals and groups from the public sector, the community and the private sector.

3.12 It is not easy to succeed in a partnership and there are several valid reasons for this. These are some of the challenging requirements for success:

- Transparent and clear decision making procedure
- Mutual respect
- Clearly agreed and stated / identified working roles and relationships
- Mutual Trust
- Willingness to work towards the same agreed aim
- Commitment to work towards the same agreed aim
- Agreed indicators to assess outcomes

3.13 It is not the Investigation's intention to highlight weaknesses in terms of the above in the context of Bangor Pride. In addition, it is not the intention to apportion blame here. It was clear to members of the Investigation that the individuals and the groups which were part of Bangor Pride were aware of the existing difficulties. The question which the Partners themselves must answer is - do they have the desire and commitment to face the challenge together?

- 3.14 One of the main difficulties noted by members of the partnership was the lack of a coordinator to bring the partnership together. There was considerable praise by all the partners and other individuals to the commitment of both officers who were prominent in coordinating the work, namely, the *Street Enforcement Manager* and the *Bangor Pride Project Officer*.
- 3.15 As a result of the coordinator leaving, a successor was not appointed for some time. Several testified to the fact that this gap had resulted in the loss of momentum and this has seriously hindered the work of the Partnership since she left in the Summer of 2012.
- 3.16 However, a new Officer was appointed recently with responsibility for a number of activities as well as for Bangor Pride, namely *Bangor City Council General Projects Officer*. Some of the partners are concerned that there is no clear and agreed direction for the role of the Officer here in terms of Bangor Pride.
- 3.17 Mapping work has shown the need to strengthen the link with *Cartrefi Cymunedol Gwynedd and Coleg Menai*.
- 3.18 The success of the work is a matter which needs to be considered as soon as possible. The following are considered as possible Indicators for 2008:
- Clean and safe streets, public places and nearby private land
  - Public places and street furniture in good order
  - Shops and buildings in good order
  - Community Involvement
  - High level of 'customer' satisfaction
  - Positive Press Coverage
  - Flowers
  - Street Art

## Partnership Ambition

**4.1 Part of the Partnership's ambition to 'Promote civic pride amongst those who are living, studying or working in Bangor' is very commendable and challenging. The evidence shows that this had been achieved to a greater degree across the population and there are some heartening signs and examples.**

4.2 A Survey was conducted on the street in Bangor on 20 December 2013 and 10 January 2014, there was little awareness by the public in general of Bangor Pride, with 60% of those questioned stating that they had not heard of it but amongst those who were living, working or studying in Bangor, 57% had heard about it.

4.3 One of the features of Bangor is the rich mosaic of people and communities which form the city. We are of the opinion that there is no need to spend resources to raise the profile of Bangor Pride. Indeed, there are clear signs that the Partnership has had a restricted impact on some sections of the community during the last five years.

4.4 In order to assess the success of the Partnership in achieving the above ambition, we are of the opinion that this needs to be considered over a longer period of approximately 10 years. We are noting this because it is anticipated that the generation receiving their primary education at present will learn practices of living more sustainably and more mindful of the environment.

4.5 Although some of the children from *Ysgol Glan Cegin* who were interviewed had participated in one of Bangor Pride's campaigns and had enjoyed the experience and learned valuable lessons about cleanliness and sustainability, they were unaware of Bangor Pride.

*Challenges were set by Ty Cegin during the summer and we took part in the rubbish collection during the summer with our Ty Cegin and Glanrafon friends and did different things<sup>3</sup>.*

4.6 This is an important message for the Partnership, namely that the work is ongoing and there was no need to be concerned about image and promoting the Partnership. The message is clear from the children that they understand that there is a need to take action to improve the environment.

4.7 There is room to build proactively on this natural enthusiasm in the community and perhaps promoting the Partnership is not the best way to achieve this. It is timely that the newly published *Report of the Commission on Public Service Governance and Delivery (January 2014 - 'Williams Commission Report')* refers to the complexity of providing public services locally. Perhaps there will be some light on the best way forward in the follow-up to that Report during the next few months.

4.8 The Partnership has succeeded to some degree to coordinate activities in the field of cleanliness and environmental improvement and has held several successful activities with different sections of the community. The following are a selection:

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<sup>3</sup> [See Appendix 1 – Interview with Glancegin School Council](#)

## Students

- 4.9 There is much clear evidence that University students through the Bangor Pride University Group and the Students' Union have taken major steps to deal with the problem of litter by holding blitz campaigns, publicity and joint-discussions with Gwynedd Council Officers and the Police. Here are some examples:

*The look of the streets are much better at the end of academic year by undertaking additional collections. (Arfon Rubbish and Street Enforcement Officer)*

*....some changes have happened as a result of the work of the University..... (Arfon Street Enforcement Officer)*

*We deal through the Students Union and can work with the University and Students Union (Councillor Nigel Pickavance)*

- 4.10 Council officers and the University agreed that using electronic/social media platforms and direct discussions and knocking doors in student accommodation were the most effective methods of action. There is not much value in distributing leaflets and letters.

*A chat works much better than leaving a note through the letter box. (Arfon Street Enforcement Officer)*

*...we should turn to using electronic means in order to have publicity. Facebook is an example of this. (Bangor Pride University group Chairman)*

- 4.11 The other side of the argument was that a number of those interviewed on the street in Bangor still considered that the behaviour of the majority of students was irresponsible in terms of litter. Concern was expressed specifically regarding what was seen as an inability to influence planning policies that appeared to permit the continuous increase in unsuitable buildings being used as student accommodation randomly across the city without sufficient areas to keep refuse and to deal with noise. Here are some examples:

*Is there a specific problem regarding the streets of Bangor?*

- *Students and rubbish outside houses*
- *Student accommodation is untidy (seagulls)*

- 4.12 There was no evidence that Coleg Menai had been part of Bangor Pride in terms of activities involving cleanliness and litter but it was students of Coleg Menai who had designed a leaflet for the Olympic Torch activities in May 2012.

