



Council name	<b>COTSWOLD DISTRICT COUNCIL</b>
Name and date of Committee	<b>CABINET – 1 MARCH 2021</b>
Report Number	<b>AGENDA ITEM 11</b>
Subject	<b>CIVIC PRIDE PROGRAMME</b>
Wards affected	ALL
Accountable member	Cllr Joe Harris - Leader of the Council Email: <a href="mailto:Joe.Harris@cotswold.gov.uk">Joe.Harris@cotswold.gov.uk</a>
Accountable officer & Author	Jon Dearing – Group Manager for Resident Services Tel: 01993 861221 Email: <a href="mailto:jon.dearing@publicagroup.uk">jon.dearing@publicagroup.uk</a>
Summary/Purpose	To implement a new Civic Pride service.
Annexes	None
Recommendation/s	That Cabinet approves: <ul style="list-style-type: none"> <li>a) <i>The creation of the Civic Pride Programme,</i></li> <li>b) <i>Secondment of the current Enviro-Crime Officer to lead the project,</i></li> <li>c) <i>Creation of two new (2 year FTC) Civic Pride posts, and</i></li> <li>d) <i>The seed funding approach (as detailed in section 3).</i></li> </ul>
Corporate priorities	Delivering our services to the highest standards Helping residents and communities access the support they need for good health and wellbeing
Key Decision	NO
Exempt	NO
Consultees/ Consultation	The Leader of the Council, The Deputy Leader and Cabinet Member for Finance, Section 151 Officer, Senior Management Team.

## **I. BACKGROUND**

- I.1 Cotswold District Council is known for its attractive environment, beautiful scenery and rich history. A major part of the attractive nature of the area is down to its appearance (how clean, community/visitor friendly and safe it is) and the Council plays a significant role in ensuring this.
- I.2 Clearing litter, removing abandoned cars, dealing with dog fouling and collecting fly tipping are just some of the visible examples of the positive work carried out to look after the local environment.
- I.3 The Environmental Health Service is responsible for enforcing legislation affecting the visible environment. An additional 'Enviro-crime Officer Programmes' post was established in 2019 to enable the Council to achieve its Corporate Priorities around the environment.
- I.4 The key strategic outcome of this proposal was to achieve a reduction in enviro-crime within the District; delivering the benefit of a high quality environment where economic growth is supported and where the Council positively engages with the community to not only solve immediate issues, but to prevent further recurrences.
- I.5 The post holder has been in place now for one year, and has accomplished many positive outcomes such as:
- Duty of Care visits to 55 businesses in conjunction with 'Business Duty of Care' campaign,
  - Introduction of an Anti-Dog Fouling campaign,
  - Networking and relationship building of internal contacts across partner Councils, Police Forces, Bromford Housing, Ubico and Town and Parish Councils,
  - Resourced a school litter campaign to use within schools to deliver education around littering and dog fouling, and
  - Publicised positive outcomes and promoted enviro-crime work using social and local media platforms.

The Council receives a steady stream of positive feedback in relation to this officer's work; and seeks to build on these positive results.

Environment improvement leads to community pride which, in turn, leads to active involvement; demonstrating the perpetual and significant impact of this relatively modest level of support and intervention.

## **2. MAIN POINTS**

- 2.1 To enhance this work further it is proposed that the Council builds on this locality-based approach to service delivery to support communities in bringing about behavioural change.
- 2.2 Good local leadership encourages positive behaviours within the local communities and it is therefore proposed that the Council supports and resources the creation of a 'Civic Pride' programme, on a two year trial basis (starting from April 2021), to work with the Town Councils in five large towns in the District (Cirencester, Stow-on-the-Wold, Moreton-in-Marsh, Lechlade and Tetbury) and the Cotswold Water Park.

