

# Environmental Crime Strategy

2015 to 2020



**Environmental Crime Team  
Environmental Services  
Managed Growth Directorate**

# Foreword

*Urbs in Rure*, Solihull's motto since 1974, is as important today as it was forty years ago. It means Town in the Country and is a worthy reminder that even though Solihull's desirable living spaces, world renowned industry, award winning retail centres, national transport infrastructure and market leading commerce; we are fortunate that three quarters of the borough is in the Green Belt. Solihull is known for its pleasant environment, and the Council can be rightly proud of its contribution in creating that.

Clearing litter, removing fly posters, collecting fly tipping and cleaning graffiti are some of the visible examples of the Council's hard work to look after the local environment. However, what is easy to forget is that these services only have to be provided because of the irresponsible and illegal behaviour of a minority of people. Every item of litter cleared, every fly poster removed, every fly tip collected and all the graffiti that is cleaned, is as a result of a crime. Simply clearing up after the minority is both costly and unsustainable, and I know you will agree when I say there are more worthy services that your taxes could pay for.

We will engage and educate Solihull residents and bring a behavioural change that will increase respect for the environment to give people the confidence to challenge the minority. The Environmental Crime team will work with local campaigns such as 'Love Solihull' to deliver a partnership model of Engagement, Education and Enforcement

**Councillor Karen Grinsell**

**Cabinet Portfolio Holder - Stronger Communities & Partnerships**



# Contents

Item	Detail	Page
1	Introduction	4
2	<b>Where are we now?</b>	6
	Data Analysis	7
	ECT Mission	9
3 4 5 6 7 8	<b>Where we want to be?</b>	10
	ECT Contribution to council priorities	10
	Team Approach	12
	Engagement and Education	13
	Enforcement	16
	Stakeholders	19
	Consultation	21
	9 10	<b>How are we going to get there?</b>
Action Plan		26
A3 Action Plans		31
11	<b>How do we know we have got there?</b>	33
	Key Performance Indicator	33
12	Bibliography	34

# 1. Introduction

**1.1** The fragile relationship between people and the environment remains fraught with tension. Despite the human race being entirely dependent on the environment, we have a long history of damaging it. Although this is usually through negligence, or lack of understanding, sadly it is sometimes done wilfully. This is alarming given there is a direct relationship between environmental quality and human health and wellbeing, and that the environment can act as a transmission route for disease and ill health.

**1.2** Although startlingly obvious it is often forgotten that, unlike humans, the environment has no mechanism to protect itself. It cannot physically defend itself against those who cause it injury. Therefore Environmental Services play a vital role of preserving the environment and keeping Solihull streets clear of Environmental crime.

**1.3** The Council's Environmental Crime Team (ECT) works with key stakeholders to tackle environmental crime through engagement, education and enforcement. To make broader behaviour changes, a strategy needs to be based on a solid foundation of education, this has to start with understanding the environmental problems and the impact on the area. These needs to be raised through local awareness through education, campaigning and targeted communications

**1.4** It is our experience that the minority of people are responsible for the majority of environmental crime. The career fly tippers; the person who fails to pick up after his dog every morning; the nightclub that affixes fly posters all over the West Midlands every week; the person that routinely throws every finished cigarette from their car window. What this minority have in common is that they know what they are doing is not only wrong, but illegal, in the same way that the rest of society does. These offences are committed wilfully, rather than through negligence or ignorance. This makes environmental crime different to the majority of the other criminal offences that the Council deals with, and requires a very different approach. Enforcement action should be the final stage of an enforcement strategy and should reiterate the fact that there are consequences for committing an offence.

*Efforts to tackle environmental crime send a message to a community that things can change for the better, thus encouraging a feeling that the local area is a place to be proud of. Nuisance behaviour, for example, becomes more conspicuous and therefore more unacceptable. As a result, victims and witnesses are more likely to take a stand against anti-social behaviour. Tackling environmental crime therefore goes beyond keeping streets clean, it is a vital part of building community confidence.*

DEFRA

## 2. Where we are now?

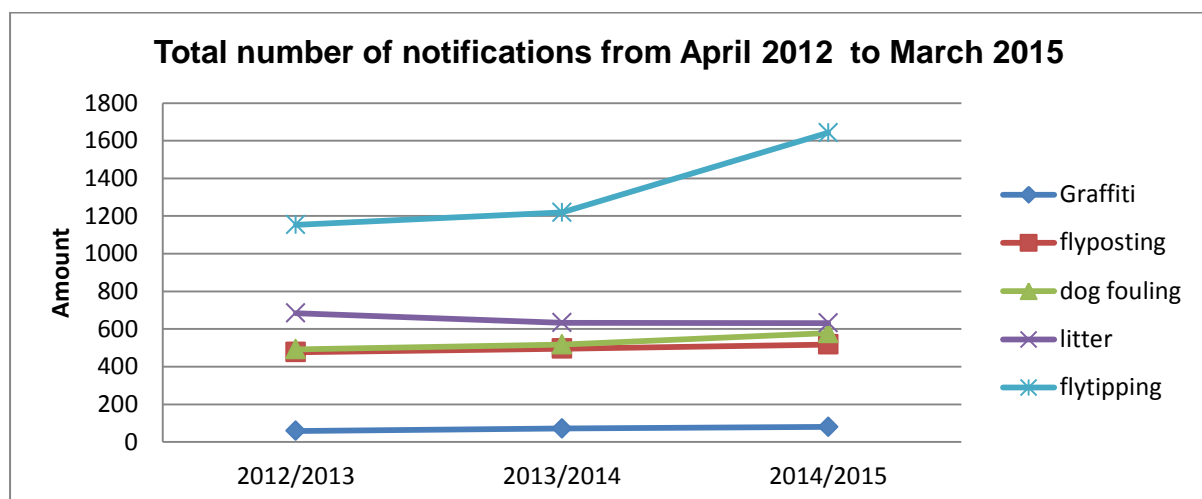
**2.1** In Solihull, the term *environmental crime* came into existence in 2003 following the introduction of the Anti-Social Behaviour Act 2003. In law, environmental crime is a form of anti-social behaviour and therefore has to be considered by statutory partnerships and policies. The Clean Neighbourhoods and Environment Act 2005 introduced radical legislation that created new offences, removed defences, increased penalties and provided Council's with a range of new powers.

**2.2** Today, the ECT is based in Environmental Services having relocated from Public Protection in 2013. The ECT is currently staffed by three officers with strong backgrounds in environmental health practice. They are also responsible for discharging the Council's duties in relation to stray dogs and the enforcement of pest legislation. Understandably, the ECT has to be realistic about what can and cannot be achieved.