## Schools

- 4.13 Many activities have been held with schools, including Ysgol y Garnedd, Ysgol Hiraef, Ysgol Tryfan and Ysgol Friars and others and these activities are ongoing.
- 4.14 It was noted above (4.5 - 4.6) that there is a potential to harness the enthusiasm, innovativeness and energy of children and young people in the same way as the students. There was little evidence of activities with the schools but the examples seen were heartening.
- 4.15 In fact, evidence was seen of numerous activities happening in schools as a central part of the curriculum or associated with it. It appears that the schools are fully aware of the need to promote civic pride amongst their pupils and to hold regular activities as an integral part of their learning.
- 4.16 Once again, the theme of being proactive and building on what is happening naturally in the different communities in Bangor is apparent. It is possible that the Partnership could offer support for these activities which are already happening by providing publicity and assistance to arrange them rather than arranging additional activities. This could be part of the functions of the Tidy Towns Officer.
- 4.17 One of the main advantages of working in a partnership is collaborating in order to use scarce resources in a better way. Evidence was seen that many constructive activities and raising awareness were happening already in the schools in terms of achieving the vision of Bangor Pride. Mapping the activity and coordinating arrangements by collaborating with Gwynedd Council's Education Department and Head Teachers of the schools is a valuable means of assessing the current situation. It would be possible to give publicity and to coordinate the work from the 'bottom up' and make good use of scarce resources.



## The Community

- 5.1 **There was some success in building on intrinsic work in one of the city's communities but there is a need to keep the focus clear if it is to be successful in the long term.**
- 5.2 There has been substantial activity in the community of Maesgeirchen where several blitz campaigns to clear litter had been held.
- 5.3 During the period prior to establishing Bangor Pride, the Maesgeirchen Partnership had been operational in the community since 2003. During this period a group of teenagers had come together to work with the Maesgeirchen Partnership to see whether they could take action to deal with the problem of litter in the community.
- 5.4 There was collaboration with the Keep Wales Tidy Officer, Gwynedd Council's Senior Countryside Warden and other officers from Gwynedd Council. The work of starting to clear Afon Cegin, which flows through the community, was undertaken successfully.
- 5.5 This work was successfully built upon following the establishment of Bangor Pride, which had already started in the community and further successful campaigns were undertaken to clear litter with the collaboration of Gwynedd Council officers and the Environment Agency and others.
- 5.6 The Maesgeirchen Partnership focused on including volunteers from the community in the work and coordinating with Gwynedd Council's Streetscene Services Manager through the Bangor Pride Community Group. The Maesgeirchen Project Officer noted *"Bangor Pride was easy to understand at the beginning but then sub-groups were formed and it was difficult to keep up with all the committees."*<sup>4</sup>
- 5.7 Observations by the Project Coordinator of Fly-tipping Action Wales across the north identified a similar theme. *"The Bangor Pride Partnership has a strategy drawn-up by a group of different agencies, including local businesses. Once the strategy was underway it was going well but there were problems with the name of the brand and the colourful logo. Another difficult field was that the meetings were too formal. The lay-out of the room was too formal with seats far away from each other and having to press a button to speak. Members of the groups had different priorities also."*<sup>5</sup>
- 5.8 It appears to us that the initial work undertaken by Bangor Pride had been very successful by collaborating with the communities and allowing them to take the lead and provide direction to the work 'from the bottom up' as it were. This became apparent through all the interviews, namely that *Gwynedd Council's Streetscene Services Manager* and the *Bangor Pride Coordinator* were acting in a proactive manner with the communities with a clear focus on environmental issues.
- 5.9 The initial draft of the Bangor Pride Initiative's remit which was considered in September 2008 notes specifically as a footnote *"The above (namely Bangor Pride) concentrates on the condition of the built environment and it is not proposed to build on any other work, e.g. Economic Development."*

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<sup>4</sup> [See Appendix 2 – Interview with Paul Hockaday](#)

<sup>5</sup> [See Appendix 3 – Interview with Anthony Randles](#)

Then, in 2010, it was considered that there was a need to add a further dimension to the work of Bangor Pride dealing with economic regeneration. Although it looks as if this element ties in naturally with the theme of environmental improvement, it appears that adding this to the remit of the Partnership has created confusion for a number of members of the Partnership and it has contributed to the loss of focus on the work which was ongoing at the time.

- 5.10 We are not aware of any other specific work happening in other communities in Bangor, such as Hirael, Garth, Upper Bangor (except for students).

## Businesses

### **6.1 There was no clear evidence of activity by the Business Group or businesses except for the successful scheme to celebrate the visit of the Olympic Torch to Bangor during May 2012.**

- 6.2 There is some energetic activity at the beginning after establishing Bangor Pride. (LINK2 – Gwynedd Council Environment Scrutiny Committee, 29 April 2010) – e.g.

- *Business Group – wide ranging promotion, adverts, vouchers etc.*
- *Art Exhibitions in empty shops.*<sup>6</sup>

- 6.3 During the period when Bangor Pride was established in September 2008, the need was noted to include some key partners as part of the initiative. In the context of businesses, it is noted that *Bangor and Caernarfon Business Against Crime (BCBAC), the Chamber of Trade, the Retail Forum / Deiniol Centre / Wellfield Centre had established the Bangor Pride Business Group.*

- 6.4 As part of the Investigation only one representative of local businesses was interviewed and, therefore, our conclusions are very dependent on the observations made by this person, namely the current Manager of the Deiniol Centre who has been in post since 2012 at the start of the preparations for the Olympic Torch.<sup>7</sup>

- 6.5 It was noted that the Coordinator initially achieved very good work and that the Group had been very valuable to her in order to establish a relationship with some of the other businesses. The fact that there was a clear focus to aim for during the week of activities at the time of the Olympic Torch was important. She noted specifically *“The Business Group was not involved much with the environmental aspect of the work which was undertaken by the Bangor Pride Partnership as it was a very small group of businesses and the Deiniol Centre had its own cleaning staff who picked up chewing gum from the ground.”*

- 6.6 It was noted that Bangor City Council has appointed an officer to a new post recently and that he convenes regular meetings to arrange activities such as ‘local purchasing’.

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<sup>6</sup> [Gwynedd Council Environment Scrutiny Committee Report, 29/4/10 – Item 8, Section 3.14](#)

<sup>7</sup> [See Appendix 3 – Interview with Anthony Randles](#) and [Appendix 4 – Interview with Kate Jones](#)

## Achieving the Vision

**7.1 There was considerable success in achieving this part of the Partnership’s vision, ‘...ensuring a city centre that is safe, clean and well-maintained in order to provide an environment that is attractive and interesting’ but there is still room for improvement.**

7.2 An annual survey is undertaken by Keep Wales Tidy ([How Clean are Our Streets?](#)) of litter on the streets of Wales. The procedure followed means that independent assessors visit several specific streets on an ad hoc basis in every county across the country to measure how many different types of refuse, dog mess, graffiti, weeds and other negative signs are spoiling the street. This includes some of the streets in Bangor.

