

Making Newark and Sherwood Cleaner, Safer and Greener
A Place We Are All Proud Of
Campaign Strategy



MAKING NEWARK & SHERWOOD
Cleaner
Safer &
Greener
A PLACE WE ARE ALL PROUD OF

Contents

| | |
|----------------------------|----------|
| Introduction | 2 |
| Campaign Aim | 2 |
| Mission Statement | 2 |
| Campaign Objectives | 3 |
| Campaign Delivery | 3 |
| Education and Engagement | 3 |
| Deterrence | 4 |

Introduction

This campaign focuses on making the district a cleaner, safer and greener place for our residents. We work hard to ensure that our residents live and work in a district they can be proud of. A clean, safe and green environment promotes wellbeing, happiness and productivity, improving the quality of life in our district and the experience of visitors.

This campaign is about working with the council services which impact upon the environment of our district, and thus the lives of our residents, on a day-to-day basis. We want our residents to live and work in a clean, safe and green environment that will enhance their quality of life and build upon civic pride.

We will work in partnership with other organisations and the community to provide a clean and safe district and to protect and enhance the environment of Newark and Sherwood.

Campaign Aim

This campaign will work to make Newark and Sherwood **Cleaner, Safer and Greener** by changing behaviour across the district using the tools of education and engagement, and deterrence. We will work in partnership with other organisations and the community to achieve our mission statement.

Mission Statement

To make the district a **Cleaner, Safer and Greener** place. We want to work in partnership with others to encourage and enable our residents to take a greater role in determining the quality of life in their local communities and to enhance civic pride. However, for those affected by anti-social behaviour and environmental crimes, this campaign will underline an uncompromising approach to criminality and reaffirm that Newark and Sherwood is not a soft-touch for those who seek to blight our communities.

Measure of Success

We will ensure we measure our success and have a range of measures already identified and in place that will let us know how well we are doing in achieving our aims and objectives.

Campaign Objectives

The objectives for the campaign are outlined below. These are shared objectives. They will be achieved in partnership with residents, businesses, key partners and Parish and Town Councils because the **Cleaner, Safer, Greener** agenda is a joint responsibility.

| Cleaner | Safer | Greener |
|--|---|--|
| Increase the reporting of littering, dog fouling and fly-tipping | Take an uncompromising approach to the enforcement of Anti-Social Behaviour legislation | Reduce littering in parks and green spaces |
| Reduce littering, dog fouling and fly-tipping | Increase enforcement around planning and licensing | Reduce Anti-Social Behaviour in parks and green spaces |
| Increased reporting of “grot-spots” to build a grot spot map and target cleaning activities | Develop the council’s partnerships and communication networks with key organisations such as the Police and Neighbourhood Alert | Increase recognition of the parks and green spaces in the District |
| Reduce litter levels by supporting and encouraging community litter picks | Strengthen and coordinate the council response to nuisance neighbour complaints | Increase the percentage of household waste sent for reuse, recycling or composting |
| Take an uncompromising approach to the use of Fixed Penalty Charges for environmental offences | Work with the Police to promote and support the effective use of CCTV | Improve the appearance of streets by reducing the quantity of street clutter, including fly posting, and improving the quality of signage including traffic and directional signage. |

Campaign Delivery

Newark and Sherwood District Council will deliver this campaign using the twin approach of education and engagement, and deterrence.

Education and Engagement

- We will encourage and support our residents to take ownership of their role in improving their local environment and taking pride in their district.
- We will engage with our residents to improve the reporting of offences and grot spots to enable targeted action.
- We will encourage and support community litter picks.
- We will provide information to residents to support an increase in recycling rates.

Deterrence

- We will work in partnership with key organisations to improve reporting of offences.
- We will take an uncompromising approach to criminality, anti-social behaviour and complaints by taking greater enforcement actions, such as the application of Fixed

Penalty
Charges.

| | |
|---|--|
| <p>Littering</p> <p>£150 Penalty</p> <p>Cleaner, Safer, Greener </p> | <p>Graffiti</p> <p>£150 Penalty</p> <p>Cleaner, Safer, Greener </p> |
| <p>Fly-Posting</p> <p>£150 Penalty</p> <p>Cleaner, Safer, Greener </p> | <p>Dog Fouling</p> <p>£75 Penalty</p> <p>Cleaner, Safer, Greener </p> |
| <p>Fly-Tipping</p> <p>£400 Penalty</p> <p>Cleaner, Safer, Greener </p> | <p>Abandoning a Vehicle</p> <p>£200 Penalty</p> <p>Cleaner, Safer, Greener </p> |

