

LEISURE & ENVIRONMENT COMMITTEE

25 JUNE 2019

THE CLEANER, SAFER, GREENER CAMPAIGN

1.0 Purpose of Report

1.1 To update Members on:

- a) The achievements from the successful Cleaner, Safer, Greener campaign which ran from July 2018 to March 2019; and
- b) The plan for embedding the work of the Cleaner, Safer, Greener Campaign into the everyday work of the Council.

2.0 Background Information

2.1 In July 2018 Newark & Sherwood District Council pledged to make the district a cleaner, safer and greener place. We promised 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 enhance civic pride. The campaign focused on making the district a cleaner, safer and greener place for residents. Working to ensure that our residents live and work in a district they can be proud of. The campaign was delivered by a cross-council project team who worked in partnership with other organisations and the community to deliver the campaign's actions.

3.0 Successes of the Campaign

3.1 Over the nine months of the campaign Newark & Sherwood District Council has:

- Undertaken three successful days of action in the Yorke Drive and Winthorpe Road area of Newark, the Quadrangle area of Blidworth and Hawtonville area of Newark,
- Over the three days of action 39.25 tonnes of litter, street sweeping and bulky waste were removed alongside 4.5 tonnes of green waste,
- Recruited and trained two new Community Protection Officers who patrol the streets with the power to impose fixed penalty notices for environmental crimes,
- Planned for the recruitment of two further Community Protection Officers,
- Sent a *Cleaner, Safer, Greener* pack to every Parish and Town Council in the district encouraging them to get involved with the campaign and gathering information on the C,S,G issues affecting the district as a whole,
- Added new or upgraded 24 bins as part of the days of action,
- Rolled out the trial of dual waste-recycling bins in Southwell,
- Sent recycling information to every household in the district to improve resident understanding of household recycling provision,
- Launched the successful PAWS campaign encouraging responsible dog ownership, including running education sessions in schools and installing new dog fouling signage across the district,
- Run a successful night of action in Newark in collaboration with Nottinghamshire Police and police drug dog Jasper,
- Given several cigarette bins to local businesses to help tackle littering,
- Planted over 250 shrubs and trees as part of the days of action,

- Developed the 'Green Champion' resource pack to encourage and support community litter picking,
- Achieved the Park Mark Safer Parking Award and Disabled Parking Accreditation in all Newark and Sherwood District Council car parks,
- Increased the profile of behavioural enforcement actions in the district by increasing the publicising of Criminal Behaviour Orders,
- A 1,400% increase in the number of FPNs given (1 FPN was served between July 2017 and March 2018 and 15 were served between July 2018 and March 2019),
- A 336% increase in the number of community protection enforcement actions (CPWs, CPNs, FPNs).¹ 11 actions were taken between July 2017 and March 2018 and 48 actions were taken between July 2018 and March 2019.
- Launched the Balderton Safer Partnership action plan,
- Four NSDC parks received the Green Flag Award in recognition of their value as well managed green spaces,
- Worked with the community, local schools and youth groups to paint a mural in Hatchett's underpass and graffiti art at Hawtonville teen hangout using art and community engagement to tackle graffiti; and,
- Built a strong brand that is well respected across the district.

The campaign's Council wide focus on the front line issues that impact residents every day was a great success. It re-energised and refocused the Council on the streets and green spaces across the district and enabled the Council to develop their relationships with local communities and work with these communities to make these spaces even better. The campaign also helped Council teams build stronger connections across the organisation and with external partners.

- 3.2 To deliver the campaign the Council worked with a range of partners to deliver activities, embed community engagement, improve communications and undertake three successful days of action. Throughout the campaign the Council have worked in partnership with:
- Nottinghamshire County Council,
 - Newark and Sherwood Homes,
 - Ideverde,
 - Nottinghamshire Police,
 - Nottinghamshire Fire and Rescue,
 - Via East Midlands,
 - Veolia,
 - Fernwood Foxes Football Club,
 - McDonald's and KFC,
 - Newark Striders,
 - Sherwood Forest Trust,
 - The Balderton Safer Partnership,
 - Parish and Town Councils,
 - Reach,
 - Change Grow Live,
 - The Probation Service,
 - Active for Today,

¹ Community protection enforcement is a 3 stage process. A CPW is a warning and only if this warning is not considered the CPN is given and then the fine (the FPN).

- The Co-op,
- Dogs Trust,
- Nottingham Community Housing Association,
- Sam’s Work Place,
- Forestry Commission,
- Woodhead Group,
- William Gladstone School,
- People of Peace and other Community Groups.

3.3 A review of the performance of the campaign quantifies this success. The table below shows the campaign objectives and some of the key outputs of the campaign. The performance statistics are the results of a comparison of performance before Cleaner, Safer Greener (between July 2017 and March 2018) and during Cleaner, Safer Greener (July 2018 and March 2019).