## Data Analysis

**2.3** The graph below identifies the number of notifications received by Solihull Council during the past three years. It shows a clear increase in almost every area of reported Environmental Crime, providing evidence of the importance of dealing with these matters at a local level.

Since transferring to Environmental Services, the Environmental Crime team use a new system. This system enables the team to capture data more efficiently and accurately. Therefore, it is important to highlight that following the transfer, notifications are now recorded through a much more suitable process. Due to figures being analysed bi-annually this could account for a proportion of the increase of notifications. The figures represent the following functions: flytipping, side waste, dog fouling, littering, flyposting and graffiti.



## National Level

**2.4** Environmental crime in England costs local authorities over two billion pounds every year. It is detrimental to public health, the environment, the economy and is associated with crime and anti-social behaviour.

The 'Local Environment Quality survey of England' for 2014/2015 conducted by Keep Britain Tidy states that national figures for fly tipping, graffiti, dog fouling and littering have all increased by at least 10%. In Solihull, the council spends £1,819,674 per year on responding to these functions.

Despite the potential increase due to a more robust data recording mechanics, Solihull's data is in line with this national increase and we believe that the national increase in environmental crime is clearly evident within the borough.

Therefore there is now an even greater need for a more strategic approach to tackling environmental crime issues throughout Solihull.



## ECT Mission Statement

**2.5** To protect the local environment and public health and wellbeing by implementing a balanced approach of Engagement, Education and Enforcement.



*An Environmental Crime Officer searches for evidence in waste fly tipped in Chelmsley Wood*

# 3. Where we want to be?

## ECT contribution to Council Priorities

**3.1** Solihull Council has very clear and defined priorities which are identified in the Council Plan as it is important that these priorities are mirrored in the work undertaken by the Environmental Crime Team to reinforce the Council's brand of being honest, open and approachable.

The teams' work impacts directly on all four Council priorities and this gives focus and direction to the team priority setting. The table on the next page identifies how the team contributes to the priorities.

As the Council's priorities and focus evolve, so to do the Environmental Crime Team's. This document will be reviewed bi- annually through reporting to the cabinet member to ensure that the work carried out by the team remains relative to issues that matter.

Solihull Council's Vision: Where everyone has an equal chance to be healthier, happier, safer and prosperous.			
Improve Health and Wellbeing	Managed Growth	Build Stronger Communities	Deliver Value
Poor local environmental quality is a psychosocial stressor and can cause fear, anxiety, depression and isolation all of which can manifest in physiological ill health. Fortunately, everything the ECT does aims to protect local environmental quality. Public awareness will increase through engagement and education.	People and businesses that fail to comply with the law have an unfair economic advantage over their law abiding competitors. This could be through avoiding paying for a waste carrier registration or scrap metal dealers licence, allowing people to smoke in a pub to increase custom.	The ECT is a strong driver for building cohesive and resilient communities. By empowering communities through engagement reinforces the fact that environmental crime is unacceptable. Therefore the respect for the community will increase.	ECT have built relationships with key internal stakeholders including: Parks, Street care, Waste and Recycling, Public Protection, Neighbourhood Services and Solihull Community Services. Working with partners controls duplication of work and uses resources in the most effective way.
Smoking in a smoke free place or dog fouling can all have a direct impact on health. These can be both chronic and acute impacts. Through 'Love Solihull' and community campaigns we aim to educate the public on the consequences of their potential actions.	Fly tipping waste to save on disposal costs or fly posting rather than paying for advertising gives companies an unfair advantage. ECT ensures businesses comply through educational mechanisms.	Residents and businesses need to be made aware of law and their responsibilities to comply with legislation. Educating and engaging with communities is fundamental when combating Environmental Crime.	Working with external stakeholders is important when combating Environmental Crime. This involves empowering residents and businesses to take pride of their areas.
The ECT contributes to improving road safety, and therefore health and wellbeing, by dealing with fly tipping that obstructs the highway and fly posters which distract drivers	Outstanding local environmental quality encourages growth as it is a factor that people and businesses consider when relocating or visiting.	The ECT must earn the confidence of the community, so that both can work in partnership, and so that witnesses and informants feel secure.	Offenders who commit an Environmental Crime can be issued with a Fixed Penalty Notice or prosecuted, as a last resort. . The funds produced from this act are reinvested into the service.

# 4. Team Approach

## Partnership Model

4.1 In order to change individual's behaviour it is essential that a 'partnership model' is used. All components including: engagement, education and enforcement are important elements and support each other. To make broader behaviour changes, a strategy needs to be based on a solid foundation of education. These need to be raised through local awareness through education, campaigning and targeted communications.



Investing in education regarding Environmental Crime is essential to bring about lasting behaviour change. Individuals need to understand the full impact of their negative behaviour in order to change. The 'Love Solihull' campaign works with local communities and schools to educate individuals and influence negative behaviours.

## 5. Engagement and Education

Awareness raising and education are fundamental to the operation of any enforcement work. It is important that the community are listened to and provided with clear information regarding their responsibilities, to enable them to comply with the law. We aim to achieve this element of enforcement by providing consistent advice and guidance about relevant duties and responsibilities, via face-to-face operations, leaflets, the Solihull Council website, press releases, specific campaigning and joint work alongside our partners and stakeholders. However, there are broad educational initiatives being delivered by departments in Solihull Council and partners across Solihull, particularly in relation to young people.

**5.1 Love Solihull:** Love Solihull is a campaign delivered by the Councils Environmental Services Street-care Team. The campaign includes the delivery of workshops to schools around environmental crimes such as litter and dog fouling and practical opportunities for students and the wider community to get involved in projects such as litter picking or graffiti removal.



*Businesses working in partnership with the council conducting a litter pick*

**5.2 Neighbourhood Activity Programme:** Coordinated by the Council's Neighbourhood Services division, this programme manages the many environment volunteers throughout Solihull. These volunteers have been involved in education and engagement events across Solihull, as well as high profile practical action to improve the local environment. The volunteers include numerous young people who these undertake environmental improvement projects, often with their peers. These include local schools, colleges, community groups and voluntary groups.

**5.3 ASB Road-show:** Solihull Community Housing's Anti-social Behaviour Team delivers a 45 minute road show to primary schools in Solihull. The assembly based road show has visited all but three schools in Solihull and includes education around litter, graffiti and dog fouling.

**5.4 National Curriculum:** Primary education includes an element of learning about the environment. This continues through secondary education and is included in there curriculum.

