

Enviro-crime Strategy & Enforcement Policy



Sustainable Communities Scrutiny Panel

16th February 2006

Mark Ford
Neighbourhood Standards Manager

Setting Standards; Delivering a Vision
Neighbourhood Standards



Promoting Respect and
Responsibility

Improving the Local
Environmental Quality
In Our Neighbourhoods



Enviro-crime Strategy

Imagine

Cleaner streets, free of litter, graffiti, and fly posting, where people feel safe and children can play without fear

Safer neighbourhoods free from the suffering caused by noisy neighbours and anti-social behaviour

Greener communities with parks that are attractive and inviting, and open spaces that are not blighted by dumped rubbish and abandoned vehicles

DEFRA; Clean Neighbourhoods, Consultation Document, 2004

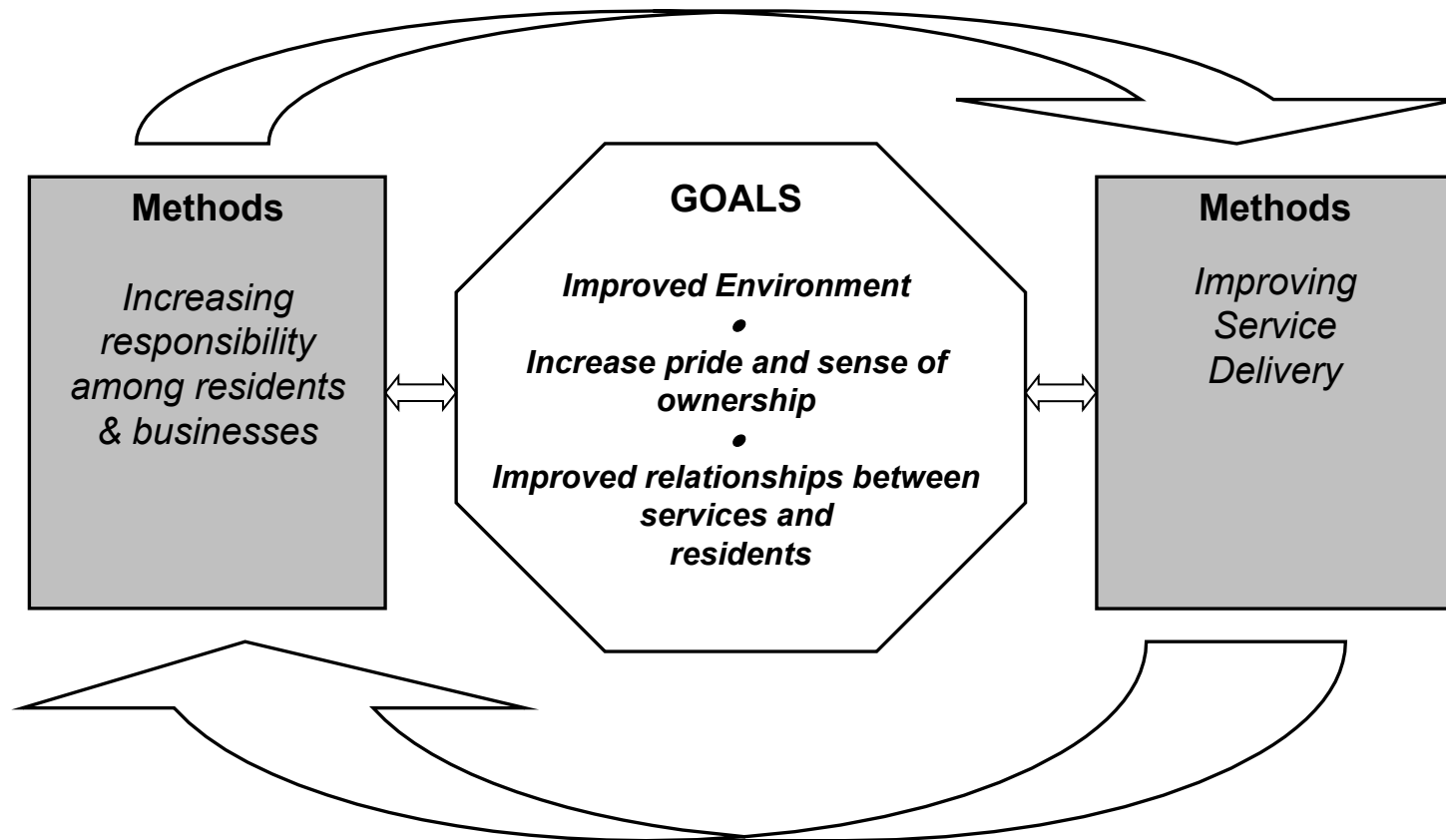
Enviro-crime Strategy

Focus ...

- **Improving quality of the local environment**
- **Key elements**
 - Changing behaviour & attitudes
 - Effective deterrents
- **Complemented by effective & responsive cleansing operations**

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Balancing ...



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Two key aims ...