In addition, the Survey measures the litter in three different zones.

- Zone 1 – Town centres, shopping centres, main transport centres, central car parks
- Zone 2 – High density residential areas, busy leisure areas, suburban car parks
- Zone 3 – Low density residential areas, industrial estates

In addition, recent evidence shows that the number of instances of complaints and unlawful tipping have decreased.

7.3 **The Keep Wales Tidy Survey** combines all the data and produces a Cleanliness Index for every county in Wales. In 2011-12, Gwynedd surpassed all other counties in Wales and achieved the highest score for the year. In addition, only Gwynedd, Merthyr Tydfil and Pembrokeshire succeeded in achieving a higher than average score across the three zones. Keep Wales Tidy notes that this Cleanliness Index could be used as a starting point for improvement.

7.4 Being on top brings advantages and disadvantages. In order to maintain its excellent position in the national table the Council will have to make effective use of the available resources and see if the standard can be maintained by working in alternative ways. Indeed, working in partnership is a possible way of increasing capacity by collaborating more effectively. This could lead to maintaining or improving performance despite the increasing pressure on services and reduction in capacity and resources in the public sector.

7.5 Indeed, in his report on Gwynedd Council’s Savings Strategy to the Corporate Scrutiny Committee, the Cabinet Member for the Environment drew attention to five schemes / indicators which are highlighted for slippages in performance in 2012-13.<sup>8</sup>

One of these five is the Indicator on Street Cleanliness in Gwynedd. It is suggested in the Report that this stems from a decrease in resources to undertake the work. Therefore, being able to assess whether there has been success specifically in Bangor with the work of the Bangor Pride Partnership to maintain and improve the cleanliness of streets is an important message to the Cabinet Member for the Environment as he plans the service for the coming years in the context of increasing financial pressures.

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<sup>8</sup> [Corporate Scrutiny Committee, 16/1/14 – Savings Strategy – Item 5, Point 4.6](#)

## Bangor Pride Street Survey

7.6 Therefore, a survey was undertaken in the High Street in Bangor on 20 December 2013 and 10 January 2014 with the ready cooperation of *Gum Drop Ltd*, *Keep Wales Tidy* and *Gwynedd Council's Communications Unit*. The survey provides a snapshot of the public's perceptions and although it does not provide a comprehensive picture, there are valuable lessons here about the Bangor Pride Partnership and the environmental quality of the city.

7.7 A response was received from 42 people of various ages with approximately half of the number under 50 years of age. It is possible to make several interpretations of information of this type and we suggest that the Cabinet Member for the Environment and the partners of Bangor Pride consider the information in the appendix in more detail – especially some of the specific observations made by individuals.

7.8 Three main questions were asked:

- How do you feel about the streets of Bangor today?
- Do you feel that the streets of Bangor have changed over the past three years?
- Have you heard of Bangor Pride?

Members of the public were asked to give their opinion on five categories:

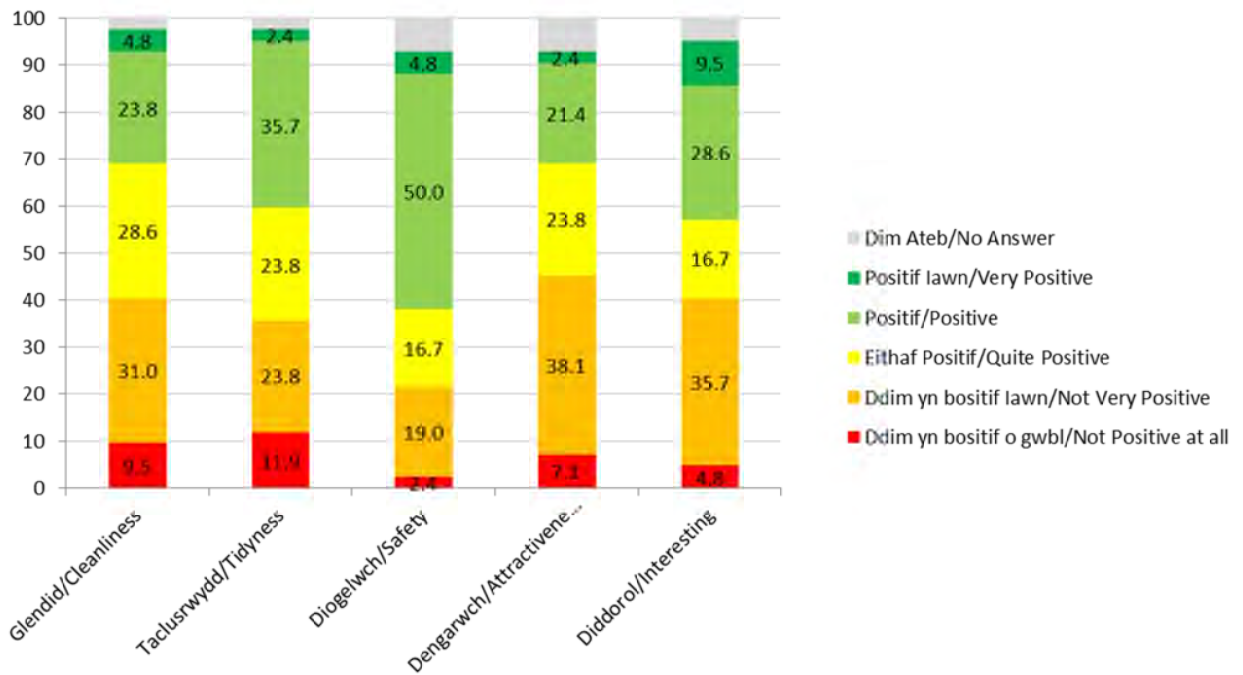
- Cleanliness
- Tidiness
- Security
- Attractiveness
- Interesting

Every person was asked to note which of the following described the situation best for them for each of the above categories – e.g.

1. Very clean
2. Clean
3. Quite clean
4. Not very clean
5. Not clean at all

7.9 Members of the Investigation have considered the information and they are of the opinion that there are three main messages stemming from the Survey.

