

## Phase Two – Key Principles & Proposed Process

### Summary

1. Environmental problems such as fly tipping, litter, graffiti and dog fouling, affect all residents and businesses and can seriously blight a neighbourhood. Environmental Crime can give emphasis to residents' fear of crime, which can in turn lower their quality of life.
2. The Council is committed to and has a duty to ensure that the local environment is maintained to a high standard. This includes keeping streets and green spaces clean and litter free, collecting refuse, removing graffiti and dealing with abandoned vehicles.
3. As part of the development of the Boroughs Cleanliness Strategy the Council is exploring the most effective approach to changing the behaviour of residents and business in the borough to reduce the amount of environmental crime and increase the quality of the local environment. This will include consideration of different approaches to engagement with residents and the wider community, communications campaigns as well as enforcement.
4. The Borough Cleanliness Strategy will be based on the principle that the council will try and encourage people to change their behaviour through information, education and advice but will take enforcement action including Fixed Penalty Notices (FPN) or prosecution if appropriate. This will send a clear message of zero tolerance to those individuals who continually spoil the environment.

### Objective

5. The key objective of the behaviour change options analysis is to establish the most effective way of reducing the amount of environmental crime in the borough and therefore improving the quality of the local environment in the borough, making Barnet a more pleasant place to live and work,
6. This includes raising awareness of local environmental issues within the borough and raising awareness amongst residents and businesses of their responsibilities towards waste management, littering, vehicle abandonment and dog fouling.
7. In achieving the above this should reduce service demand and facilitate further service efficiencies.

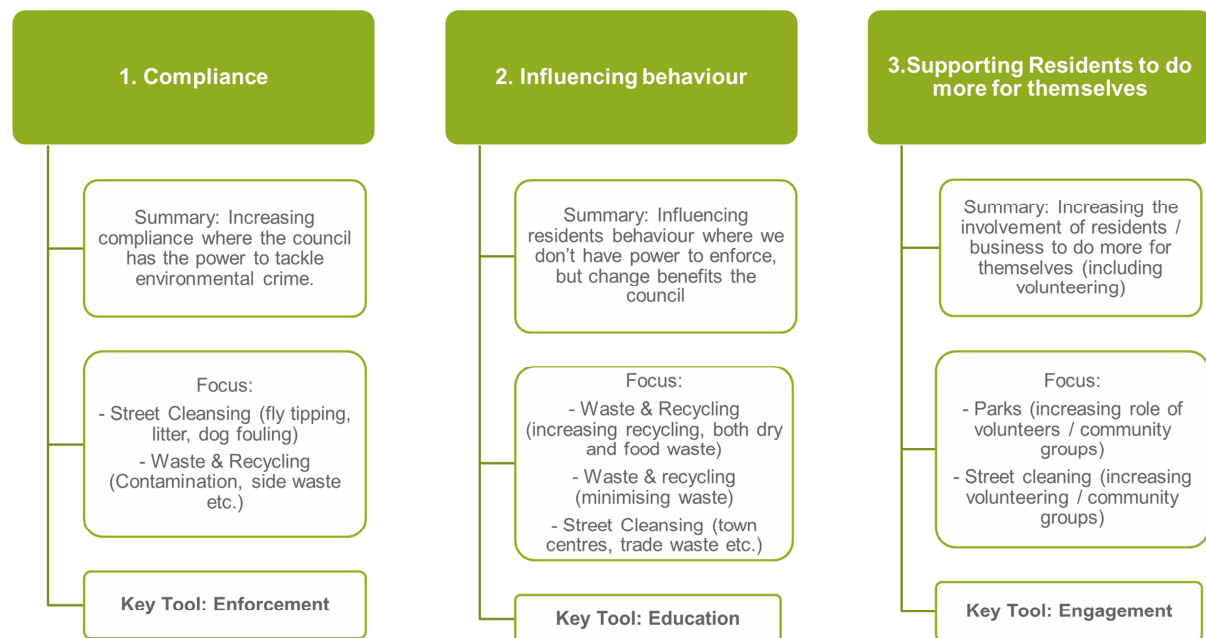
### Resident's views

8. In August 2014 Barnet Council commissioned OPM to hold workshops with residents and establish their priorities for street cleansing. Resident's priorities included;
  - Participants believed local residents and businesses could do more to support street cleanliness and take pride in where they live or work.

- Barnet Council could consider increasing their communication activity, providing more information about services and ways to get involved.
- Education and enforcement mechanisms such as fines in conjunction with strong publicity campaigns and planning stipulations were seen as alternate ways of changing behaviour and improving the cleanliness of Barnet streets.

### Behaviour change approach

- It is important that enforcement of environmental crime is considered as part of a wider initiative on behaviour change, ensuring the Council's approach is fair and appropriate and that enforcement is used as an act when other approaches have failed and a law has been broken.
- This includes exploring the use of 3 key tools, engagement, education and enforcement as outlined in the diagram below;



- The options developed will be evidence based, including information and data collected from the current service offer, other local authorities and residents feedback.

### Street Scene approach

- To achieve a coherent and cost effective approach to behaviour change across street scene services, a cross-cutting approach is being used, exploring options across Waste and Recycling, Street Cleansing and Parks and Green Spaces.

13. The approach will be to develop a set of options for behaviour change across street scene services which will inform the relevant strategies for each area and then be built into a robust and coherent enforcement policy for street scene. This is demonstrated in the diagram below;



### Legislation

14. There is a range of legislation which allows Barnet to effectively tackle environmental crime. The Clean Neighbourhoods and Environment Act (CNEA) 2005 introduced new powers to enable councils to effectively tackle environmental crime and other Local Environmental Quality (LEQ) issues. The CNEA also emphasises the importance of proper enforcement when dealing with environmental problems and crime.

### Next steps and timescales

15. It is proposed that the approach to behaviour change, including the enforcement policy, is brought to Environment Committee in spring/summer 2015 prior to public consultation on any proposed changes.
16. On-going work will include engagement with key stakeholders, including elected members, staff, and other enforcement agencies and will take into account public opinion.