

COUNCIL – 17 JULY 2018

In accordance with Section 100(B)(4)(b) of the Local Government Act 1972, the Chairman has agreed to take this item as a late item of business due to the Council's summer recess and the next meeting of the Council not being scheduled until 9 October 2018.

MAKING NEWARK & SHERWOOD CLEANER, SAFER, GREENER, A PLACE WE ARE ALL PROUD OF

1.0 Purpose of Report

1.1 To approve and to implement the council's cleaner, safer, greener campaign.

2.0 Background Information

2.1 The council has adopted 4 strategic priorities around the themes of:

- Homes;
- The Economy;
- Safety and Cleanliness; and
- Healthiness.

Within the priority of Safety and Cleanliness we have two clearly defined aims:

1. To maintain an excellent standard of environment across the district; and
2. To help local communities to provide strong and safe places to live.

The Council now wishes to place particular focus around the cleaner, safer, greener agenda.

3.0 Proposals

3.1 In order to underpin the new emphasis on making the district a cleaner, safer and greener place for our residents it is recommended that the campaign strategy attached at **Appendix A** to this report be adopted with immediate effect.

3.2 The strategy sets out key objectives relating to littering, graffiti, dog fouling and other environmental offences and a set of performance indicators has been developed to measure our success in achieving those objectives.

3.2 It is intended that the launch of the new strategy will be reinforced through a media and public awareness campaign which will seek to encourage a partnership approach to securing our objective of a cleaner, safer and greener environment together with residents, businesses, key partners and parish and town councils.

4.0 Equalities Implications

4.1 Equalities implications have been considered and all actions relating to this strategy and effects thereof will be within current agreed policy. Therefore this report and strategy will not have any equalities implications not previously considered.

5.0 Impact on Budget/Policy Framework

5.1 The adoption of this strategy does not in itself have a budget or policy framework implication. Budget implications around the implementation of the strategy will be considered in a report to Policy & Finance Committee and part of the future years' budget process as set out in recommendation b) below.

6.0 RECOMMENDATIONS that:

- a.) the Council formally adopts the Cleaner, Safer, Greener Campaign Strategy as attached at Appendix A; and**
- b.) a report be brought to the September meeting of the Policy & Finance Committee with a view to the appointment of 2 dedicated officers to promote and enforce the strategy on a pilot basis with consideration being given to the allocation of additional resources in the 2019/2020 budget to further increase the officer capacity and associated resources to promote the cleaner, safer, greener agenda.**

Background Papers

Nil

For further information please contact Deborah Johnson on Ext. 5800

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