

Minute No. 67 of the meeting of the Cabinet Member for Streetpride held on 17th December, 2007:-

ENVIRO CRIME STRATEGY - PROGRESS REPORT

Consideration was given to the content of a report which highlights the progress made against the milestones and targets contained within the Enviro-Crime Strategy which was approved by Cabinet on 29th March, 2006. The report was referred for information from the Cabinet Member for Neighbourhoods (Minute No. 138 of November 2007 refers).

The Enviro-Crime Strategy is a major contributor to deliver the priorities of the Community Strategy, Corporate Plan and the objectives of the Local Area Agreement's Safer and Stronger Communities block.

The Enviro-Crime Strategy identifies milestones and targets that will achieve the delivery of the following key aims of the strategy:

- (i) To reduce by 10% by April 2009 the percentage of people who view enviro-crime to be a problem in their local area
- (ii) To enable all 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.

The Strategy represents the Council's holistic approach to enviro-crime, and Action Managers identified for delivery of the targets are from a broad range of disciplines, including the Enviro-Crime Unit, Neighbourhood Enforcement, Rotherham Wardens, Food Health & Safety, Trading Standards, Safer Neighbourhood Team, Waste Management and Streetpride.

Currently of the thirty-three key actions in the Strategy one remains off target but with a recovery plan in place. The action off target is :

To promote reassurance by impact surveys of actions and campaigns in neighbourhoods.

The report submitted set out :-

- the delivery milestones identified within the key actions
- the direction of travel and outcomes demonstrable against a number of key indicators following introduction of the Strategy
- ways in which the Strategy addresses priorities such as Rotherham Safe and other cross cutting themes.

Particular reference was made to areas of enforcement which were being strengthened. Since the start of the Strategy to date over 750 fixed penalty

notices (including waste carrier/duty of care operations) being issued and over 130 court actions taken. The linkage between Anti-social Behaviour was highlighted and in particular the Too Toxic campaign in Schools where some 10,000 young people have been engaged.

Any slippage on key actions might impact on the delivery of linked actions with a consequence that targets will not be met with a subsequent impact on the delivery of the aims of the Strategy.

Failure to deliver the Strategy will have a negative impact on the targets set within the Local Area Agreement and would significantly weaken the Council's approach to anti-social behaviour.

Reference was made to Parish Councils and the introduction of dog control powers. The need for a consistent approach was commented upon, it being suggested that a report on the matter be submitted to the Parish Liaison Committee.

Resolved:- (a) That the report be received and the positive delivery of the Strategy be welcomed.

(b) That an update report be submitted in six months' time.

(c) That a report be submitted to the Parish Liaison Committee on the implications for enforcing dog control powers.