
Meeting of Executive Member for Neighbourhood Services and Advisory Panel

21st March 2007

Report of the Director of Neighbourhood Services

York Neighbourhoods Pride

Summary

1. This report provides Members with a summary of the work carried out to date by the York Neighbourhoods Pride initiative together with information about what is planned to October 2007.

Background

2. Members will be aware that in September 2003 the York Pride initiative was launched to encourage residents to take pride in the city and to participate in achieving a better environment and quality of life for all. The aim being to tackle the physical appearance and condition of the city's street, housing estates and publicly accessible spaces in the suburbs, villages and in the city centre through a phased approach.
3. A further report was brought to an Executive on 10th October 2006 detailing the development of 'York Neighbourhoods Pride' initiative. Members resolved that the initiative be endorsed and a programme of action, as presented at the meeting was agreed.
4. York Neighbourhoods Pride seeks to build on the success of the original initiative whilst continuing to make real improvements by focusing on services that are a priority area for many of our residents, providing a cohesive and partnership approach to our environmental and Safer York work in neighbourhood and city areas, celebrating our success across the Council and by delivering community capacity and ownership of issues that are of importance to our residents on a daily basis. Discussions with ENCAMS about the activities and ethos of the York Neighbourhoods Pride initiative have supported the aim of the initiative both in terms of the need to interact with the public to address the issues that concern them and the purpose of BVPI 199 which relates to the cleanliness of our City and environmental crime.

What has been achieved

5. Working to the agreed timetable, the following actions and campaigns so far have been undertaken:

November 2006 – Back Lane Campaign - streets in Clifton, Micklegate, South Bank and Westfield areas of the City were targeted. These were street where problems have been experienced with residents putting their refuse bags out incorrectly and too early. Over 900 properties received letters reminding them about how they should deal with their refuse, and the action that would be taken if the problems continued. Street Environment Officers monitored the areas and the results have been impressive. There has been a dramatic reduction in the number of bags left out in the back lanes. Prior to the campaign an average of 500 bags a month had been left out in the targeted areas, but as a result of the action taken, letters to all residents, monitoring and following up with individual properties, this reduced to less than 20 bags put out incorrectly by the end of the campaign. A number of people who failed to comply with the request not to put their bags out early or leave them in the back alleys were served with formal Notices under the Environmental Protection Act 1990. All these residents now are putting their rubbish bags out at the correct time and manner. Residents in the area report that the improvement in their local environment is welcomed and the improvements continue. This initiative received national and regional media coverage.

December 2006 - Clean for Christmas Campaign – residents were asked to identify ‘grot spots’ within the city that they believed need to be cleaned. Many choose to send a Christmas Card (virtual ones via the Council web and real ones) to Street Environment about the areas they believed needed to be tackled. The majority of issues related to street cleaning with the remainder concerning graffiti, refuse, litter and highways. Neighbourhood Services teams cleaned up and worked with private land owners where the problem related to non Council land.

January 2007 – Get rid of Graffiti Campaign – Street Environment Officers with their knowledge of problems of graffiti in the City worked with StreetScene, N.Yorkshire Police, private land owners, utility companies and other businesses to get graffiti removed. Residents responded too and also highlighted areas where graffiti had sprung up. In addition to the normal ongoing programme of graffiti removal over 100 individual pieces of graffiti was removed. The campaign did not focus purely on graffiti removal but also on ways to identify, catch and deal with offenders. This work is ongoing.

February – Mid March 2007 - Spring Clean Campaign – this campaign builds upon the graffiti campaign and the other previous campaigns whilst focusing on a high visible clean of the city centre and residential areas. Again residents are invited to use their local knowledge and pass on the sites they believe need a spring clean and to participate in community clean ups.

Caring for Your Environment Awards – these are awards that are given to those who help to make a difference in their neighbourhood. The first recipient, (Rachel Higgins aged 11), was presented with her award on 16th February. Those who are to receive awards in the coming year have all expressed their view that they accept the nomination and award to encourage others to become involved in their local community. The Caring For Your Environment awards are supported by The Press working with Neighbourhood Services in

recognition of people within the community who make a real difference and commitment to the environment of York.