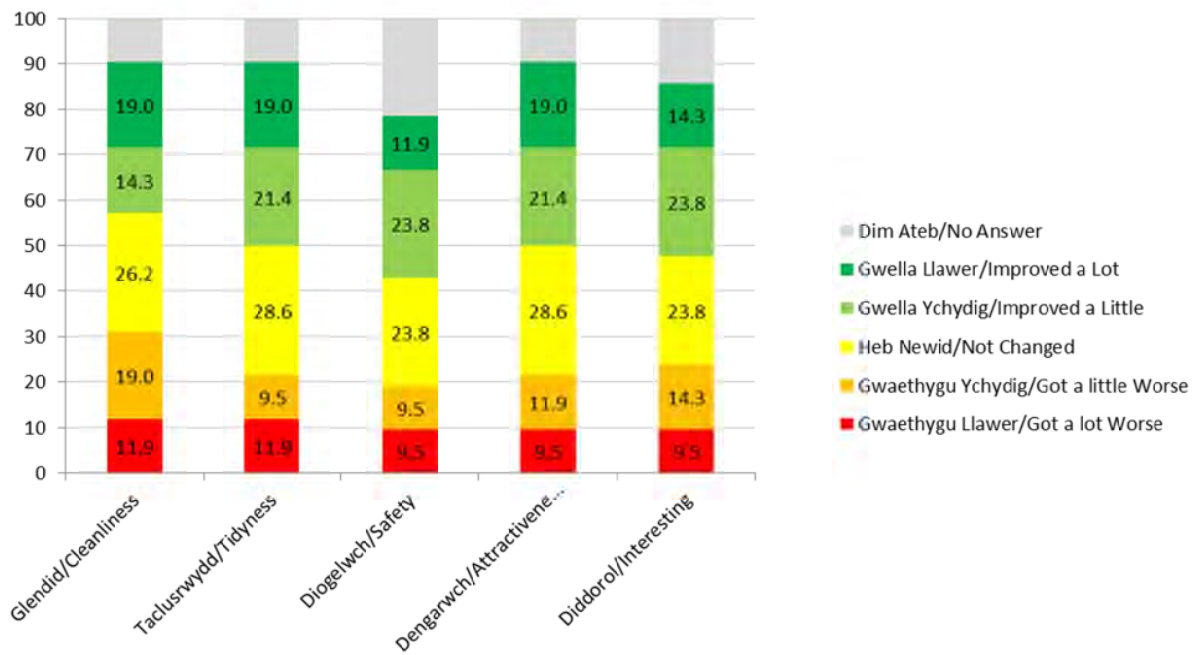
7.10 Therefore, the result of the main question is as follows: “How do you feel about the streets of Bangor ...



	Glendid/ Cleanliness	Taclusrwydd/ Tidyness	Diogelwch/ Safety	Dengarwch/ Attractiveness	Diddorol/ Interesting
Positif neu Eithaf Positif/ Positive or Quite Positive	<b>28.6</b>	<b>38.1</b>	<b>54.8</b>	<b>23.8</b>	<b>38.1</b>
Ddim yn bositif iawn neu o gwbl/ Not very positive or at all	<b>40.5</b>	<b>35.7</b>	<b>21.4</b>	<b>45.2</b>	<b>40.5</b>

This shows a very positive result for Feeling Safe in Bangor but shows a less positive result for the other categories. This suggests that the public are not entirely happy with the current situation in Bangor and in particular with cleanliness and attractiveness

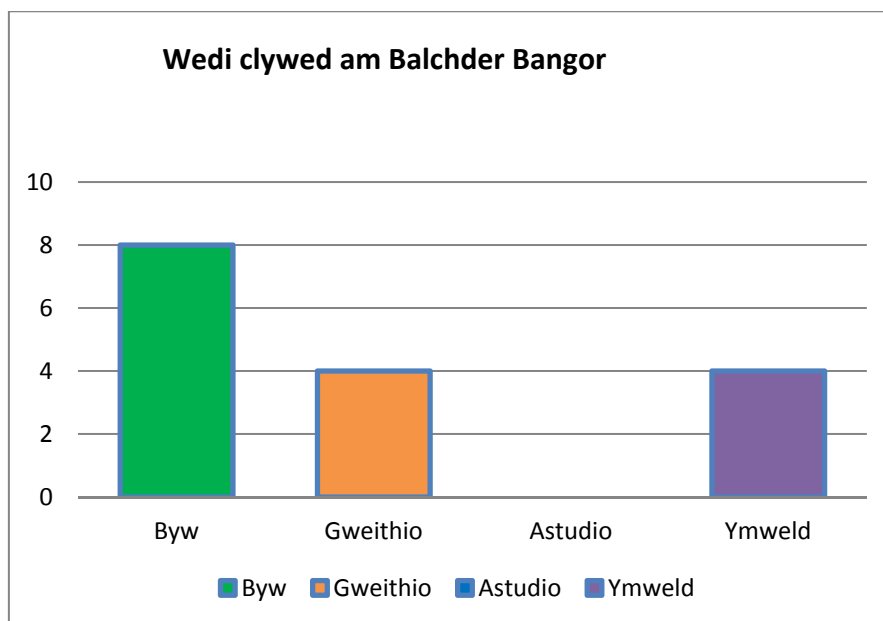
7.11 The result to the second main question is as follows: *“To what extent do you feel that the streets of Bangor have changed over the past three years in terms of...”*



	Glendid/ Cleanliness	Taclusrwydd/ Tidyness	Diogelwch/ Safety	Dengarwch/ Attractiveness	Diddorol/ Interesting
Gwella Ychydig neu Lawer/ Improved a Little or a Lot	<b>33.3</b>	<b>40.5</b>	<b>35.7</b>	<b>40.5</b>	<b>38.1</b>
Gwaethygu Ychydig neu Lawer/ Got a Little or a Lot Worse	<b>31.0</b>	<b>21.4</b>	<b>19.0</b>	<b>21.4</b>	<b>23.8</b>

This shows a positive result in the five categories and suggests that the public are happy with the progress made over the past three years.

7.12 The response to the third question is as follows: *“Have you heard of the Bangor Pride initiative?”*



One in three of the sample questioned had heard of Bangor Pride but two in three of those who worked, lived or studied in Bangor had heard of it.

7.13 As noted above, the Survey has not provided a comprehensive picture of public opinion but we are of the opinion that it shows that there is room for improvement in terms of the environment in Bangor, especially to maintain cleanliness and to make it more attractive.

Despite this, there is a clear message that the environment has improved substantially over the last few years and there is a need to continue working to maintain that improvement.

The brand of Bangor Pride is not familiar to the majority of the public in Bangor but in the opinion of the Investigation, this is not important. What is important is that one of the main objectives of the Partnership to maintain a clean, tidy, attractive and interesting town centre is achieved.

Members of the Investigation are of the opinion that the work of the Partnership has contributed significantly to achieving these improvements since its establishment in 2008.

