

Enviro-Crime Plan

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Rotherham
Metropolitan
Borough Council 

Setting the Scene

- The following strategic aims and objectives in The Council Plan and the Year Ahead Plan are relevant to this plan
 - A cleaner, greener local environment
 - Every neighbourhood thriving
- Enviro-crimes (for the purpose of this plan) include the following:
 - Fly Tipping (and related offences)
 - Littering
 - Accumulations of waste
 - Dog fouling
 - Graffiti and Fly Posting
- Three objectives of the plan:
 - Prevention
 - Engage and Educate
 - Enforce



Objective 1: Prevention

This objective seeks to prevent enviro-crime from occurring in the first place through:

- Designing out crime in hot spot areas
- Deploying prevention tools such as signage and CCTV
- Working with private landowners to secure their land or property
- Work with local businesses to manage waste effectively
- Ensure appropriate levels of bins in hot spot locations



Questions to consider:

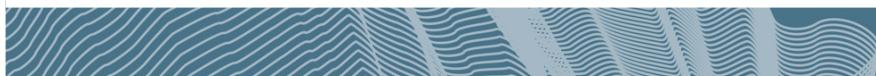
- What works in terms of prevention?
- What doesn't work?
- Is this an important area of focus?
- How can elected members be better engaged in prevention?



Objective 2: Engage and Educate

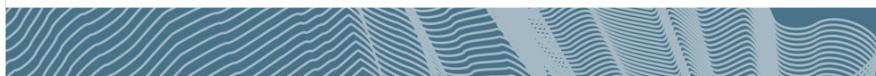
This objective seeks to educate people about the impact of enviro-crime and how to dispose of waste correctly through:

- An educational package focussed on the impacts of waste crime or other forms of environmental offences (targeted at young people)
- An education package focussed on effective management of waste and waste offences (targeted at adults)
- Effective communications to promote the environment
- Effective communications to promote enforcement activity to deter offences, including regular campaigns under #getridretyt
- Promote volunteering opportunities and the work of volunteers



Questions to consider:

- What works in terms of engagement and education?
- How do we reach adults and what messages are effective?
- Is this an important area of focus?
- How can elected members be better engaged in engaging and educating communities?



Objective 3: Enforce

This objective seeks to ensure an effective enforcement response through:

- Deployment of CCTV capability to identify offences
- Use of partnerships to increase capability such as working closely with neighbourhood policing teams
- Effective actions at all stages of the waste life-cycle
- Increase enforcement outputs such as producers, fines and prosecutions
- Effective ward based working to problem-solve locations
- Ensure cleansing and enforcement services are closely aligned

Questions to consider:

- What works in terms of enforcement locally?
- How do you think partners can help tackle enviro-crime?
- Is this an important area of focus?
- How can elected member support enforcement activity?



Any quick fixes we can do now?

Open discussion and questions?

Next Steps

- Officer workshop to finalise detailed plan
- Plan agreed alongside performance metrics (July)
- Plan commencement in August
- Quarterly Meeting of the Enviro-Crime Board (chaired by AD)