- 2.3 In order to give this programme the very best chance of success the Council needs to be clear about the key aims of the programme, the resources, the partnership objectives, the activities that the programme will encompass and how it will measure success. This report sets out proposals around those five factors.
- 2.4 **The Key Aims.** The Council wants to deliver tangible improvement in Civic Pride by focusing the programme on:
- Forming new or supporting existing local Working Groups to lead on locality priorities and methods of delivery,
  - Working with Publica and Ubico to deliver the first line of operational functions (removal of fly-tips and abandoned vehicles, enforcement activity etc.),
  - Uniting local partners to lobby organisations (e.g. County Council and the Environment Agency) to play their, inter-connecting, part in supporting Civic Pride. Where appropriate, drawing up formal partnership agreements to effect change, and
  - Becoming a trailblazer by researching and trialling initiative solutions.
- 2.5 **Resources.** The proposal is that the current Enviro-Crime officer will lead the Civic Pride project for two years with his substantive post backfilled with a Civic Pride Officer and add a third Civic Pride officer, completing the team. Funding for this 2 year project will be from earmarked revenue reserves. This team of three officers would provide a (uniformed) visible presence on the ground in the District's main Towns.
- 2.6 It is envisaged that much of this work will be about the Council having a supportive presence in these communities. However, there will be some activity that requires modest amounts of funding. Therefore, the creation of the programme includes 'seed funding' totalling £100,000 for the two year programme. Clearly, there will be different financial needs in different locations, so specific place-based allocations have not been made. Use of this funding will be coordinated with the Spacehive Project, to effect long term benefits for communities.
- 2.7 **Partnership Objectives.** While it is a very positive step that the Council is seeking to allocate new resources to this programme; it is also clear that, to be successful, this has to be a collaborative approach.
- 2.8 The Council seeks to encourage and educate everyone to do the right thing and 'do their bit' to make the District a cleaner, safer and greener place. Without duplicating anything that already exists, some of the key local partners will be:
- Town & Parish Councils,
  - Community, Voluntary and Neighbourhood Groups,
  - Businesses and Business Communities,
  - Schools and Colleges,
  - Publica and Ubico,
  - Local Landlords and Land Owners, as well as
  - Internal resources already engaged in community activities (e.g.: Communities Team, Safeguarding officers, DA Champions and the Community Safety Partnership).
- 2.9 Uniting those local partners to lobby wider support from other organisations (e.g. the County Council, the Environment Agency and Historic England) will help with identifying additional resources, grant funding opportunities and potential introduction of Business Improvement Districts.

2.10 As well as working with existing volunteer groups, the programme could (where necessary) recruit and support a network of its own volunteers. Some basic and informal examples of this have already been utilised in relation to Fly-Tip signage but the proposed extended resource could provide some more formal coordination, training and support for local volunteers.

2.11 **Programme Activities.** It is envisaged that this programme will expand to follow the locally identified needs and also that the needs will vary in the different locations. The programme will not therefore be restricted to the following list but, by way of example, activities could include:

- Encouraging a sense of pride in the local environment through education and example setting,
- Ensuring cleaner streets and public places,
- Managing street and village signage,
- Ensuring public furniture is well maintained and appropriate to the needs of the locality,
- Supporting planting schemes in public spaces,
- Working closely with the Economic Development Officer to forge mutually advantageous relationships with local businesses,
- Deliver education programmes; aimed not only at children and young people but at community, volunteer and business groups,
- Encourage and support Landlords and local Landowners to adopt these approaches in relation to their own land/properties.

2.12 **Measuring Success.** The Council has data around its existing activities and the impact of this programme (around those existing activities) can therefore be easily measured; and the success of the programme can therefore be monitored and managed. Some of the programme's deliverables will be new activities and appropriate measures will therefore be developed accordingly.

### 3. FINANCIAL IMPLICATIONS

3.1. Over the two-year period of the Programme, funding totalling £200,000 will be required from earmarked revenue reserves. This will be equally divided between Seed Funding and Resources.

3.2. There is provision for Seed Funding of £100,000 to span the two year programme. While one of the programme's aims is to encourage local groups to deliver local priorities themselves; this funding will help the localities make a solid start in terms of funding 'civic pride' campaigns, planting, litter schemes, replacing/repairing street furniture etc.

3.3. The remainder of the funding (£100,000 over the two years) will be used to resource the programme. It is recommended that the existing Enviro-crime Officer takes the operational lead role; and therefore additional delivery resources will be required. It is therefore, further, recommended that two (2 year Fixed Term Contract) posts be created and designated Civil Pride Officers.

### 4. LEGAL IMPLICATIONS

4.1. There are no specific legal implications associated with these recommendations.

### 5. RISK ASSESSMENT

5.1. There is no significant risk associated with these recommendations.

## **6. EQUALITIES IMPACT**

- 6.1. There are no unacceptable adverse effects on the protected characteristics covered by the Equalities Act that have been identified.

## **7. CLIMATE CHANGE IMPLICATIONS**

- 7.1. None.

## **8. ALTERNATIVE OPTIONS**

- 8.1. The Use of `seed` funding will be closely monitored as it may be that less `seed` funding and more resource is required.

(END)