**5.5 National Campaigns:** A number of organisations deliver national marketing campaigns about environmental crime by various means including television, radio, and the press. These organisations include Keep Britain Tidy, the Chewing Gum Action Group, Public Health England, DEFRA, the Environment Agency and the British Metals Recycling Association.

**5.6 Social Media:** The use of social media to communicate key educational messages is a useful tool for educating residents and local businesses. The Facebook and Twitter account attracts thousands of followers and the team will continue to use social media in this way.



**5.7 Eco-Schools:** 76 primary and secondary schools in Solihull are active in the eco-schools programme. The programme operates in 53 countries and in England, it is managed by the charity Keep Britain Tidy. Schools can achieve three awards; bronze, silver and green flag. The programme focuses on nine key topics, which sees students develop through learning and practical involvement. Four of the nine topics relate to environmental crime; healthy living, litter, waste and global citizenship. As an example, the litter topic includes developing a student lead action plan, raising awareness within the school, learning about the law, appointing student litter wardens, litter picking and reviewing litter bin provision. The Council's Policy and Spatial Planning Team employs an Education Officer, with a background in teaching, to support schools with the Eco-Schools programme.



*Educating school children and a completing a litter pick.*

## 6. Enforcement

**6.1** Enforcement action should be the final stage of an Environmental Crime strategy and should reiterate the fact that there are consequences for committing an offence. The two primary powers available to the ECT are fixed penalty notices and prosecution. There is a menu of additional sanctions which includes simple cautions and civil injunctions.

**6.2 Fixed Penalty Notices:** Many environmental offences now attract a fixed penalty notice (FPN) ranging from between £50 and £300, with discounts for early payment, which are issued at the officers' discretion. The revenue is now kept by the Council and ring fenced to support the work of the ECT. If the FPN is unpaid the case will be heard in court. The Council may instead proceed straight to prosecution and those issued with an FPN may also elect to have the case heard in court.

**6.3 Prosecution:** As with all criminal law, cases are heard in either the Magistrates' Court or the Crown Court. Maximum penalties range from a £200 fine for smoke-free offences to unlimited fines and five years imprisonment for fly tipping offences. The evidential and public interest tests must be met before a case proceeds to prosecution.

**Evidential Test-** This is the first stage in the decision to prosecute. The council must be satisfied that there is enough evidence to provide a "realistic prospect of conviction" against each defendant on each charge.

**Public interest tests-** This is the 2<sup>nd</sup> stage, the council have to decide if it is in the public interest to pay for a case to go to prosecution.



*Dropping litter, daubing a wall with graffiti, pasting up an illegal advert and not clearing up after a dog has fouled are just a few examples of environmental crimes, which today continue to blight too many of our communities. Yes, in the bigger scheme of things they are not serious crimes, yet they are crimes that affect us all; at best making places appear shabby and run down and, at worst, unsafe to be in.*

*Where local environmental quality issues are a problem, the Government wants action to be taken, including the ultimate sanction of penalising offenders who continue to believe that they can treat our streets, parks and open spaces with anything less than respect.*

*By using the powers, local authorities will be able to send out a powerful message to the wider community that such crimes will not be tolerated – a message proven to be welcomed by the overwhelming majority.*

Ben Bradshaw MP, Minister for Local Environment, Marine and Animal Welfare

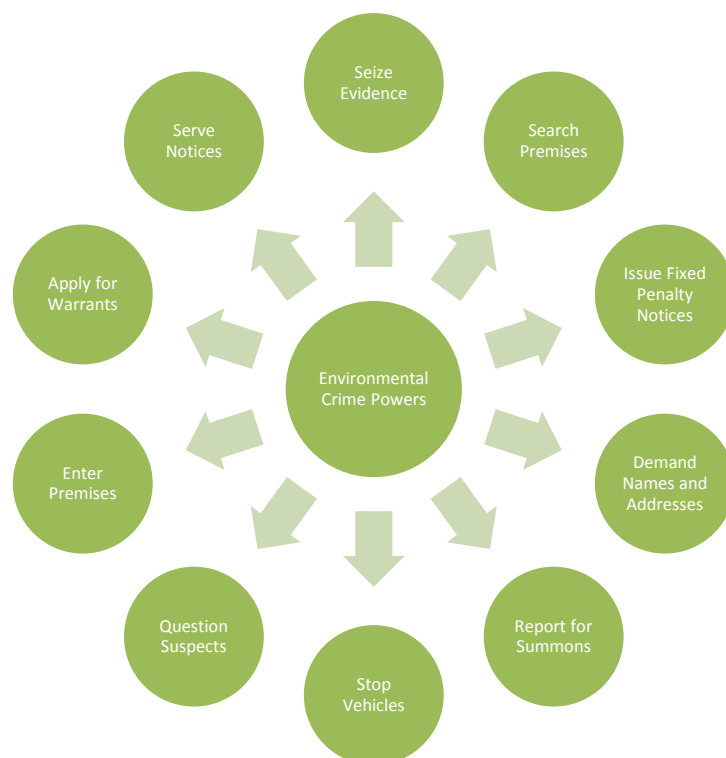
**6.4 Justice:** One of the principle duties of any government is justice. It is demanded by the population and critical to maintain law, order and confidence in the state. Contributing to this is a considerable responsibility and the ECT is required to operate to the same standard as the police, and to comply with various legislation and guidance that governs the way investigations are undertaken.

**6.5 Polluter Pays:** The polluter pays principle has been enshrined in international law since the Rio Declaration on Environment and Development in 1992. In essence, it means that those who pollute the environment should be held accountable for their actions and financially responsible for the consequences to the environment. Locally, it would mean someone who fly tips being held responsible for the cost of removal and for mitigating any related damage to the environment.

**6.6 Zero Tolerance:** The Government has directed that there will be a zero tolerance approach towards environmental crime, and Solihull's Elected Members have previously endorsed this stance. In practice, unless there are mitigating factors, it means offenders will routinely face a sanction. Where a fixed penalty exists, first offences will often be dealt with in that manner. Repeat offences, where no fixed penalty exists because Parliament considers the offence too serious, or where there are aggravating factors, offenders will routinely be prosecuted.

## Our Powers

6.7 Once suitably competent, Environmental Crime Officers are authorised to rely on a range of powers necessary for them to undertake their role effectively. Other than the power of arrest, their powers are broadly similar to those of a Police Constable. In circumstances where it is necessary to arrest a suspect, for example to allow for the prompt and effective investigation of a fly tipping offence, support from the police is sought. Environmental Crime Officers carry a warrant card in order to identify themselves. The diagram below outlines some of the powers available to individual Environmental Crime Officers.