- **To reduce by 10% by April 2009 the number of residents who view enviro-crime to be either a very big, or fairly big problem in their local area.**

Enviro-crime Strategy

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- To reduce by 10% by April 2009 the number of residents who view enviro-crime to be either a very big, or fairly big problem in their local area.
- **To enable all local communities to widely recognise the quality of their neighbourhood so that by April 2009 there is a 75% level of satisfaction with the cleanliness of their area**

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How ...

- ***Education & campaigning***
 - *Changing attitudes and behaviour through public engagement and promotion of community responsibility*

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How ...

- *Education & campaigning*
 - *Changing attitudes and behaviour through public engagement and promotion of community responsibility*
- **Enforcement**
 - *Implementing a stronger “zero tolerance” approach utilising local intelligence*

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- **Promoting**
 - **Community choice, self help, involvement, & problem solving, and**
 - **Partnership working with other agencies, bodies and business**

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National drivers ...

- **Sustainable Communities**
- **Liveability**
- **Safer, Cleaner & Greener**
- **Neighbourhood Renewal** – Joseph Rowntree Foundation, October 2005
- **Community Safety**
 - **Crime & Disorder; Anti-social behaviour**
 - **Respect agenda**
 - **Neighbourhood Policing**
- **Neighbourhood Management**
- **Local accountability**

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Local Priority ...

Local Surveys have consistently shown clean and safe streets and improved public spaces to be a top priority for local people, which is likely to continue

Rotherham Partnership; Community Strategy 2005-2010

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Rotherham will be a place where neighbourhoods are safe, clean, green and well maintained ... Environments, people and businesses will be protected ...

RMBC; Pride in Performance, Corporate Plan 2005-2010

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Rotherham Partnership; Community Strategy 2005-2010

Rotherham will be a place where neighbourhoods are safe, clean, green and well maintained ... Environments, people and businesses will be protected ...

RMBC; Pride in Performance, Corporate Plan 2005-2010

To improve the quality of the local environment, creating cleaner, greener, safer and better used public spaces (including the Town Centre), reducing the gap on aspects of liveability between the worst neighbourhoods and the district as a whole.

RMBC; Local Area Agreement 2006

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Local Linkages ...

- ***Neighbourhood Renewal Strategy 2004-2010***
- ***Anti-Social Behaviour Strategy***
- ***Community Safety Plan 2005-08***
- ***Housing Strategy***
- ***Equalities & Diversity Strategy***
- ***Neighbourhood Management***
- ***Neighbourhood Policing/Safer Neighbourhood Teams***
- ***Green Spaces Strategy (under development)***
- ***Local Development Framework (under development)***
- ***Public Health Strategy (under development)***
- ***Housing Market Renewal***

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Why? – Public Opinion ...

- **Top problem for communities**
 - 79% see litter & rubbish as top problem, QOL survey 2005
 - 26% dissatisfaction, QOL survey 2005
 - 44% dissatisfaction, Reachout 11 2005
 - 43% dissatisfaction, 2003 Reachout 4 2002
 - 92% dog fouling & 84% graffiti dissatisfaction, Reachout 3 2002,
 - 4% of households leave Rotherham due to poor quality neighbourhoods, Housing Needs Survey 2003
 - 20% wouldn't recommend visiting Rotherham as it was dull & dirty, Reachout 8 2003
 - Areas of deprivation – NW Survey 2004, 43% litter/rubbish serious problem, 2005 NMP 16%
- **Nationally below average in terms of dissatisfaction** (BVPI89)

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But – not all bad news ...

- **Litter – Success**
 - 92% of BVPI 199 surveyed sites were “satisfactory” (well above top quartile of 86%)
 - Use of Fixed Penalties good – 396

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- **Dog Fouling – Success**
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- **Graffiti – Success**
 - Awards
 - This year 10% reduction in reports
 - 97% of BVPI 199 surveyed sites were graffiti free (big push)

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But – not all bad news ...

- **Fly-tipping – The issue**
 - *25% increase in reports year on year, small reduction this year*
 - *2nd highest number in Yorkshire*
 - *Highest cost for removal*
 - *National trend but zero increase target being met*
 - *Low level of prosecution*
 - *Potential for increase*

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3rd Best Met Council in England for “cleanliness”

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Educating & Enforcing ...

- **Education**
 - Toxic; 15,000 children/young people. Award winning. Good Practice & local impact.
 - Campaigns
 - Street stencils, signs, litter/dog bags
 - Media coverage
 - Junior Wardens
 - Advertising

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- **Enforcement**

- Reachout 12
- “Zero Tolerance” – over 80% support
- c. 2/3rds favour use of FPNs rather than direct prosecution
- FPNs should be a min. of £50 except fly tipping & graffiti (£100)
- Instalments – over 60% support

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- **30 Point Action Plan building on good practice**

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 - ***Actions to***
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 - ***Key elements***
 - *Enviro-crime Team*
 - *Safer Neighbourhood Teams*
 - *Streetpride*
 - *Communities, incl. Parish councils*
 - *Clean Neighbourhood & Environment Act*
 - *Integration of new approaches and powers BUT consistently*

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**What's Important are the things people
see when they walk out of the front
door**

ODPM 2003

Promoting Respect and Responsibility



Enviro-crime Strategy 2006-09



Improving the Local Environmental Quality
In Our Neighbourhoods

