



## **OUR STREETS**

Help us to keep our neighbourhood great

# **A Strategy for Great Neighbourhoods 2017 -2022**



# CONTENTS

Introduction	3
Overarching outcomes	4
Statistics	5
Clean streets	6
Safe streets	8
Vibrant streets	10
Healthy streets	13
Attractive streets	15
Streets for business	16
Delivery outcomes	18-19
Thanks	20

# INTRODUCTION

Our streets matter. If we look after them well, we can create a clean, safe and vibrant Borough that people are proud to call home. Well-designed and well-maintained streets can encourage people to be more active, improve health and well-being, reduce pollution, bring neighbours together and discourage crime. They create a better environment in which to run a business and reduce pressures on public services.



We have produced this Strategy as we recognise that our streets and outdoor spaces have a part to play in delivering a range of key Council priorities such as those set out in our Health and Well-Being Strategy, our Air Quality Action Plan and our Crime and Community Safety Plans. It also draws on the work of the Mayor of London's initiative on Healthy Streets which encourages more physical activity to improve the health of Londoners and to tackle the risk of developing diabetes, dementia, depression, heart disease and cancer.

The Our Streets Strategy is also informed by the work of the **Redbridge Streets Commission**. Over the past six months, the independent Redbridge Streets Commission has been engaging with residents to understand what they really value about the places where they live. The messages have been clear: people love our green spaces, the strength of our communities and our great transport links, but we need to do more to ensure we have the great neighbourhoods that our residents want and deserve.

The challenge of creating great neighbourhoods is becoming tougher. Fly tipping and littering are on the rise across London and the country as a whole, whilst budget cuts mean that the Council can no longer provide services in the way people are used to. We have to adopt new technology, new approaches to changing behaviour and, in some cases, charge for what we do. No matter how hard the context, we will rise to the challenge.

But the key message to emerge from the Streets Commission's work is that we can only create great neighbourhoods if we all work together. The Council has a big role to play, both in delivering services and taking action to enforce the law, but communities and businesses must do their bit too. We need to improve the way public services are delivered, but we also need to enable local people to take ownership of the places where they live.

Residents and businesses have told us they are ready to step up and play their part. Now the Council needs to respond. This Strategy sets out a clear plan for delivering the kind of environment our residents have said they would like to see.

**Cllr John Howard**  
Cabinet Member for Environment and Sustainability  
July 2017



## Our overarching outcomes from this are:

**1. Putting residents at the heart of their streets:** we will encourage and support social action to keep streets clean and tidy and work with business to improve our high streets.

**2. Investment in better services:** we will use our resources wisely to adopt the best new technology and behavioural change techniques to allow us to design safe and attractive streets, stop littering and fly tipping before it happens, and respond rapidly when it does.

**3. Enforcement that is tough but fair:** we will work with businesses and landlords to agree clear streets standards for Redbridge that everyone can sign up to. When people don't live up to those standards, we won't hesitate to use our powers to fine them.

On the following pages you will find details of the six Our Streets priorities and how we are going to measure success and impact together. Get involved, and for more detail look online [www.redbridge.gov.uk/ourstreets](http://www.redbridge.gov.uk/ourstreets)



## Fly tipping

The enforcement team have successfully prosecuted 142 people in the financial year 2016/17 for fly tipping.



# 142

people prosecuted



## Service performance

# 100% A

dangerously damaged roads and pavements were repaired or made safe within 24 hours.

## £400 fines

# £57,050

Since October 2016, 227 £400 fines have been issued and 174 successfully completed. This means £57,050 additional income was collected by Redbridge Council.

## Crime levels

Despite overall crime increasing by 5% in 2016/17, Redbridge remains a low crime borough. Redbridge is in the bottom third of all 32 London Boroughs for total crime.



## Council investment in the built environment

Over £24m is being invested in the built environment during 2017/18.



## Mayors Healthy Streets Strategy

Redbridge is taking a holistic approach to improving its streets. It is investing in regeneration, enforcement and cleanliness of its streets across the Borough.

## Street Trees

Trees are fantastic in improving air quality. In the last three years we have planted approximately 1,700 street trees.



# 1,700

street trees planted

# 1 CLEAN STREETS

Redbridge faces a huge cleanliness challenge. Fly tipping in the Borough rose by a third in the year to September 2016. This is a national problem but we need to take steps to address it locally.

The Council has already begun this process; we have started making better use of data to target our efforts on waste hotspots, introduced free bulky waste collection, improved bins and the latest street cleaning machines, and brought in £400 fines for people who flytip.

Our performance on keeping our streets clean has been consistently high: we remove 99.5% of reported flytips within 24 hours, clear 96% of abandoned vehicles within three days and have issued over £300,000 worth of fines. The Council is taking action, but we can only best address the problem by working with businesses and communities to stop litter and fly tips getting on to the streets in the first place.