*Incidents that appear relatively minor in themselves can have a serious cumulative effect if left unchecked. Small problems can escalate into bigger ones – a noise nuisance becomes intimidation, an abandoned car can be a target for arsonists, the bus shelter defaced with graffiti one Saturday night has its glass shattered the next.*

Graham Jukes, Chief Executive, Chartered Institute of Environmental Health

# 7. Stakeholders

Environmental Crime includes a wide spectrum of functions therefore it is important to prioritise these. This will support a co-ordinated approach to education and enforcement work targeting the most prevalent issues affecting the environment.

## Engaging with Stakeholders

7.1 Below is a model that identifies the stakeholders to the ECT.



## Internal Partners

### Strategic Environment Contract, Waste and Recycling and Parks and Open Spaces.

- Intelligence sharing to highlight hotspot areas.
- Joint investigations.
- Knowledge sharing.

### Public Health

- Expert witness statements.

- Smoke-free intelligence sharing.

### **Public Protection**

- Joint inspections.
- Intelligence sharing.
- Joint operations.
- Expert witness statements.

## **ECT External Partners**

### **West Midlands Police**

- Joint operations around scrap metal dealers and waste carriers
- Assistance with investigations into serious offences by facilitating arrests, the questioning of suspects or identity parades
- Access to the Police National Computer
- Multiagency operations around environmental crime
- Joint foot patrols
- Intelligence sharing

### **Environment Agency**

- Joint investigations into serious fly tipping offences
- Source of specialised advice
- Joint inspections of scrap metal yards
- Online access to registers
- Intelligence sharing

### **DVLA**

- Online access to vehicle records

### **HM Courts & Tribunals Service**

- Application of warrants and orders
- Prosecution of offenders

### **British Transport Police**

- Joint operations around scrap metal dealers and waste carriers
- Intelligence sharing

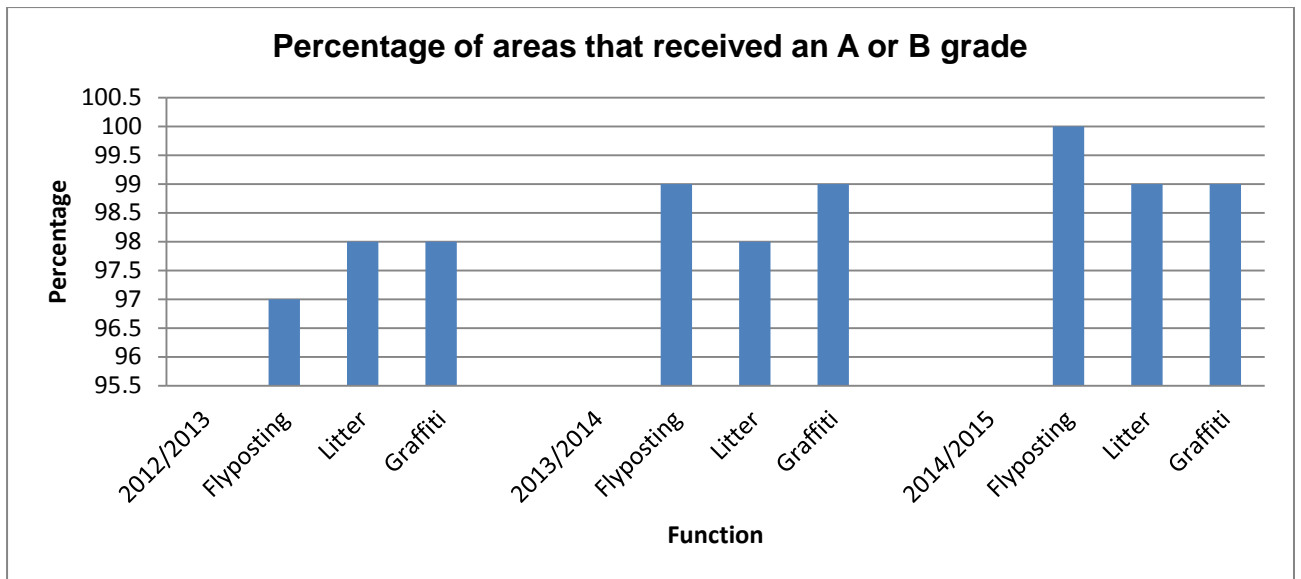
## 8. Consultation

### National Indicator NI195

8.1 National Indicator (NI) 195 is the Street Cleanliness Indicator, which measures levels of litter, graffiti and fly-posting on our streets and in our neighbourhoods. It requires Solihull MBC to access and grade 900 different sites across the borough per annum. Three surveys are carried out per year to meet this requirement and to accommodate seasonality. Each transect is graded from A to D a definition of these is in the table below:

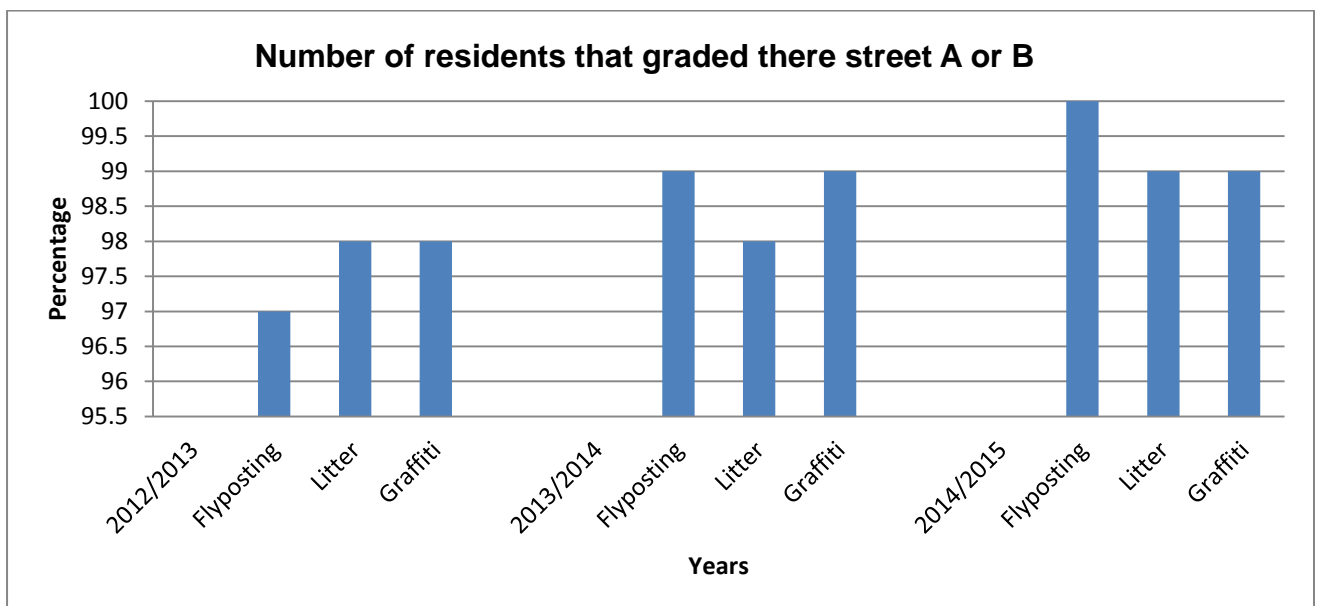
<b>Grade</b>	<b>Definition</b>
<b>A</b>	No litter, graffiti, detritus or fly posting.
<b>B</b>	Predominantly free of litter, detritus, graffiti or fly posting.
<b>C</b>	Widespread distribution of litter, detritus, graffiti or fly posting, with some accumulations.
<b>D</b>	Heavy litter, detritus, graffiti or fly posting, with significant accumulations.