5	
Increase the reporting of littering, dog fouling and fly-tipping	32% increase in the number of requests relating to litter and street cleaning, and a 12% increase in the number of dog fouling incidents reported.
Reduce littering, dog fouling and fly-tipping	25% decrease in the number of sites failing street and environmental cleanliness litter standards.
Increased reporting of “grot-spots” to build a grot spot map and target cleaning activities	11 targeted community action days undertaken during the campaign. ²
Reduce litter levels by supporting and encouraging community litter picks	15 community litter picks undertaken by communities, with the support of Newark and Sherwood, during the course of the campaign. A 114% increase since the undertaking of the campaign. These litter picks have been undertaken across the district including Blidworth, Newark, South Clifton, Balderton, North Muskham and Bilsthorpe.
Take an uncompromising approach to the use of Fixed Penalty Charges for environmental offences	A 50% increase in the number of FPNs given for environmental offences.
Safer	
Take an uncompromising approach to the enforcement of Anti-Social Behaviour legislation	A 336% increase in the number of community protection enforcement actions.
Increase enforcement around planning and licensing	53 planning enforcement notices issues throughout the campaign.
Develop the council’s partnerships and communication networks with key	2,099 residents signed to the Neighbourhood Alert App within the Newark and Sherwood

² A community action day is a day more directly supported by the Council, often with officer involvement, whilst community litter picks are undertaken by the community and with the support of the Council regarding equipment and the removal of waste.

organisations such as the Police and Neighbourhood Alert	district at the end of the campaign. Two new Neighbourhood Watch schemes set up during the 9 month campaign.
Strengthen and coordinate the council response to nuisance neighbour complaints	33% increase in the number of formal notices served in breaches of tenancy, including notices given as a result of nuisance neighbour complaints.
Work with the Police to promote and support the effective use of CCTV	12 proactive joint police activities throughout the campaign including joint visits, nights of action and joint actions.
Greener	
Reduce littering in parks and green spaces	2% increase in the percentage of key parks and open spaces meeting litter standards.
Reduce Anti-Social Behaviour in parks and green spaces	Launched a new scheme of referrals for park staff and trained rangers to handout FPNS in parks. 18 referrals from Parks staff to the Anti-Social Behaviour team made during the campaign.
Increase recognition of the parks and green spaces in the District	6 Green Flag and Green Pennant awarded parks in the district.
Increase the percentage of household waste sent for reuse, recycling or composting	5% increase in the percentage of household waste sent for reuse, recycling and composting with the district achieving its highest performance to date in July-September 2018 with a rate of 35.1%.

3.4 The campaign received excellent press coverage and social media engagement. **Appendix One** gives an overview of the extensive press coverage the Cleaner, Safer, Greener achieved throughout the campaign including television coverage at local and regional level.

3.5 In late March, Councils across the country received Government funding for High Street Community Clean Ups, with the aim of increasing pride in local high streets, promoting better cleanliness and opportunities for volunteering. NSDC received £21,205 and is aiming to run three events over 2019/20, starting with the Day of Action in Newark Town Centre.

4.0 Why is 'Cleaner, Safer, Greener' Important?

4.1 A clean, safe and green environment promotes wellbeing, happiness and productivity and improves the lives of residents in, and visitors to, the district.

4.2 This is not just the view of the council. Between October and December 2018 11,224 residents completed a Resident Survey. The survey offered residents the opportunity to feedback to Newark and Sherwood District Council about; their experiences as council customers and residents of Newark and Sherwood, their satisfaction with council services, and what services they think are the most important and in most need of improvement. The results of the survey reinforce the emphasis the Council is placing on the 'Cleaner, Safer, Greener' agenda.

'Cleaner'

- 58% of respondents are satisfied or very satisfied with the cleanliness of their local area. This is identical to the rating received in 2008. This is impressive considering the

last decade of austerity. However, this is still 7% lower than the national average with some wards receiving significantly lower satisfaction ratings. The lowest ward satisfaction rating being 32% and the highest 77%. Therefore, cleanliness is an area for improvement especially in certain parts of the district.

- The second largest theme in the resident comments was that the Council should address 'cleaner' issues, most notably fly tipping, littering and dog fouling.
- The fifth largest theme in the resident comments was requests for better recycling facilities, explanation of recycling and expansion of kerbside recycling.
- Residents were asked 'what is the most important service?' and they selected 'refuse collection and recycling' as fourth most important closely followed by 'keeping streets and public areas clean and tidy.'
- Similarly, 'keeping streets and public areas clean and tidy' was selected third when residents were asked 'what services are most in need of improvement'.