## Good Practice

**8.1 There are some examples of good practice in terms of effective collaboration between some organisations in the public sector and some units within the Council with individuals from local groups and there are lessons to be learned.**

**8.2** *'If there are no easy answers there are still available and discoverable hard answers.'* the Welsh author Raymond Williams. Although this quote does not refer to collaboration, it is an appropriate and timely description of the situation in Gwynedd and Wales today.

It could be considered that the *'easy answers'* could refer to increasing financial resources to deal with the lack or the need for service provision. Now, this option is no longer possible in the current context of funding in the public sector. Therefore, what is obvious is to control the demand for services and provide services in an alternative way. This includes collaboration. Although very often collaboration is difficult (*hard answer*), ultimately it may be a better, more successful and sustainable approach.

Bangor Pride Partnership has shown how difficult working in a partnership can be and yet there have been several very successful outcomes to the collaboration.

## Branding

**8.3** One of the elements that became clear when undertaking the Investigation and talking with individuals who were part of the Scheme was that applying a brand to the scheme was useful in some circumstances but confusing in others. There were some comments that the name conveyed different meanings to different sections of society. Inevitably, some people like the name and the logo, others do not like them and some have not heard about it but were aware of the activities.

It appears to us that some importance is placed on the brand by some. Although having an operational name for the scheme is to some extent useful, we are of the opinion that it is not a good idea to be too concerned with the name or the logo and we agree with the opinion of the Deiniol Centre Manager *"There is no mention of the Bangor Pride label now but the organisations continue to collaborate. 'Bangor' on its own as a name / brand would be more appropriate."*<sup>9</sup>

The point is that collaboration is happening.

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<sup>9</sup> See [Appendix 4 – Interview with Kate Jones](#) and [Appendix 3 – Interview with Anthony Randles](#)



## Williams Commission Report

- 9.1 It is timely that the [Williams Commission Report](#) has recently been published. Although there is no clarity at the moment on the direction in the future it is important to note that there is an opportunity to consider options.

This is recommendation 27 of the report:

*'Community and Neighbourhood representation must be maintained and enhanced. To achieve that:*

- *Town and community council areas should also be merged or enlarged (paragraph 3.130);*
- *Local authorities and other partners should develop, adopt and implement a neighbourhood management or similar approach to engaging with citizens to identify, prioritise and address particular local issues, especially through co-production (paragraph 3.134)'*

## 9.2 Bangor City Council

The Council's current operational approach is traditional and includes holding formal meetings with minutes taken. There was a variety of observations by some of those interviewed regarding this type of approach.

Some considered that some of the Bangor Pride meetings were too formal and that there was no need to arrange regular meetings but rather to hold them according to need and to concentrate on a specific activity.

There is an opportunity here to air the matter to ascertain whether there is room to be less formal and more proactive and consider which function is more appropriate for Bangor City Council in the future.

In terms of direct input by City Council officers, some of those interviewed praised the Bangor Pride Coordinator with several comments emphasising that it was crucial to have a designated officer in order to keep focus on the work and to ensure that it was being achieved effectively.

There were also positive comments about the General Project Officer who was recently appointed and noting that his informal approach was a good idea.

## 9.3 Gwynedd Council

Similarly, it is timely for Gwynedd Council to consider the above points from the [Williams Report](#) in the context of Bangor Pride to see what is the best way forward.

It is appropriate to note that all the observations received about the *Streetscene Services Manager* were positive. There was a unanimous opinion by individuals from external organisations and internal officers of the service that he was able to respond clearly, effectively and enthusiastically.

There were mixed observations about officers of the Economy and Regeneration Unit. Although there were examples of good collaboration, there were some concerns regarding the clarity of their role and their relationship with stakeholders at times.

It was considered that this element was beyond the scope of the Investigation. We suggest that it would be useful to air this matter in more detail to see what contributes to good collaboration. In the opinion of members of the Investigation, it would be worthwhile undertaking further work to assess:

- Clarity of Purpose – it appears that the economic development element has been introduced without being able to commit the necessary resources. On the other hand, the environmental element has been developed over a longer period and is more mature to be able to operate effectively.
- Working proactively – a tendency for the economic development work to use more traditional approaches such as e-mails and arranging formal meetings and conferences. The environmental element has grown less formal over time and concentrates on coordination between individuals and to build on natural strengths in order to undertake activities.

Several comments were made about concerns regarding unsuitable multiple-occupancy accommodation developments across the city which create serious cleanliness problems currently and for the future. It was unclear whether this had been shared with the Regulatory Department. There is no evidence to show that this has been addressed appropriately. Again, the [Williams Report](#) notes the need to coordinate engagement of this type more effectively. It would be worth seeing what went wrong here and how engagement could be improved.

A conference was held with school representatives to discuss ideas and plans. It is unclear what the input of the Education Department has been in this respect if there has been any at all. Also, there is no evidence to show how environmental work of the curriculum ties-in with environmental work in Bangor.

Similarly, the Chief Community Regeneration Officer stated that the role of the Business Support Manager was to support private businesses. Again, it did not appear to us that these officers tied-in their work in a cohesive way.

It is significant that the full meeting of Gwynedd Council on 5 December 2013 had decided to cancel the delivery proposal: To hold a pilot of community pride in areas in order to learn what works in the Council's Strategic Plan for 2013-17.<sup>10</sup>

The reason noted for this is because the emphasis of the project now is to find methods of reducing the public's demand and dependency on Council services by promoting community activities rather than the environmental element of the community pride pilot. This is addressed in Priority CC3 – Promote Rural Communities.

This is an opportunity to better coordinate the work between all Council services and the communities.

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<sup>10</sup> [Report presented to the Council on 5/12/13 – Item 10, Section 2](#)

## **Positive Effect**

- 10.1 Bangor Pride has had a positive effect on people living, working and studying in Bangor and on visitors to the City.**
- 10.2 Members of the Investigation are firmly of the opinion that the work of the Partnership has contributed to improving the environment and has raised awareness for those who participated about environmental issues.
- 10.3 The survey undertaken in the High Street in Bangor of public opinion endorses this and shows that there was a clear perception by those who were questioned that there had been a substantial improvement in Bangor during the last three years in terms of a tidy, safe, attractive and interesting environment.
- 10.4 Members of the Investigation are of the opinion that maintain a high profile of Bangor Pride is not a significant issue. It is the impact of the work that is important not the identity of the Partnership.
- 10.5 Bangor Pride has succeeded in promoting collaboration between individuals, public and private agencies, and groups in the community. It has paved the way for a new period of collaboration in Bangor.
- 10.6 Maintaining a structure of meetings and sub-groups that convene regularly under the banner of Bangor Pride is not sustainable.