As a local authority we strive to ensure areas are maintained to a consent A and B Grading. In October 2009 local authorities were no longer required to submit reports for NI195 to Central Government. However Solihull has continued to complete audits to establish and maintain good standards. The graph below shows the results for the last three years.



### Customer feedback surveys.

**8.2** In conjunction with NI195 we also carry out door to door surveys in all wards across the borough separated into 3 Phase's to gather customer feedback regarding Street-care services and Environmental Crime. The Survey includes questions relating to litter, graffiti and Fly-posting, Overall a sample of 900 door to door surveys are required with 300 being undertaken in each phase. The graph below shows the number of residents that graded their street A or B. Over the last three years the results have continued to improve.



## Consultation with stakeholders

**8.3** In January 2015, Environmental Crime conducted a consultation with stakeholders which included:

- Councillors,
- Solihull Community Housing,
- West Midlands Police,
- Waste and Recycling,
- Neighbourhood Services,
- Public Protection,
- Parks and Open Spaces,
- Strategic Environment Contract,
- Public Health.

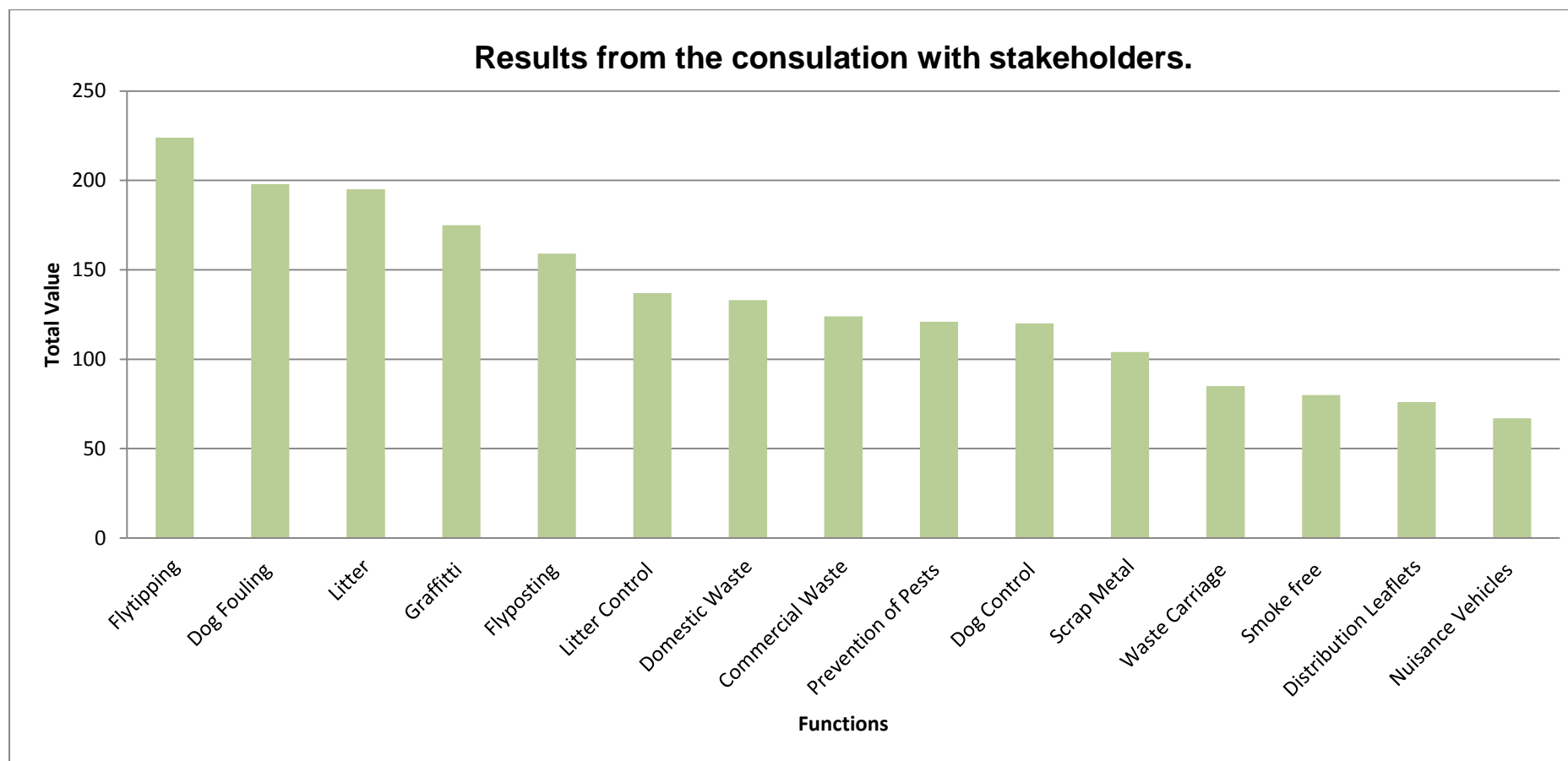
All stakeholders were contacted and asked to prioritise the functions completed by Environmental Crime. Stake holders were asked to number priorities, the highest was given a score of 15 and the lowest was given a score of 1. A list of the functions and a brief description can be seen in Annex A. The Consultation gave stakeholders a four week period to respond.