'Safer'

- 79% of respondents feel safe or very safe when outside in their local area during the day. This is a 10% fall since 2008 and 14% lower than the national average.
- 41% of respondents feel safe or very safe outside in their local area after dark. This is a 14% fall since 2008 and 35% lower than the national average. Once again, some wards received significantly lower feelings of safety than others. The lowest feeling of safety being 16% meaning only 16 out of 100 residents in that ward feel safe or very safe after dark whilst and highest ward rating was 64%. The 6 wards that received the lowest ratings were all town centre wards. It must be noted regarding this data that, of those who provided the information, 67% of survey respondents were over 55 years of age. This is a skew of 25% when compared to the district average, and may contribute to the perspective of the data. However, overall, these feelings mark another area for improvement and emphasise the need for a focus on safer activities.
- The seventh largest theme in the resident comments was that the Council should focus on tackling anti-social behaviour and reducing crime, including improving responsiveness to low-level crimes.
- Residents were also asked 'what is the most important service?' and they selected 'tackling anti-social behaviour and reducing crime' second. Similarly, 'tackling anti-social behaviour and reducing crime' was selected second when residents were asked 'what services are most in need of improvement'.

'Greener'

- 67% of respondents are satisfied or very satisfied with the parks and green open spaces in their local area. This marks a 1% increase in resident satisfaction since 2008.
- 90% of respondents said it was important or very important to them be able to live in a sustainable and environmentally aware way. This highlights an area that requires focus. This statistic shows that residents care about living sustainability and want to prioritise activities that enable them to do so.
- The thirteenth most mentioned theme from the resident comments was requests to improve maintenance/care of green spaces, parks, roundabouts and verges.

4.3 This emphasis on 'Cleaner, Safer, Greener' issues is supported by the feedback received by Parish and Town Councils. A Cleaner, Safer, Greener pack and questionnaire was sent to each Parish and Town Council in the district to encourage engagement with the campaign and gather information on the issues affecting the district. The questionnaires were completed between October and December 2018 and 27 responses were received. When

asked “what are the top five priorities for the development of your local community over the next five to fifteen years?” the most mentioned topics, in ascending order, were;

- 1) Develop traffic and road infrastructure, including reducing speeding and improving the condition of roads
- 2) Maintain, develop and continue to use community assets
- 3) Focus on cleaner issues such as dog fouling, fly tipping, littering and abandoned cars**
- 4) Maintain/develop parks, play areas and green spaces**
- 5) Develop community infrastructure including public transport, shops and markets
- 6) Increase police presence and reduce crime and anti-social behaviour**

4.4 These topics mirror the emphasis given by the Cleaner, Safer, Greener campaign and evidence that the work of the campaign is a priority for both Parish and Town Councils and residents. This demonstrates the importance of the work undertaken by the Council to make the district a place we are all proud of.

5.0 Embedding Cleaner, Safer, Greener

5.1 The success of the campaign and the feedback from residents evidences the value of the work of the Cleaner, Safer, Greener campaign, and as such the work of the campaign has been embedded into the ongoing work of the Council through the corporate objectives. The eleven corporate objectives for 2019-2023 were approved by full council on 8 March 2019 and three of these objectives relate to ‘Cleaner, Safer and Greener’.

- Improve the cleanliness and appearance of the local environment,
- Reduce crime and anti-social behaviour and increase feelings of safety in our communities, and
- Protect, promote and enhance the district’s natural environment.

5.2 Each objective has underpinning activities and delivering the activities under these three objectives is how the campaign will be embedded into the everyday work of the Council. As of January 2019, focused ‘Cleaner, Safer, Greener’ activities were amalgamated under the Communities and Environment Directorate. And as such, moving forward, this directorate will be working together to deliver days of action and coordinated cross reaching activities, such as the rollout of the Green Champions scheme as well as working with external partners and communities to tackle issues such as fly tipping.

5.3 Progress on the Cleaner, Safer, Greener agenda will be reported on through the corporate KPIs outlined in the Community Plan and will follow the standard process for providing assurance that activities outlined under the objectives are being undertaken.

5.4 The legacy of Cleaner, Safer, Greener will also be continued Days of Action. It has been extremely effective to do a focused day of activity in partnership with the community and external organisations. It creates momentum and enthusiasm and leaves lasting community impact. The next days of action will focus on Town Centres in association with the ‘National High Street Perfect Day’ initiative promoting the vibrancy of the district’s town centres. The next Day of Action will be in Newark Town Centre on 25 June 2019.

6.0 Equalities Implications

6.1 Equalities impact assessments were completed as appropriate for Cleaner, Safer, Greener activities and actions.

7.0 Financial Implications

7.1 There are no new resourcing issues resulting from 'Cleaner, Safer, Greener' activities at this stage. However, Members should note that the increased demand caused by the success of the campaign, and the associated increase in service requests, will need to be met and the identified target areas (see 4.2) will need to receive focused activities to tackle the issues identified. This work will require funding. Members should note that any future initiatives will be brought to Committee separately.

8.0 RECOMMENDATIONS that:

- a) the report be noted; and
- b) Members endorse the Cleaner, Safer, Greener Campaign being embedded into the work of the Council as outlined above.

Reason for Recommendation(s)

To embed the work of the Cleaner Safer Greener Campaign

Background Papers

Nil

For further information please contact Matthew Finch on Ext. 5716.

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