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Service Definition Document: Love Clean Streets & AI2

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1. Introduction

Love Clean Streets (LCS) is a configurable, authority-controlled digital service that enables councils and partner organisations to provide residents with a simple, accessible way to report issues, request services, and receive updates — while giving the authority full control over workflows, data, automation, and service rules.

The service is designed not just as a resident reporting channel, but as a council-owned service delivery platform. Authorities control what can be reported or requested, when, by whom, and under what conditions, enabling more efficient, automated, and data-driven service delivery.

LCS includes in-app AI-assisted reporting, enabling automatic issue detection and category suggestion from user-submitted images. This improves data quality, reduces user friction, and increases reporting accuracy at the point of submission.

An adjacent service, AI2, supports internal inspections, audits, and surveys. AI2 can operate independently or feed directly into Love Clean Streets to automatically create reports or requests based on inspection outcomes.

2. Scope of Service

The Love Clean Streets service is configured specifically for each purchasing authority.

Using geofencing (typically at authority, ward, estate, UPRN, or USRN level), councils define:
- What services, reports, or requests are visible
- What data is collected
- What business rules apply
- How items are routed, processed, and resolved

Within an authority's configured area, residents are presented only with the services relevant to their location. Reports and requests are automatically routed to the correct internal team or third-party system, with status updates and feedback returned to residents through the app, web, email, or notifications.

The service supports reporting, service requests, scheduled services, inspections, contact-centre assisted interactions, payments, and integrations — all managed through a single platform.

The service can operate fully standalone or integrated with third-party systems.

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3. Key Service Features

Resident-Facing Channels

- Native iOS and Android applications
- Fully branded, responsive public website
- Location-aware configuration and branding
- Accessible, self-service reporting and requests

In-App AI-Assisted Reporting

- Automatic detection of issues from uploaded images
- AI-driven category suggestion based on image content
- Reduces reporting friction and improves data accuracy
- Operates transparently within the resident reporting journey
- Authority-controlled configuration of AI-assisted categories

Authority Control & Configuration

- Rich category and service configuration
- Full business rules to limit, control, or automate reporting and requests
- UPRN- and USRN-based visibility rules
- Schedule-driven availability and exceptions
- Control over what information is publicly visible

Report & Request Management

- Full back-office management of reports and requests, including location, images, structured data, and status
- Workflow-driven report and request management with automatic assignment to teams or integrated systems
- Collection of closure notes and images with automatic resident notification
- Operative access via mobile app for updates, reassignment, and closure

Duplication Management

- Configurable duplication engine to manage repeated reports
- Authorities deal with the primary report while duplicate reporters receive updates automatically
- Data-protected handling of multiple reporters

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Scheduled Services & Notifications

- Scheduled services by UPRN (e.g. waste collections)
- Scheduled categories by USRN (e.g. street sweeping, verge cutting)
- Alerts for delays or emergencies by USRN, locality, ward, postcode, or authority-wide
- Push, email, and in-app notifications

Asset-Based Reporting

- Asset layers restrict reporting to authority-owned assets
- Mandatory asset selection ensures accurate repairs and maintenance
- Asset IDs passed into integrations and APIs
- Automatic updating of layers via ESRI data feeds (weekly, monthly, or annually)

Contact Centre Module

- Dedicated module for customer service teams
- Raise reports or requests on behalf of callers
- Capture call-specific data
- Full visibility of resident history to reduce repeat contact

Identity & Access

- Resident single sign-on from council “My Account” platforms
- Employee single sign-on for admin, analysis, and contact centre modules
- Role-based access control

Data, Analysis & Insight

- Full analysis module accessible to authorised users
- Standard dashboards, charts, exports, and hotspot mapping
- Power BI integration with near-live data feeds
- Visibility of service reviews and resident feedback

Integration & Automation

- Two-way integration with multiple back-office systems
- API-driven, secure data exchange with third-party systems
- Automatic report creation from AI2 inspections (e.g. APSE LAMS, Keep Britain Tidy)

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4. Integration with Third-Party Platforms

Love Clean Streets is designed to integrate with external platforms that generate or manage citizen reports.

The service integrates with a wide range of local authority platforms, supporting single or dual integrations.

It can act as an orchestration layer, posting and synchronising reports, requests and status updates between systems such as Brightly Confirm, Causeway Alloy, Jadu, Idox Uniform, Salesforce Arcus, Civica, Veolia Echo, Whitespace and Symology, ensuring consistent resident and operational views.

FMS (Open311) integration – (Coming in 2026)

Love Clean Streets is currently developing a direct integration with FMS (Open311-compliant), enabling:

- Reports raised in FMS to feed automatically into Love Clean Streets
- Elimination of manual handling or duplicate processing of FMS reports
- Display of Love Clean Streets categories and Extra Questions within the FMS front end
- Ensuring all data required for processing is captured at source
- Automatic creation of fully configured reports in LCS

This integration allows authorities using FMS to continue doing so while benefiting from Love Clean Streets' workflow, configuration, automation, and integration capabilities — effectively providing two systems through a single service.

The integration will be made available to existing Love Clean Streets customers and deployed using standard, secure integration methods managed by bbits.

5. Service Process Flow

1. Configuration – Authority configures services, categories, rules, schedules, AI assistance, and integrations
2. Resident Interaction – User submits a report or request via app or web, with optional AI-assisted categorisation
3. Validation & Control – Business rules determine eligibility, visibility, and routing
4. Assignment – Items are automatically assigned to teams or third-party systems
5. Resolution – Operatives update and close items via app or back office
6. Feedback & Insight – Residents receive status updates and closure notifications and may provide feedback on the service.
7. Data Feed Analysis – Report, request, inspection, and feedback data is fed into analysis and reporting tools to support operational insight, performance monitoring, and continuous service improvement.

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6. Service Levels

The service is hosted in Microsoft Azure and designed for high availability, scalability, and resilience.

Detailed service levels, support response times, disaster recovery, and business continuity are defined in Appendix A – Service Level Agreement.

7. Pricing Model

- Residents: Free to use
- Authorities: Subscription-based pricing depending on selected modules and integrations

AI-assisted in-app image detection is included as part of the Love Clean Streets service. AI2 inspection services and additional integrations are priced separately where applicable.

8. Ethics & Data Privacy

- GDPR-compliant data handling
- Secure storage and processing within UK data centres
- Full authority control over data access and retention
- AI-assisted features operate within authority-defined rules and configurations

9. Conclusion

Love Clean Streets is a configurable service delivery platform that enables authorities to control demand, automate workflows, and integrate seamlessly with existing systems. By combining resident-friendly reporting, in-app AI assistance, strong configuration control, and powerful integrations, the service helps councils improve efficiency, responsiveness, and resident satisfaction while future-proofing their digital service delivery.