The results were collated and analysed these are displayed on pages 24 and 25. These results will support and focus team priorities for 2015 to 2020. However, we recognise that this strategy has to be adaptable to service need. Therefore, priorities will be reviewed annually using the following mechanisms:

- Review KPI's annually,
- Analyse service requests and complaints to shape future team targets.
- Meet with stakeholders to establish common priorities and work in partnership.

## Data analysis for consultation with stakeholders

8.4 This graph mirrors the information stated in paragraph 2.3. Fly tipping has the highest number of notifications received and has been listed as the top priority.





## Results from the Consultation – Order of highest need.

1. Flytipping
2. Dog Fouling
3. Litter
4. Graffiti
5. Fly-posting
6. Litter Control
7. Domestic Waste
8. Commercial Waste
9. Prevention of Pests
10. Dog Control
11. Scrap Metal
12. Waste Carriage
13. Smoke free
14. Distribution of Leaflets
15. Nuisance Vehicles

## 9. How are we going to get there?

### Action Plan April 2015- March 2020

Strategic Action	Outcomes	Time Frame
<b>Objective 1: Undertake any enforcement action as necessary in a reasonable and proportionate manner.</b>		
1.1	Expand on current enforcement policy to develop a smarter way of managing enforcement.	<ul style="list-style-type: none"> <li>• Legal requirement for prosecutions.</li> </ul> <p style="text-align: center;">2015-2016</p>
1.2	Up dated and maintain comprehensive list of authorised officers.	<ul style="list-style-type: none"> <li>• Legal requirement for prosecutions.</li> </ul> <p style="text-align: center;">Yearly</p>
1.3	Regularly review number of offences to input into annual enforcement plan and feed in to team priorities.	<ul style="list-style-type: none"> <li>• Give a holistic targeted approach for team priorities. This will enable the strategy to be adaptable to issues.</li> <li>• Planned monthly enforcement patrols to take place in highlighted area.</li> <li>• Monthly waste carriage and scrap metal days with West Midlands Police.</li> <li>• Operational days at the NEC with key stakeholders.</li> </ul> <p style="text-align: center;">Monthly review</p> <p style="text-align: center;">Annual review to identify month by month plan.</p> <p style="text-align: center;">1 to 2 exercises every month to be agreed with Police</p> <p style="text-align: center;">Agreed in conjunction with other stakeholder exercises</p>

		<ul style="list-style-type: none"> <li>• Annually manage and report on the KPI's.</li> <li>• Investigate fly tips that contain evidence/ and/or evidence.</li> <li>• Duty of care inspections for commercial businesses.</li> <li>• Review the effectiveness of using CCTV .</li> </ul>	<p>Reactive actions following notifications of fly tipping incidents To be identified as part of action plan and notifications</p> <p>April 2016</p>
1.4	Develop and deliver a review that will enable and encourage stakeholders to act as witnesses and complete statements to increase the teams presence.	<ul style="list-style-type: none"> <li>• Empowering stakeholders and using resources efficiently.</li> </ul>	2016-2017
<b>Objective 2: Educate residents, businesses and visitors about their relevant duties and responsibilities.</b>			
2.1	Contribute and support to 'Love Solihull'.	<ul style="list-style-type: none"> <li>• Develop a robust education plan and use resources efficiently and effectively.</li> <li>• Through 'Love Solihull' deliver workshops regarding litter, either as part of their general curriculum based learning or through specific activities.</li> <li>• Engage with young PCSO's (Police Community Support Officers)</li> </ul>	<p>Completed by April 2016</p> <p>Dates to be agreed in conjunction with other stakeholders involved with Love Solihull campaign</p>

		<ul style="list-style-type: none"> <li>• School competitions around littering and designing poster environmental crime.</li> <li>• Launch targeted high profile campaigns to confront the problems of fly tipping aimed at changing behaviours thus tackling the source of the problem.</li> </ul>	
2.2	Use Social media to maximise publicity and communicate key messages.	<ul style="list-style-type: none"> <li>• Use Facebook and Twitter to communicate messages and request intelligence from the public.</li> </ul>	April 2016
2.3	Review and update the Council website.	<ul style="list-style-type: none"> <li>• Ensure information on website is up to date.</li> </ul>	2016-2017 Review: Yearly
2.4	Work and support key stakeholders with literacy produced for residents and businesses.	<ul style="list-style-type: none"> <li>• Support and input in to leaflets and communications completed by other teams for example: Waste and Recycling, Streetcare etc.</li> <li>• Visit businesses to encourage them to sign up to the Love Solihull 'Pledge' to reduce fly tipping and promote community engagement.</li> <li>• Through Love Solihull meet with community groups and encourage them to take ownership of their local area and</li> </ul>	Yearly

		form action plans to improve the Environment with support from the Council.	
<b>Objective 3: Plan and review priority working to meet service needs.</b>			
3.1	Adapt to new ways of working to meet changes in legislation.	<ul style="list-style-type: none"> <li>• New legislation is introduced therefore strategies should be adapted to meet these changes.</li> </ul>	Yearly
3.2	Work with stakeholders to develop an effective way of working using resources efficiently.	<ul style="list-style-type: none"> <li>• Limit duplication of work and empower employees with new skills.</li> </ul>	2016-2017
3.3	Monitor and review the strategy and other A3 plans to ensure they meet service needs.	<ul style="list-style-type: none"> <li>• Continuous review will enable results to be analysed and focus team priorities.</li> </ul>	Yearly
3.4	Establish and maintain relationships with stakeholders to work in partnership.	<ul style="list-style-type: none"> <li>• Plan exercise days with stakeholders to combat a number of issues including: waste carriage and scrap metal.</li> <li>• Two annual workshops with stakeholders to identify trends and combat emerging issues.</li> </ul>	Yearly
3.5	Ensure officer competencies and personal development is maintained.	<ul style="list-style-type: none"> <li>• Officers to identify training needs to meet service needs and changes in legislation.</li> </ul>	Yearly

		<ul style="list-style-type: none"><li>• Annual training review to ensure competency of officers</li></ul>	
--	--	---	--