What is to come

6. The timetable below outlines future campaigns and activities.

<p>February to Mid March 2007</p>	<p>Spring Clean Campaign – including a high visible clean of the city centre and residential areas. This campaign builds upon the work already undertaken during the past four months looking at what more needs to be done to get the city looking bright and clean for spring. Activities will involve street cleansing, graffiti removal, pruning of hedges and trees, grass cutting and general tidying up of the city and residential areas.</p>
<p>May 2007</p>	<p>Red Card for Dog Fouling – In May the Animal Health team together with the street scene teams will embark on a high profile programme about dog fouling. This month will see the use of posters featuring red cards to raise public, and in particular dog users, awareness of the nuisance and health problems irresponsible dog owners cause. We will focus on cleaning up particular problem areas backed up by targeted enforcement action.</p>
<p>June 2007 to mid July 2007</p>	<p>Litters out campaign – We aim to continue our work with young people including primary and secondary schools and youth groups to stress the damage caused to the environment by litter, graffiti and fly posting. We will be using the experience of youth workers within the city to help get the message across.</p>
<p>June to July 2007</p>	<p>Blooming City Campaign – encouraging individuals, groups, residents and organisations to help make our city beautiful by producing or purchasing floral displays. This initiative is linked to the city's application for Yorkshire in Bloom that has been submitted.</p>
<p>Mid July to August 2007</p>	<p>Cleaner City Campaign – focussing on the cleanliness of the city centre as we enter the peak tourist season. Again making sure that we maintain the cleanliness of our City as the population increases during the peak summer months. Highlighting the campaign at the park and ride sites is envisaged.</p>
<p>July, August and September 2007</p>	<p>Feeling and being Safe in York Campaign – focussing on a range of key issues that will promote personal safety in the city. It is intended to hold a series of 'clean sweeps' throughout the city that will involve a collective approach to reducing crime and enviro' crime involving partners including the police, council street cleaning and enforcement teams, fire brigade, DVLA etc. This initiative will be highly visual and effective resulting in improved quality of life for residents living in these areas.</p>

October 2007	It's in your Hands, Don't Drop it Campaign – focussing on communicating the message of how much the council spends on Street Cleaning whilst encouraging residents not to drop litter. Linked to this will be high profile fixed penalty enforcement.
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7. Publicity and media involvement has been essential to the successful promotion of the York Neighbourhoods Pride campaigns. Press releases have been issued in association with each campaign and media interest and uptake has been responsive. Since October 2006 the York Neighbourhoods Pride activities have featured in over 70 newspaper articles (both local and national), websites, radio, television and teletext items.

Consultation

8. None.

Options

9. There are no options to consider.

Analysis

10. There is no analysis to consider.

Corporate Priorities

11. The York Neighbourhoods Pride initiative meets the following Corporate Objectives:

Improve the actual and perceived condition and appearance of the city's streets, housing estates and publicly accessible spaces.

Reduce the actual and perceived impact of violent, aggressive and nuisance behaviour on people in York.

12. **Implications**

- **Financial** – There are no financial implications
- **Human Resources (HR)** – There are no human resource implications
- **Equalities** -There are no equalities implications
- **Legal** – There are no legal implications
- **Crime and Disorder** – There are no crime and disorder implications
- **Information Technology (IT)** – There are no IT implications

- **Other** - There are no other implications

Risk Management

13. There are no risks associated with this report.

Recommendations

14. That the Advisory Panel advise the Executive Member to note the report.

Reason: To update Members on the York Neighbourhoods Pride initiative.

Contact Details

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Terry Collins
Director
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Report Approved

Date 28 February 2007

Wards Affected: *List wards or tick box to indicate all*

All

For further information please contact the author of the report

Background Papers:

York Neighbourhoods Pride – Executive Report 10th October 2006