

EAST HERTS COUNCIL

COMMUNITY SCRUTINY COMMITTEE – 28 FEBRUARY 2012

COMMUNITY SAFETY – A FOCUSED REVIEW  
TASK AND FINISH GROUP SECOND REPORT – PUBLIC  
REASSURANCE

REPORT BY HEAD OF COMMUNITY SAFETY AND HEALTH  
SERVICES

WARD(S) AFFECTED: ALL

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**Purpose/Summary of Report**

- To inform the Committee of the findings of the Task and Finish group investigation into Public Reassurance.
- To invite the Committee to consider and approve the Task and Finish Group recommendations.

**RECOMMENDATION FOR COMMUNITY SCRUTINY COMMITTEE:**

	That the Committee notes and comments on the three recommendations suggested by the Task and Finish Group that:-
	<p><b>(A)</b> The council and partners work (communication teams of the partners to lead) to design and deliver a common positive marketing campaign message regarding East Herts as being a safe place to live – which can be used by all partners, members and included in all press contact (stories, quotes, press releases).</p> <p><b>(B)</b> The council and partners work to identify and improve communication with vulnerable target groups to deliver better focussed information and solutions relating to community safety.</p> <p><b>(C)</b> The council and partners work (including private/commercial concerns where appropriate) continue to deal with graffiti cleaning, litter collection, dog fouling, fly-posting and fly tipping in a timely manner to reduce any possibility of creating an impression of the start of a 'spiral of</p>

	decline' ('Broken Windows' theory 1982 – James Wilson and George Kelling)
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## 1.0 Background

1.1 The Community Scrutiny Committee set up a Task and Finish group to produce recommendations to present to the Community Safety Partnership Board about two key issues:

- With partnership resources reducing, how should the partnership prioritise the activities it supports? (Including funding CCTV)
- Despite East Herts having low crime levels and ranking so highly in independent quality of life surveys, why do residents appear more fearful of crime than the actual incidents of crime suggest?

1.2 The first report, proposing a financial strategy, was submitted to Community Scrutiny on 22 November 2011 and approved by the Community Safety Partnership Board on 8 December 2011.

1.3 This second and final report concludes the Community Safety review. This report is complete in its own right and deals with the public reassurance element of the investigation.

## 2.0 Report

2.1 The attached report is presented to the Community Scrutiny Committee for comment and approval. If agreed will be put before the Community Safety Partnership (CSP) Board in March 2012 for consideration.

2.2 If adopted by the CSP board, it will be translated into an action plan which will be monitored by the board.

## 3.0 Implications/Consultations

3.1 Information on any corporate issues and consultation associated with this report can be found in **Essential Reference Paper A**.

## Background Papers

Financial Strategy for the Prioritisation of CSP Activities  
Strategic Assessment (abbreviated)  
Community Safety Review survey results summary  
Extract East Herts Residents' Survey 2011

Contact Member: Cllr D Andrews – Chairman of Task and Finish  
Group

Contact Officer: Brian Simmonds – Head of Community Safety and  
Health Services – Extn 1498

Report Author: as above

## ESSENTIAL REFERENCE PAPER 'A'

Contribution to the Council's Corporate Priorities/ Objectives	<b>Promoting prosperity and well-being; providing access and opportunities</b>  <b>Enhance the quality of life, health and wellbeing of individuals, families and communities, particularly those who are vulnerable.</b>
Consultation:	Community Safety coordinator – Brian Mole. Simon Drinkwater - Director NS Malcolm Alexander – Portfolio holder Cliff Cardoza – Head of Environmental Services
Legal:	N/A
Financial:	N/A
Human Resource:	N/A
Risk Management:	Simon Drinkwater Director of NS
Report authorised by:	Simon Drinkwater Director of NS