This means that we need to strike the right balance between improved Council services, enforcement against bad behaviour, and working to educate residents and visitors to prevent littering, graffiti and fly tipping.

## **We will:**

- Ensure that we communicate the rules clearly and simply to everyone, including people who do not have English as a first language, new communities and faith groups
- Continue to invest in new technology so that we can respond efficiently, effectively and swiftly to resident reports
- Introduce electric vehicle charging points in partnership with TfL to encourage the use of low-emission vehicles
- Develop a behaviour change campaign to discourage people from littering and fly tipping in the first place
- Prioritise enforcement action against those that commit enviro-crime and publicise prosecutions for fly tipping, littering and dog fouling
- Work with local takeaways, pubs, clubs and businesses to make them more accountable for reducing waste and cleaning up after themselves and their customers
- Work with private landowners so that they take responsibility for the cleanliness of their land
- Work with developers to ensure that new developments do not adversely impact on our streetscene and encourage community activity
- Invest in new street bins that make it easier for residents and visitors to dispose of their litter responsibly
- Work closely with schools to deliver an education package to young people on the importance of clean streets
- Develop a programme of ward improvements to tackle recurrent problems and grot spots involving residents, safer neighbourhood teams, ward councillors and Council staff
- Implement a neighbourhood cleansing model which pools resources where they are needed, delivered through neighbourhood teams



99%  
removal

we remove 99.5% of reported  
flytips within 24 hours



# 2 SAFE STREETS

Ensuring that our streets are safe is a pre-requisite for delivering this Strategy. We cannot work together with residents to build great neighbourhoods if people are afraid of crime and antisocial behaviour. The Community Safety Partnership have worked together to deliver a 40% reduction over the past four years in the crimes that most affect residents and businesses.


But we want to do more. Our Enforcement Officers will work in partnership with the police to tackle crime and antisocial behaviour blackspots and we will ensure that Neighbourhood Watch groups get the information they need to protect their own communities.

The Council works to ensure our roads and pavements are accessible and safe to use by foot, bike or car. We invest in a range of services to support and manage the different types of street uses to ensure our pavements and streets are safe for people with mobility and sensory disabilities. But, we need to do more to ensure cars do not dominate to the detriment of other users. This includes designs that encourage walking and cycling, along with safety schemes and managing parked cars.

## **We will:**

- Enforce the new Public Space Protection Order in and around Ilford Town Centre in partnership with the Police. We will tackle street drinking by supporting those that engage with services and robustly tackle those street drinkers who do not
- Support the Police Safer Neighbourhood Ward panel meetings, work with community groups, residents groups and attend local forums
- Seek to design out crime where new streetscapes are being considered
- Continue with our approach to making streets safer for all road users by ensuring road danger reduction in our street design, removing street clutter and reducing 'rat running'
- Encourage responsible parking that allows pedestrians and people with mobility difficulties to use the pavements safely and to prevent damage to footways and verges
- Support multi-agency working by organising ten Redbridge Action Days each year to tackle crime, anti-social behaviour and other street scene issues
- Work with the Police and other agencies to deliver our Exiting Prostitution Strategy
- Promote public transport and other sustainable travel options to reduce traffic on our streets
- Work with developers to ensure active ground floor uses in buildings to encourage activity and help reduce crime





Our enforcement officers will work in partnership with the police to tackle crime and antisocial behaviour blackspots and we will ensure that Neighbourhood Watch groups get the information they need to protect their own communities.

bottom  
**1/3**

Redbridge is in the bottom third of all London boroughs for total crime



# 3 VIBRANT STREETS

Any strategy for Redbridge's streets needs to build on and strengthen the great work so many people already do to make the Borough clean, safe and cohesive. These include strong groups such as the Maybank Community Association, which already works with the Council to manage local parks.





Supporting strong local communities can bring huge benefits to everyone in the Borough. If we get this right, we could reduce the number of people who feel socially isolated, encourage physical activity and reduce crime and antisocial behaviour. Some local people might want to get really involved in creating better environments, but in most cases we just need to help residents build on their natural inclination to be good neighbours.

This is particularly important for the Council's own tenants, and we will work closely with areas such as Hainault to design the right approach to creating stronger communities and help people to take ownership of their streets.

### **We will:**

- Develop a community champion scheme to support residents who want to work with their neighbours to encourage neighbourliness and positive citizenship in their streets
- Work with communities through a programme of regular days of action to tackle local issues such as litter clearing and promote community clean ups, neighbourhood gardening and other street improvements
- Make it easy for communities to apply to close roads for street parties and other community events through simple online forms
- Support communities who want to create and maintain pocket parks, street furniture, community gardening schemes, helping neighbours with gardening and adopt a verge schemes. Support local residents to set up volunteer led community garden forums where residents can share ideas and tips
- Create a Borough wide planting day to make parts of Redbridge even greener and engender community pride
- Develop an approach to street art in partnership with communities which links with our cultural offer so that the street is enhanced for everyone
- Review and develop our current crowdfunding scheme to allow more residents to access match funding for local improvements such as pocket parks





20mph

home zones and to close down entire streets on some days so that children can play.



