

LAA TARGET - ACTION PLAN

LAA Indicator No.	Ni 196
Lead Partner Organisation	City Council
Technical Data Expert	Joy Adams
Indicator Owner (Sign Off)	Andy Vaughan
Reporting Frequency	

SCS Theme:	Making Coventry's streets, neighbourhoods, parks and open spaces attractive and enjoyable places to be.	SCS Priority:	<p>SCS Outcomes:</p> <ul style="list-style-type: none"> Coventry people will see their streets, neighbourhoods, parks and open spaces as more attractive and enjoyable places to be. <p>SCS Short term priorities:</p> <ul style="list-style-type: none"> Improve street cleanliness in Coventry, especially in neighbourhoods involved in the New Deal for Communities and Your Neighbourhood Matters programmes and in areas of high density housing Reduce fly-tipping in problem areas of the city Improve the quality of open spaces including car parks, hedgerows and verges Improve the quality and use of local parks and open spaces
-------------------	---	----------------------	---

1: LAA Target

Indicator Definition	Baseline & Year	Target 2008/09	Target 2009/10	Target 2010/11	Success Criteria
Improved street and environmental cleanliness. – fly tipping	Good 2006/07	Very effective	Very effective	Very effective	

LAA Target information

Recent data submitted to DEFRA's Flycapture Database indicates that the authority is likely to attain the "Very Effective" status for 2007/08. This has been achieved through increased enforcement and the fact that we have halted the annual rise in fly tipping.

Recently, the multi-agency Environmental Crime Group has been formed (a sub-group of the Respect Agenda) and an Environmental Crime Strategy is being formulated. Furthermore, the Environment Theme Group, within the LSP, is being reconstituted to take a greater account of this type of issue. In the next three years we are looking to consolidate the "Very Effective" status by increasing our level of enforcement and achieving

reductions in the total number of fly tipping episodes

2: Equalities and Community Cohesion Implications

Within Coventry, the majority of fly tipping occurs in priority neighbourhood areas; consequently, the Environmental Crime Unit and the Neighbourhood Warden service's activities are largely focused on these areas. Campaigns such as the Neighbourhoods Renewal Funded project "Don't Dump it" have also focussed education and enforcement initiatives in these areas.

In the last twelve months we have halted the year on year increase in fly tipping and our aim is to now reduce tipping incidents and narrow the gap between priority and non-priority neighbourhoods.

3: Strategic Summary

Description of key activity or activities that may contribute towards achieving target

- Environmental Crime Strategy, In order to tackle this issue the Public Protection Department has created a two year Environmental Crime Strategy. The Strategy forms part of the wider "Coventry Community Safety Strategy" and aims to tackle environmental Issues such as fly tipping in a joined up manner so as to tackle the causes of the problem rather than just the symptoms.
- The above mentioned strategy will dovetail with City's waste strategy in addressing issues like "side waste" and the inappropriate presentation of refuse, which leads to and encourages fly tipping.
- We will be further developing the use of mobile technology to assist in the reporting fly tipping and other similar parallel issues, like refuse accumulations in gardens and "side waste".
- The Neighbourhood Warden service is currently being reviewed with the emphasis on increasing the number of officers available to deal with enforcement issues.
- The City has actively joined the national ENCAMS campaign "The Big Tidy Up".

4. Delivery Plan – Performance Monitoring of Actions

Ref Nr	Planned Action(s)	Target/ Milestone	Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
	To implement the Environmental Crime Strategy so as to fulfil our contribution to the Coventry Community Safety Strategy 2005-08"	Report to Cabinet Member City Services on 16 th October 2008.Strategy Implemented by 31 st March 2010. The Strategy will be monitored on a quarterly basis.	Waste Strategy	Craig Hickin	
	Complete the review of the Neighbourhood Warden service and present a report to Cabinet	October 2008		Richard Walters	
	Explore the use of an education programme and enforcement to reduce domestic side-waste (waste presented for collection outside of wheelie bins).	March 2009	Environmental Crime Strategy	Craig Hickin, Greg Gavin and Anthony Campbell & Richard Walters	
	Explore the use of an education programme and enforcement to reduce the clutter on our streets, caused by domestic wheelie bins being left on pavements, other than on the prescribed collection days.	March 2009	Environmental Crime Strategy	Craig Hickin, Greg Gavin and Anthony Campbell & Richard Walters	
	Complete a project to raise public awareness about householder's legal duties regarding waste disposal.	Project completed by 31 st March 2008	ECU operational Plan & Environmental Crime Strategy	Joy Adams	

Ref Nr	Planned Action(s)	Target/ Milestone	Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
	To introduce the use of mobile technology to our working practices to improve the efficiency of our services.	Software installed, trialled and fully implemented by 31 st March 2009	ECU operational Plan	Joy Adams	
	To implement the "Keep it Clean" project throughout the city so as to reduce fly tipping generated from waste in front gardens.	Project fully implemented by 31 st March 2009.	ECU operational plan & Environmental Crime Strategy	Joy Adams	
	To undertake a detailed study into the worst fly tipped streets within Hillfields to identify the underlying causes of fly tipping in the area.	Study completed and action plan generated by 31 st March 2009.	Your Neighbourhood Matters action plan.	Joy Adams	

5. Performance Indicators

Indicators - Performance Monitoring of Indicators								
Ref Nr	Definition	Baseline	Target 08/09	Q1	Q2	Q3	Q4	Target Met Yes/No
Ni 196	Improved street and environmental cleanliness. – fly tipping	Good 2006/07	Very effective					
Other indicators that will be used to track progress, including disaggregated measures for target groups.								
	None							

6: Funding & Planned Spend

Funding & Planned Spend	2008/09	2009/10	2010/11	Total	Comment/Rationale
ECU Revenue Budget	£611K	?	?		
Can't comment on that part of Waste Services, Street Services and Neighbourhood Management focused on this area.					

7: Risk Assessment

Ref No.	Risk	Mitigating action
1	Budget reduction for the Environmental Crime Unit arising from PPR which results in reductions to service delivery capacity.	<ul style="list-style-type: none"> Undertake local VFM and efficiency reviews to maintain outputs with reduced resources.
2	There is a delay in implementing the review of the Neighbourhood Management Warden Service	<ul style="list-style-type: none"> The warden's will continue the work they have started and we will seek to expand their role as planned. Progress will not be as quick.
3	Absence of key members in the Environmental Crime Unit and the Environmental Crime Group.	<ul style="list-style-type: none"> Ensure supervisors are aware of the issues being tackled so that they can deputise for key personnel. Succession planning.

DRAFT