# CH RECOMMENDATIONS

## Specific Recommendations for the Bangor Area

### 11.1 Working Proactively

Bangor Pride has been a successful undertaking of working together between Bangor City Council, Gwynedd Council, public agencies and voluntary groups in terms of achieving the original aim of the Partnership of improving the local environment.

The proactive and informal work undertaken by the General Projects Officer of Bangor City Council with local businesses needs to be built upon.

**There is an opportunity now for Bangor City Council to build on this work by providing leadership on the way forward and to work more proactively and informally with groups and volunteers.**

### 11.2 Planning

**Gwynedd Council's Regulatory Department needs to swiftly address the perception and concerns regarding unsuitable multiple occupancy accommodation in a number of locations across the City.**

### 11.3 Community

**The officers of the Economy and Regeneration Department need to build on the effective proactive work undertaken by Gwynedd Council's Streetscene Services Manager the Bangor Pride Coordinator to support the communities and groups of interest by working with them in a more informal manner.**

# Recommendations for all areas of Gwynedd

## 11.4 Working Together Effectively

We applaud the work undertaken by officers of the Streetscene Unit and in particular the Streetscene Services Officer but there are not enough resources available by Gwynedd Council to extended the same amount of support to all communities as was done to Bangor in this pilot scheme.

The style of the Unit and Manager of working together is an excellent example of working in partnership with public bodies, local council and voluntary groups.

**It is recommended that the *Highways and Municipal Department* extends this way of working together with partners locally across the County as resources allow.**

## 11.5 Local Leadership

In the Williams Report, considerable emphasis is given to the need to encourage local responsibility by town and community councils. The desire to work together does not exist within every community, therefore, it is important that the Council directs its scarce resources to the appropriate places.

**It is recommended that the local members and Council officers encourages and spurs the local areas themselves to take the lead and then takes careful consideration before committing scarce resources to working in partnership in local areas.**

## 11.6 Local Contact

Careful consideration needs to be given to how best to use resources to coordinate partnership working. Scarce resources should not be used to hold regular formal meetings. There is a need to work in alternative ways by using electronic means and increase the best practice of coordinating through clear dialogue and informal meetings.

**Community Councils (or groups of community councils) need to be encouraged to act as the first point of contact for sharing information of Gwynedd Council's activities locally.**

## 11.7 Schools

**It is recommended that the Education Service works with the Highways and Municipal Department to identify examples of good practice in schools who promote civic pride by publicising the work.**

## 11.8 Improving Services

This Investigation shows that that there is a means of working proactively with local communities to achieve better results for the Citizen by concentrating efforts where there is a will coming from the community.

**Members of the Scrutiny Committee urge Cabinet members to regularly work with communities across the County in order to maintain and improve services at a challenging time.**

## ACKNOWLEDGEMENTS

The Scrutiny Committee wishes to thank the following who gave valuable evidence to this Scrutiny Investigation:

Councillor Gareth Roberts (Cabinet Member for the Environment).  
Steffan Jones (Senior Manager Waste and Commissioning)  
Peter Simpson (Streetscene Services Manager)  
Councillor Mair Rowlands (representative on the Bangor Pride University Group)  
Councillor John Wynn Jones (Cabinet Member for the Economy and Community)  
Amanda Davies (Community Regeneration Manager)  
Mr Neil Foden (Head Teacher of Ysgol Friars) and Mr Aaron Evans (Teacher)  
Meryl Jane Wyn-Jones (Current Chair of Bangor Pride University Group)  
Councillor Elin Walker Jones (Glyder Ward, Bangor)  
Gwyn Hughes BA (Hons), MRTPI, (Clerk Bangor City Council)  
Emlyn Williams, General Project Officer, Bangor City Council  
John Clive Price (Arfon Waste and Streets Enforcement Officer, Highways and Municipal Department)  
Gwen Alun, Temporary Tidy Towns Officer, Highways and Municipal Department  
Meirion Williams and Terry Edwards, Highways and Municipal Department who are responsible for Community Gangs  
Kate Jones, Deiniol Centre Manager  
Keith Williams, Street Enforcement Officer, Highways and Municipal Department  
Catherine Roberts, Community Safety Delivery Manager, Strategic and Improvement Department  
Paul Hockaday, Project Officer, Economy and Community Department  
Dylan Jones, Bangor / Bethesda Street Cleaning Team Leader, Highways and Municipal Department  
Anthony Randles, [Natural Resources Wales](#)  
Ysgol Glan Cegin School Council, Bangor  
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Anna Bullus Founder of Gumdrop Ltd and Alice Ball, Studio 201, Westbourne Studios, 242 Acklam Road, London W10 5JJ. [Contact | Gumdrop](#)

## Further Reading

[Bangor Pride's Current Website](#)

Bangor Pride on:

[Facebook](#)

[Twitter](#)

[Plaid Cymru's Flickr Site](#)

[Bangor University's Sustainability pages](#)

[Bangor University's School of Biological Sciences pages](#)

[Blanket Communications' pages](#)

[Southamptonwired.co.uk's pages](#)

Gwynedd Council's News Pages:

[January 2012](#)

[August 2013](#)

[December 2013](#)

[Bangor Civic Society](#)

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[Gwynedd Council Overview and Scrutiny Pages](#)

# APPENDIX 1

## Notes of the meeting with Ysgol Glancegin's School Council on 10<sup>th</sup> January 2014.

The School has three groups: The School Council, Sports Council and the SNAG Group (School Nutrition Action Group). A girl and a boy from every year group in the junior classes have been elected to represent their class. The groups meet weekly. The groups work on a number of different teams. The Energy Team, The Voice of the Children – road safety team which was responsible for the changes to safety around the school, and the Language Charter with all classes working towards a specific target.

None of the children had heard about 'Bangor Pride'.

### Clearing Litter and the like

#### Ysgol Glancegin

We go around during play time to look for litter to keep the school tidy to stop children getting hurt. Ysgol Glancegin is clean and tidy.

Sometimes, the toilets are not so clean and tidy and I pick up litter and ask for help as necessary.

We clear plates after dinner and put the food waste in the brown bin.

#### Outside of the School

Mum buys plastic bags and uses them again as a bag for the bin. We put food waste in the brown bin.

There are three playing fields in the area and a football, tennis and skatepark area in Bangor. The swings field is clean but sometimes there is a little litter left by teenagers. There is glass, squash cans and dog faeces by the hedge.

