

# Enviro-crime Strategy & Enforcement Policy



Sustainable Communities  
Scrutiny Panel

16th February 2006

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Setting Standards; Delivering a Vision  
Neighbourhood Standards



Improving the Local  
Environmental Quality  
In Our Neighbourhoods

Promoting Respect and  
Responsibility



## 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*



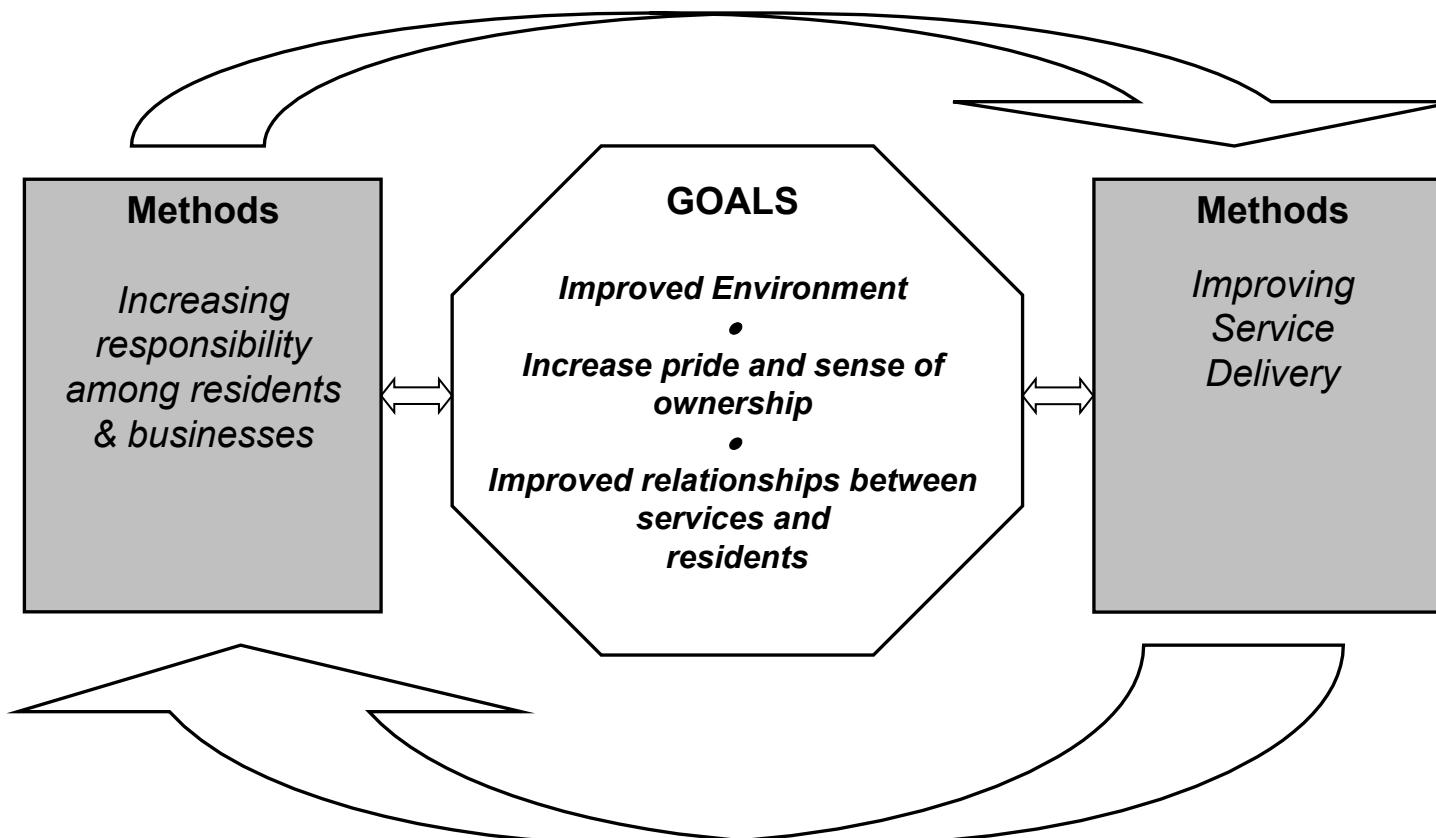
# Enviro-crime Strategy

## Focus ...

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

# Enviro-crime Strategy

## Balancing ...





## 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**



## Enviro-crime Strategy

### How ...

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



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

# Enviro-crime Strategy

## 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**



## Enviro-crime Strategy

### 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***

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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 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*



# Enviro-crime Strategy

## 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***

## Enviro-crime Strategy

### 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)**



## Enviro-crime Strategy

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



## Enviro-crime Strategy

### But – not all bad news ...

- **Fly-tipping – The issue**
  - *25% increase in reports year on year, small reduction this year*
  - *2<sup>nd</sup> 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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**3<sup>rd</sup> 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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### Implementing ...

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



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- **Delivering**
  - ***Actions to***
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    - *Partnership working with other agencies, bodies and business*
  - ***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*



## Enviro-crime Strategy

**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

