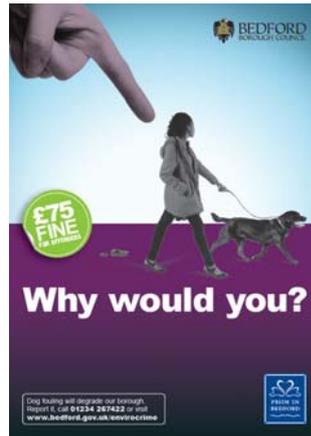
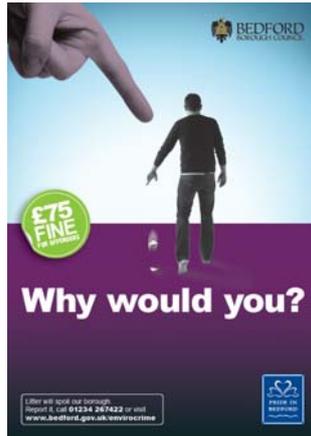


Environmental Enforcement / Street Scene

“WHY WOULD YOU” CAMPAIGN



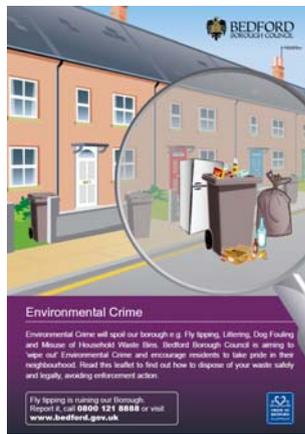
The Campaigns initiative is to help to rid Bedford Borough area of litter, graffiti, fly tipping and dog fouling issues and emphasise the cost to the taxpayer and also the detrimental effect upon communities. Feedback from the community was sought, by way of an initial questionnaire so as to make any outcomes as effective as possible. From this we had 43 responses where the result of this survey showed that enforcement action was strongly agreed with Zero tolerance and High visibility of officers being out and about to enforce against these crimes gaining the higher response areas.

The first Phase of Educational awareness was carried out through November 2010 – February 2011. This involved authorised officers from the council along with Police Community Support Officers (PCSO's) being out in the borough educating local residents and businesses about the impact of environmental crime. There were 9 Educational Events held where Officers and PCSO's stopped and spoke to 332 people about environmental crimes - highlighting the fact that offenders are responsible for their actions and could face a fixed penalty fine or further prosecution for their actions. A short questionnaire was completed by the person being stopped and the majority of residents strongly agreed with a zero tolerance approach to the enforcement as well as having a high visibility presence on the streets to act as a deterrent against these crimes being committed.

The Education process has continued and is being distributed via various mediums. There has been a new website page designed on the Council website to provide information and updates in regards to Environmental Crimes, and updates to events and enforcement action carried out.

This can be found at www.bedford.gov.uk/envirocrime

An enviro crime leaflet has been devised along with Posters and stickers.



Several press releases have been released along the Campaign process to date providing additional coverage of the campaign to strengthen the awareness of the overall aim of the campaign, along with Officers attending local Community meetings to promote the “Why Would You” campaign.

The Officers and the PCSO's have all attended training sessions in regards to Legislation awareness, Fixed Penalty Notice issuing, and Conflict Management training prior to commencement of the campaign to ensure consistency in the approach to both the Educational and Enforcement phases of the Campaign. The Council is utilising officers from various departments to build relationships with communities in order to identify and tackle localised problems, which will then help to maximise action and improvements on local environmental issues.

The second 'enforcement' phase from beginning of March 2011, takes a zero tolerance approach to people committing environmental crimes. All authorised BBC staff and PCSO's have Fixed Penalty Notice pads and use this enforcement option in tackling low level Environmental crimes whilst on normal routine duties. Fixed Penalty Notices of £75 are issued to people caught littering and £50 for people who do not clean up after their dogs. To date 10 Fixed Penalty Notices for littering (inclusive of vehicle littering), 2 for Dog fouling offences have been issued; Out of these issued - 4 have been paid which were for littering, the rest are in the 28 day payment period option and if they remain unpaid then a prosecution cases will be sort.

The latest development to extend awareness of the campaign is via rebranding of Street Cleansing vehicles which is still in process of being completed.



Future plans are to hold targeted Enforcement patrols in hotspot areas and Educational Awareness of the impact of Environmental Crime to local Magistrates to hopefully strengthen outcomes should a case be heard at court.

The overall aim of this campaign, through the current education phase, through to the zero-tolerance enforcement phase, is to fundamentally change people's attitudes and behaviours towards issues like dog-fouling, littering and graffiti.