There aren't enough bins and people are lazy. "A lot of dog poo and empty rubbish by the two hedges".

Posters have been put up but they were taken down by 'teenagers' or people that take drugs or people that don't like other people.

An idea for improving the tidiness of Maesgeirchen: T.V. Advert or a large poster saying 'Keep Maesgeirchen Tidy' made out of hard material put up on the way into Maesgeirchen.

Challenges were set by Tŷ Cegin during the summer and we took part in litter picking during the summer with friends of Tŷ Cegin and Glanrafon and did different things. More of this kind of litter picking should be done and give 'Keep Maesgeirchen Tidy' posters out to each house. More Ty Cegin trips as well. It would be an idea to put up cameras or borrow some to see who is dropping the litter. Create wrist bands as prizes. There are dog bins and bags to hold dog poo available and cat poo can also be put in them.

Feral dogs – there are around 9 dogs going around Maesgeirchen without a lead and we do not know who owns them. There is a lot of dog poo around.

Is there enough for young people to do in Maesgeirchen estate?



There is the Urdd club, a gardening club , a performing club, and a cookery club here. There is a lot of fighting, bullying, people kicking rubbish instead of putting it in the bin, people spitting and thinking they are 'hard'. Sometimes bullies set up traps. We phone mum and dad about the bullies.

## **Sports**

Everyone keeps fit at Ysgol Glancegin. The girls take part in football every Friday afternoon.

# APPENDIX 2

## **Notes of the meeting with Paul Hockaday, former Communities First Officer now Project Officer, Economy and Community Development, Gwynedd Council on 17<sup>th</sup> December 2013.**

From 2003 onwards Community First was about changing people's lives by strengthening and empowering people to act mainly on environmental concerns.

It started with four or five teenagers being interested in doing something about clearing Afon Cegin and I co-ordinated the work with the Keep Wales Tidy Officer and others such as Mark Ballam, Gwynedd Council's Senior Countryside Warden. Other Gwynedd Council officers gave advice on health and safety issues. The group grew from there with local people and younger children who wanted to help out.

We organised one massive clearance day in 2006 with the help of Gwynedd Council Officers and the Environment Agency resulting in tons of rubbish being cleared from the Maesgeirchen area.

Maesgeirchen Partnership was formed around 2001 to deliver Communities First programme. The Partnership included members of the tenants association, and the locals who often complained about the issues they had about Maesgeirchen.

The Maesgeirchen Partnership received funding of £1/4m for Cil Coed which was used for the construction and repairs of pathways and a circular route for wheelchair use. The project was very successful. Once areas were cleared there were noticeably less needles lying around. The project resulted in people being encouraged into environmental interests to walk more. At first, people were sceptical that the changes would not be vandalised, but they were proved otherwise. It was fantastic for the estate as respect seemed to be given to the changes to the environment.

The old Communities First programme ended in 2012.

### **Bangor Pride Partnership**

Bangor Pride started around late 2007/08. I didn't know about it until Peter Simpson contacted me via e-mail asking me if I was interested in being involved in a Maesgeirchen project. Partnership Maesgeirchen can pull in volunteers.

I understood that Bangor Pride was for the city as a whole. Peter Simpson drew up a mandate in consultation with others. It was set up to act as a medium between different agencies and groups. Bangor Pride was easy to understand at the beginning but then sub-groups were formed and it was difficult to keep up with all the Committees. I now confine myself to the main forum of which Councillor John Wynn Jones is the Chair. This forum discusses environmental issues mainly and organising community clear-ups. I suggested managing street entertainment rather than refuse them licence. Bangor Pride should not miss opportunities by concentrating on litter pick-ups.

I was aware of the Bangor Business Group with member from the big players.

Maesgeirchen Partnership has a solid group of volunteers with a Board of Directors. Another example of work carried out with volunteers was the Bangor Mountain Path. Maesgeirchen Partnership meets every

third Wednesday in a month. E. Barnes, Council Land and Property Maintenance Officer Gwynedd Council is also involved.

Bangor Pride could do a lot of good but unless there's sustainability there, it will not work.

I am still involved with the Communities First Programme but it is a massively different role to what it was then. The new Communities First is about getting people off benefits, improving people's health with a tight timetable from the Welsh Government.

## **Tŷ Cegin**

Maesgeirchen Partnership was very worried about Tŷ Cegin after it lost its strong manager. Maesgeirchen Partnership took Tŷ Cegin over with a profit of around 65%-70% being made with the Welsh Government topping it up. It was fantastic, with drama groups, School Nursery – Dechrau'n Deg, etc being run from there. When the Communities First Programme changed and the funding stopped in 2012, Maesgeirchen Partnership couldn't afford to run it. Tŷ Cegin is run by Gwynedd Council now with the School Nursery – Dechrau'n Deg and Betsi Cadwaladr Health Groups being run from there. Tŷ Cegin needs a receptionist for it to work well.

Bangor Pride needs to educate people not close them out. Tŷ Cegin is an example of a building that encourages people to enter and the building is respected as a result e.e. there no graffiti on the building and no vandalism. A building across the road which looks like an army barracks is vandalised because it looks like it's there to keep people out. It's all about ownership. Let people in and get a relationship going and you'll get respect.

When Communities First started they were very fortunate of the enthusiasm of the local Councillors who were co-operative with each one interested in the good of Bangor. Things got done. Again, we're very lucky with the new Councillor, Nigel Pickavance who is prepared to get stuck in and is a good motivator of volunteers.

## **The Way Forward**

Maesgeirchen Partnership asked Highways to look at speed of traffic which was reduced to 20 mph. The Partnership took on board issues that had impact on people's lives, just like a little Community Council. Bangor City Council is all about dignity. Bangor City Council has the potential to be an enabling Council which encourages people, like Maesgeirchen Partnership. For Bangor Pride to be sustainable, it has to look at social issues as well as environmental issues. There have been missed opportunities. There are many little groups which have never pulled together although the People of Bangor Community Group have tried but haven't succeeded in that strong links have not been formed. Bangor City Council could have formed these strong links. There should be a place in Bangor where people can go to with their new ideas for the City.

# APPENDIX 3

## Notes of the meeting with Anthony Randles, Cyfoeth Naturiol Cymru, 20<sup>th</sup> December 2013.

Pride in Our Communities was rebranded to the 'Fly Tipping Action Wales' project. I was the Project Co-ordinator for 'Fly Tipping Action Wales' across North Wales. A Fly Tipping Forum was established to share best practice and a number of Total Focus Campaigns were rolled out to towns and cities across North Wales, including Bangor.