# 10. A3 Action Plans

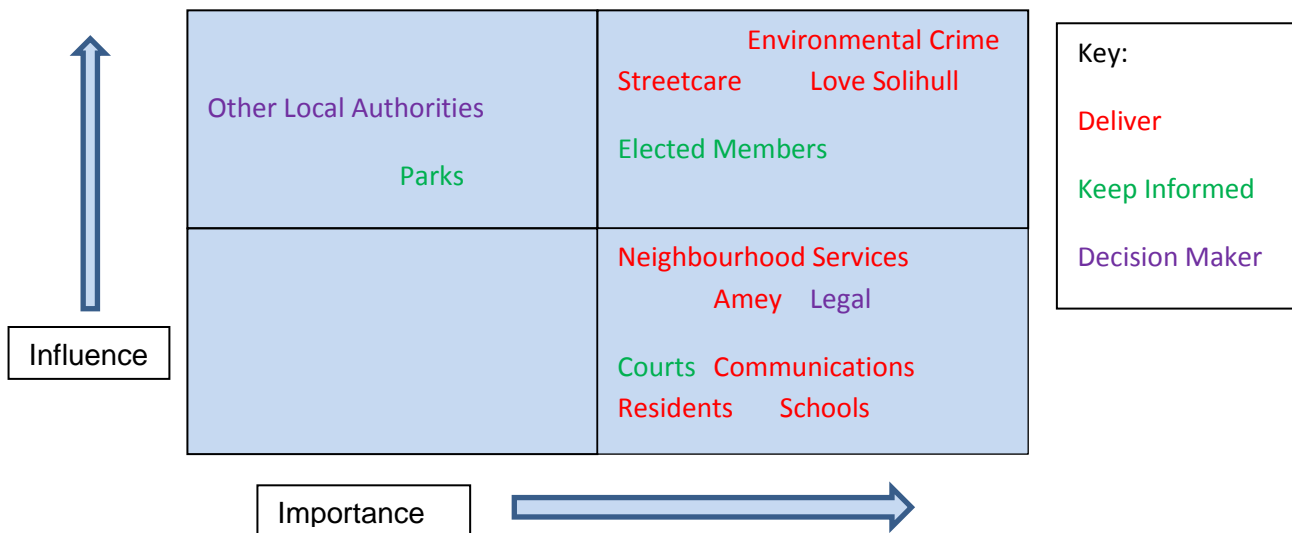
At an operational level, the team are supported by operational A3 Action Plans. These identify the specific nature of each function allowing the officers to follow a standardised, consistent and robust procedure. The plans also determine the trigger points clearly defining what actions will be taken and when these will be initiated.

The A3 Action Plans are separated in to clear, easy to follow segments:

**Purpose:** The purpose is the top level overview of the plan, giving the function details and desired outcome.

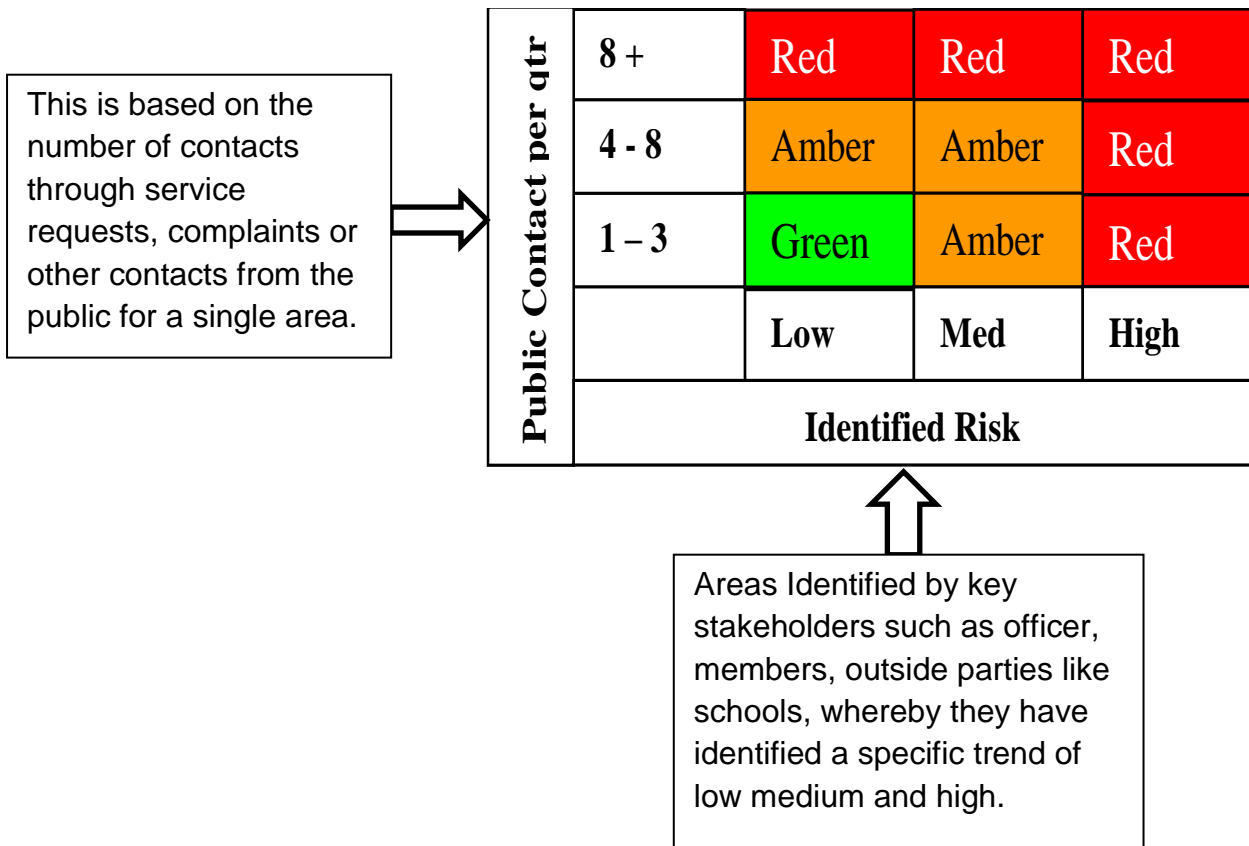
**Objectives:** the objectives are the specific aims that the team will strive to achieve within the identified time frame.

**Stakeholders:** is a person/team/organisation who has an interest or influence in the function. Each stakeholder is positioned on the map according to their influence and importance within the specific function. An example of a stakeholder map is given below:



**10.1 Triggers / Engagement, education and enforcement:** Every A3 plan states the type and level of intervention to an issue dependent on the severity and this is calculated quarterly.

An example of matrix is below:





# 11. How do we know we have got there?

## Key Performance Indicators

To determine the success of the interventions and actions taken by the team, performance monitoring will be carried out to support the Environmental Crime Strategy. This information will also be used to inform future action plans and performance indicators.

