



The Eastwood Deal

A partnership plan for Eastwood Village

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The Safer Rotherham
PARTNERSHIP

A Partnership Plan for Eastwood Village

Our priority is to: 'To improve residents' quality of life by improving the local environment and reducing crime and anti-social behaviour in Eastwood'

We will do this by:

Targeted enforcement – use combined powers of Council and partners to change inappropriate behaviour and reduce demand for Council services

Working with the Police to effectively reduce levels of crime and anti-social behaviour in the area

Provision of effective environmental services - use Council resources as effectively as possible with appropriate equipment and well trained staff

Enhancing the feeling of pride in Eastwood and encourage volunteers to work in partnership with the Council. Develop the 'Eastwood Deal' and encourage residents to get involved

Encourage and nurture effective community engagement – working with new and established community groups to jointly create and deliver sustainable solutions

Celebrating achievement and positive outcomes with Eastwood's communities

Ensure plans are aligned to the Rotherham Health and Wellbeing strategy

Eastwood housing stock includes a mix of private rented, owner occupied and social rented housing.

Across the area as a whole, 24 % of households are private rented, 37 % social rented (19 % council) and 35 % owner occupied. 6.5 % of homes are empty, rising to 9 % in Eastwood Village.

It is the most ethnically diverse area in Rotherham with over 5000 residents, over 27 % are under the age of 15 and fewer than 10 % are over 65. An impact on engagements in the Eastwood Village area particularly is the high turnover of residents running at around 27 % per year.

The Eastwood deal is designed to build upon existing partnership activity, to provide sustainable improved outcomes for the residents and communities.

IMPROVE THE QUALITY OF THE LOCAL ENVIRONMENT AND IMPROVE RESIDENTS PERCEPTIONS OF THE ENVIRONMENT

Targeted enforcement - use combined powers of Council and partners to change inappropriate behaviour and reduce demand for Council services

Action

Create and deliver an Enforcement Plan covering:

- garden clearance
- fly tipping
- side waste
- bins left on pavements
- Anti-social behaviour
- Selective Licensing

Ensure that enforcement is overt, visible, communicated and targeted for sustained impact - share outcomes widely with residents and Ward Councillors

IMPROVE THE QUALITY OF THE LOCAL ENVIRONMENT AND IMPROVE RESIDENTS PERCEPTIONS OF THE ENVIRONMENT

Effective environmental services - use Council resources as effectively as possible with the best equipment and well trained staff

Action

Organise a programme of quarterly multi-agency super-blitzes including with sustainable improved outcomes including:

- Easily accessible bulky waste collections for landlords and tenants (chargeable service)
- High quality street cleansing operations as part of community clean-ups, provision of brooms and litter picks
- Selective Licensing enforcement

Review street cleaning operations / schedules to ensure targeting areas of greatest need

Co-ordinate a response to SYP crime prevention survey which covered

- improving / installing lighting
- removing / cutting back vegetation
- installing CCTV

Develop a bulky / trade waste offer for private landlords that is easily and quickly accessible at an appropriate price

Develop a process for identifying infestation of cockroaches, rats and bedbugs, covering awareness raising and reporting

IMPROVE THE QUALITY OF THE LOCAL ENVIRONMENT AND IMPROVE RESIDENTS PERCEPTIONS OF THE ENVIRONMENT

Enhance the feeling of pride in Eastwood and encourage volunteers to work in partnership with the Council

Action

Develop a work programme for the new Love My Streets Co-ordinator

Produce a Love my Streets Plan with a section dedicated to Eastwood. Develop a brand, campaign and delivery plan

Work with community groups / individuals through a campaign approach to increase number of Love my Streets volunteers

Agree actions with volunteers, and equip / train them to report issues or to take direct action on clean ups with Council support

Work with Keep Britain Tidy as part of campaign approach and utilise their online, written and other resources including examples of best practice

Identify and look to increase community groups and activity in the area.

ENCOURAGE AND NURTURE EFFECTIVE COMMUNITY ENGAGEMENT – WORKING WITH NEW AND ESTABLISHED COMMUNITY GROUPS TO JOINTLY CREATE AND DELIVER SUSTAINABLE SOLUTIONS

Enhance the feeling of pride in Eastwood and encourage volunteers to work in partnership with the Council

Action

An Early Help Plan that includes the following priorities:

- Support children and young people in Eastwood so that they are healthy and safe from harm
- Support children and young people in Eastwood to start school ready to learn for life and maintain positive engagement with school
- Support children and their families in Eastwood so that they are ready for the world of work
- Support children and their families to engage in positive mainstream community life

Deliver an Early Help Targeted Youth Programme in Eastwood to address anti-social behaviour and reduce vulnerability.

Ensure that children, young people and families in the area are engaged in positive learning and contribute positively to their community

IMPROVE THE QUALITY OF THE LOCAL ENVIRONMENT AND IMPROVE RESIDENTS PERCEPTIONS OF THE ENVIRONMENT

Communication – celebrating achievement with Eastwood’s communities

Action

Create simple but effective communication plan using existing resources

Online and print media campaign to highlight the results of the Plan for Eastwood

IMPROVE THE QUALITY OF THE LOCAL ENVIRONMENT AND IMPROVE RESIDENTS PERCEPTIONS OF THE ENVIRONMENT

Community engagement – working with new and established community groups to jointly create and deliver solutions

Action

Join up with Canals / Rivers Trust to improve river banks and clear waste, engaging residents (especially young people) to deliver improvements and increase ownership

Use best practice to produce an Eastwood Deal – in partnership with local residents / groups (e.g. Clifton Learning Partnership (CLP) and school) - describing what residents can expect from Council and what Council expects from residents / community organisations

Plan campaigns and events aimed at increasing rate of recycling and correct waste disposal

Jointly identify ways of improving green spaces – Eldon Rd playing fields and Pocket Park - so that the areas are more attractive and used by all communities to reduce anti-social behaviour. Work with schools and CLP, and incentivise involvement through competitions, sponsorship.

Encourage positive relationships between the all staff working in the area (across agencies) with the community adopting a positive ‘I’m here to help’ approach

Engage with all faith groups regarding this action plan and opportunities for involvement

Engage all businesses in the local community

Develop translation / outreach resources from within the local community

Identify empty and disused properties to reduce impact on local community

REDUCE LEVELS OF CRIME AND ANTI SOCIAL BEHAVIOUR

Action

Develop and appropriately share intelligence

Ensure all information is captured and considered when deciding on interventions and use of enforcement powers including powers within anti-social behaviour legislation

Develop processes via Case Identification Meeting (CIM) which will result in joint visits to:

- properties with either 3+ reports to the police or Council in less than 12 months or who are hitting a number of triggers ensuring early enforcement or support as appropriate
- repeat / vulnerable callers

REDUCE LEVELS OF CRIME AND ANTI SOCIAL BEHAVIOUR

Action

Consider options to pool resources to create a sustainable 'Team Eastwood' approach with a base in the heart of the community

Maximise the use of ASB tools and powers where appropriate as part of a package of measures e.g. dedicated patrol resources, CCTV, Detached Youth Team based and diversionary/targeted youth provision

Develop partner patrol plans, as far as possible, geared to intelligence led times and locations

Continue to monitor the running of Operation Keepsafe

Develop a Youth Forum co-ordinating delivery of youth provision, including a Youth Offer promoting activities and positive parenting

Convene a meeting of housing providers to review current situation and suitability of placements / properties