The Total Focus Campaign brought together all the different partners and publicity was arranged on the organised clean-ups e.g. photos in newspapers, etc.

Fly-tipping Action Wales had a strategic document drawn up around enforcement and improvement. Bangor Pride Partnership was set up as a long term project being driven by Peter Simpson. We had a specific project to work on in Bangor. Our work involved giving advice on 'duty of care' to households and businesses, arranging press releases, and radio adverts. The 'duty of care' for businesses requires a transfer of waste note that covers a certain period of time. The 'duty of care' also includes the storage of waste at the back of business premises.

We have also worked in Caernarfon and our work was similar to the work carried out at Bangor which involved giving advice on 'duty of care' to households and businesses. There isn't an ongoing specific project in Caernarfon.

Bangor Pride Partnership has a strategy with a group of different agencies set up, which included local businesses. Once it got going it went well, but there were issues with the brand name and the colourful logo. Another difficult area was that the meetings were too formal. The setting was too formal, with seating far apart and having to push a button to speak. Members of the groups also had different agendas.

Peter Simpson launched the Bangor Pride Partnership and I got involved kicking off the week by going around giving advice on 'duty of care', waste carrier check stops – checking licences, etc..

We cleared fly-tipping hotspots, and there was a pollution prevention campaign in Llandygai Industrial Estate area as well as the clean-up of Maesgeirchen. The clean-up of Maesgeirchen was organised by Keep Wales Tidy. There were a number of groups set up to clear different areas or work on a specific matter. I and around 8 members of the Environment Agency staff also gave their time at the Llandygai Industrial Estate area and Maesgerichen clean-up. We have 2 days a year of environmental leave to carry out environmental work. The Probation Service is involved in all clearance of rubbish and environmental work and would also be involved in any work at Caernarfon.

Keep Wales Tidy and the Probation Service are involved in all such work which they advertise and publish outcomes and statistics are collected.

Publicity and advertisements are used as a deterrent. People become aware that work is going on and that fly-tipping, waste from households and businesses are being monitored.

There was no such P.R. work for the Bangor Pride Partnership. There wasn't a designated P.R. person. Fly-tipping Action Wales used a Cardiff based company for its P.R. work.

Wrexham Council has launched 'Pride in Streets' which covers the whole county. I was surprised that Gwynedd Council concentrated on Bangor City alone and not County-wide. Peter Simpson has signed up to our initiative and is very enthusiastic e.g. the Fly Tipping Action Wales logo is on their council vans and this raises the profile of our work.

The successes have mainly been around raising the profile, removing tons of rubbish in specific areas, resolved issues with students at end of term, issues with businesses.

Sustainability - There is a need to sustain it for it to work. Started well – less done now. I'm not involved now as I am not in the same post. When Bangor Pride Partnership started I had a budget of around £50k which I could use as a lever for partnership working. Action days happened on a regular basis then, but I've moved out of that post since 4 years ago.

Peter Simpson was enthusiastic and took on what we were trying to do, whether the branding and logo was right is another question. The meeting arrangements and settings was another issue. A County-wide approach would work better with organised P.R.

# APPENDIX 4

## Notes of the meeting with Ms Kate Jones, Deiniol Centre Manager, Bangor on 3<sup>rd</sup> December 2013.

### Bangor Pride Partnership

Worked well initially but has not worked so well since Sian the co-ordinator left her post at the City Council.

The Deiniol Centre Manager at the time was involved with the Bangor Pride but has left the post. Kate Jones took over at the time of the Jubilee Celebrations and Olympic Flame event. These events brought everyone together, the Bangor Swimming Pool, the Cathedral which includes the Methodist Church, Pontio, etc . were all involved. Kate had hoped that the group would have continued to meet regularly but Sian left her post. Kate still has good links with all involved at the time. The Bangor Pride was a good way of getting contacts together. Naturally, the Police were also involved with these events and was useful as there is now a contact for us. The Police now ask Kate for permission to distribute leaflets at the Deiniol Centre to promote awareness of any initiative they have.

There was the Steering Group itself and a number of sub-groups, such as the Business Group, the Cathedral Group, and the Colleges. Each group doing their own things and reporting back to the Steering Group. The Business Group consisted of representatives from Debenhams, Marks & Spencer, Boots, Deiniol Centre and occasionally representatives from other business attended. It was noted that it was difficult or almost impossible for representatives of small businesses to attend as they did not have staff capacity to do so.

The hard work was done two years ago and good contacts with all the different organisations were made.

The title 'Bangor Pride' label is never heard of now but the organisations do still work together. 'Bangor' on it's own, as a name/brand would be more suitable.

The Business Group has recently met again twice since Emlyn Williams, Bangor City Council has been appointed recently.

The Business Group didn't really get involved in the environmental element of the work carried out under the Bangor Pride Partnership as it was a very small group of businesses, and the Deiniol Centre has its own cleaning staff that also picks up chewing gum. Kate was aware that rubbish had been cleared on Bangor Mountain, near the car park, etc.

### Resources

Sian did apply for funding under this group and was successful. The leaflets were produced with this funding, with the design and production of the leaflet carried out by Coleg Menai staff and students. Aled Jones Griffiths was the contact at Coleg Menai.

### How would it be possible to improve the Partnership?

With Emlyn now in his post there are regular meetings planned and there are many things going on, such as the 'Buy Local' initiative, etc.

Emlyn is more pro-active with shops, the Bible Garden, Pontio etc. Emlyn is employed by Bangor City Council whereas Sian was employed by Gwynedd Council under the Bangor Pride Partnership resources. It is clear to Emlyn who he is accountable to.

The links to other groups such as the Bangor Community Group is also important. If it wasn't for the Bangor Community Group there wouldn't be a Santa's Grotto in the Deiniol Centre.

Bangor Pride facilitated many of Kate's contacts.

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### **How would a similar Partnership work in another area?**

The need to have a specific project draws on partnership working, e.g. Christmas and summer events. Even though the businesses may lose out financially they do enjoy the buzz. The market has led to complaints being received as businesses fear a fall in business.

A website for Bangor City would be advantageous for the Partnership and should include colleges, businesses, the Cathedral, etc. The website would also attract business to Bangor.

The overall feeling was positive and enthusiastic.

There are issues regarding the cleanliness of the High Street and the clearing of Chewing Gum started last week. Peter Simpson was very involved from the beginning of the Partnership and is aware of people's feelings about cleanliness and things are moving ahead.