Between April 2015 and March 2020, the team will measure performance on the five areas highlighted in the table below. These will be reported on a six monthly basis and managed in line with the corporate performance management processes ensuring under performance is identified early and actions put in place promptly to overcome any shortfall.

Function	Description	Year 1	Year 2	Year 3	Year 4	Year 5
Fly tipping	Reduction in the level of fly tipping in Solihull.	15% 1360 Service Requests	20% 1280 Service Requests	25% 1200 Service Requests	30% 1120 Service Requests	40% 960 Service Requests
Fly Posting	Reduction in the level of fly posting in Solihull.	15% 510 Service Requests	20% 480 Service Requests	25% 450 Service Requests	30% 420 Service Requests	40% 360 Service Requests
Graffiti	Reduction in the level of graffiti in Solihull.	15% 51 Service Requests	20% 48 Service Requests	25% 45 Service Requests	30% 42 Service Requests	40% 36 Service Requests
Dog Fouling	Reduction in the level of dog fouling in Solihull.	15% 510 Service Requests	20% 480 Service Requests	25% 450 Service Requests	30% 420 Service Requests	40% 360 Service Requests

## 12. Selected Bibliography

**Belfast City Council (2008).** *Analysis of People's Stated Littering Behaviour*. Ipsos MORI. Belfast: Belfast City Council.

**Bowers, K. J. & Johnson, S. D. (2003).** *The Role of Publicity in Crime Prevention: Findings from the Reducing Burglary Initiative*. Home Office Research Study, 272. London: Home Office.

**Johnson, S. D. & Bowers, K. J. (2003).** *Opportunity is in the Eye of the Beholder: The Role of Publicity in Crime Prevention*. *Criminology and Public Policy*, 2, 497-524.

**Lewis, A., Turton, P., Sweetman, T. (2009).** *Litterbugs: How to Deal with the Problem of Littering*. London: Policy Exchange.

**Skumatz, L. A., Van Dusen, H., Carton, J. (2001).** *Illegal Dumping: Incidence, Drivers, and Strategies*. Skumatz Economic Research Associates, Inc. Available: [www.serainc.com](http://www.serainc.com).

**Webb, B., Marshall, B., Czarnomski, S., Tilley, N. (2006).** *Fly-tipping: Causes, Incentives and Solutions*. Jill Dando Institute of Crime Science. London: University College London.

**Wilson, J. Q. & Kelling, G. L., (1982).** *Broken Windows: The Police and Neighbourhood Safety*. The Atlantic.

# 13. Annex A

## Definition of Functions

The list of functions and definitions below were sent to all stakeholders to support the response to the consultation.

**Fly-tipping-** is the disposing of waste in or on any land that doesn't have a waste management licence. A fly tip can contain hazardous waste including asbestos and gas cylinders. Fly-tipping differs from littering in that it invariably involves the removal of waste from premises where it was produced with the deliberate aim of disposing of it unlawfully

**Flyposting-** Fly-posting is displaying adverts and other promotional materials without permission of the land owner. Posters are affixed to buildings, lamp posts, traffic lights, litter bins and elsewhere on Council land. ECT understands the need to advertise community and charity events and guidelines are stated on the Solihull MBC website.

**Litter-** is 'any thing' not disposed of appropriately amounting to less than one black bag.

**Dog fouling-** is allowing a dog to foul without disposing of it.

**Graffiti-** a deliberate act, and when carried out without the permission of the landowner is vandalism.

**Smoke free-** Smoking has been prohibited by law in virtually all enclosed and substantially enclosed work and public places throughout the United Kingdom since July 2007.

**Scrap metal-** all scrap metal dealers or collectors must hold a site or mobile collector's license. If a business does not have a license ECT can take enforcement action.

**Waste Carriage-** anyone carrying waste in the course of their business, or in any other way for profit, must be registered with the Environment Agency. If businesses do not hold a license it is the responsibility of ECT to take enforcement action. Many potential offenders who do not have a waste carrier license will be linked to fly tipping.

**Domestic Waste-** it is an offence for any waste to be presented before the collection day and not stored in the wheeler bin provided.

**Commercial waste-** all businesses that produce waste should have a commercial waste contract to dispose of waste lawfully.

**Litter control-** to control litter linked to a commercial business or domestic properties.

**Distribution of leaflets-** to hand out leaflets in Solihull town centre a permit is issued by ECT if this is not obtained enforcement action can be taken. This function controls the amount of litter dropped in the town centre.

**Dog Control-** all dogs should have a collar and tag. In 2016, all dogs should be micro-chipped.

**Prevention of pest-** Any land or property should be clear of rodents, a notice can be issued to deal with infestations.

**Nuisance vehicles-** Selling two or more vehicles on the highway.

## Summary of National Environmental Crime Statistics

### Fly Tipping

- In England during the year 2012 to 2013 there were 711,000 recorded fly tipping offences on public land
- In England during the year 2012 to 2013, 2,133 people were prosecuted for fly tipping
- Clearing up fly tipping from public land during the year 2012 to 2013 cost English Council's and the Environment Agency an estimated £36.4million
- The National Farmers Union estimate the level of fly tipping on private land increased by 45% in the year 2012 to 2013
- In 2010, London Fire Brigade responded to 8,000 fires involving waste and fly tipping

### Litter

- The amount of litter in the UK has increased by 500% since the 1960's
- Council's spend an estimated £500million annually clearing litter from public places
- In 2004, 150,000 discarded syringes were found in school grounds, an increase of 7% from 2001
- In 2012, fixed penalty notices for leaving litter were issued to 63,883 people in England
- During the year 2013 to 2014, Birmingham City Council issued fixed penalty notices to 76 residents of Solihull for leaving litter in the city

### Dog Fouling

- There are approximately 7 million dogs in the UK, producing a total of 1,000 tonnes of dog faeces every day
- 54% of owners have never used worming tablets on their dogs
- The majority of parks in the UK are infected with *toxocara*, with each dog faeces capable of containing over 1million eggs
- Approximately 100 cases of *toxocariasis* from contact with dog faeces are diagnosed each year, with 50 resulting in serious eye damage

### Graffiti

- It is estimated graffiti costs the UK economy over £1billion each year
- Transport for London spends £12.5million each year replacing etched glass and removing graffiti
- 500,000 homes in the UK are affected by graffiti or other vandalism each year

## **Scrap Metal**

- During the year 2012 to 2013, 2% of all recorded crime related to the theft of metal. There were 61,349 recorded offences, and 47% were infrastructure related.
- The total cost of metal theft to the UK in 2010 was £777million