# 4 HEALTHY STREETS

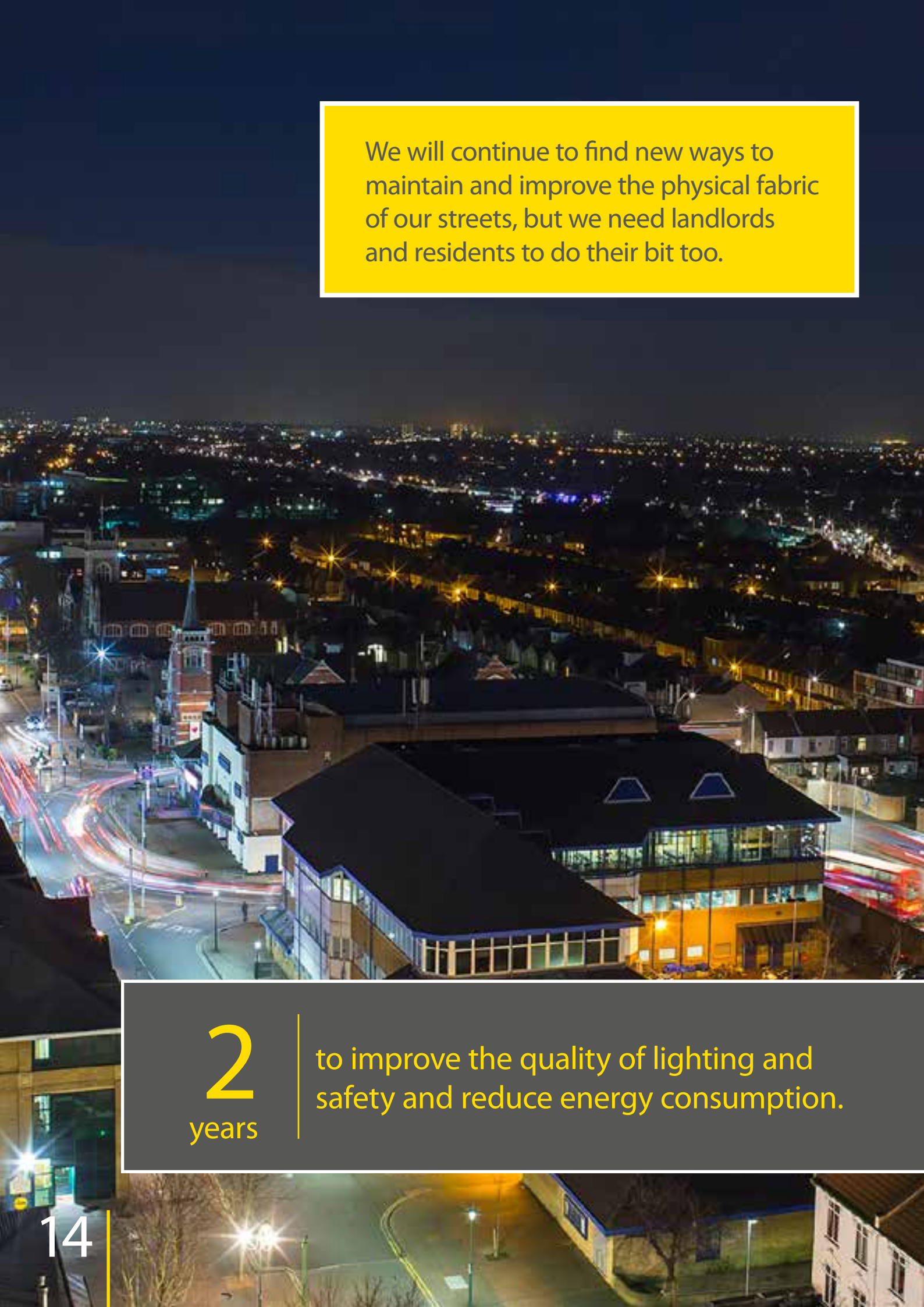
Redbridge has the ninth highest number of cars of any borough in London, and since 2010 we have seen an increase of about 4,000 new vehicles at a time when car ownership is falling in other parts of London. This has contributed to a number of air quality hotspots which need active intervention to mitigate and reduce.

Well-designed and maintained streets can help us to reduce our dependence on cars. This will in turn encourage people to use active transport such as walking and cycling and help to clean up our air and help improve the health of Redbridge People. If we can supplement this with initiatives that provide more greenery and promote healthy eating we can have an even bigger impact.

We need to work with our residents and partners to achieve the following key goals.

## **We will:**

- Help residents to make more active use of their streets using initiatives such as play streets: where neighbourhoods can demonstrate sufficient demand, we will work with them to produce a plan to introduce 20mph home zones and to close down entire streets on some days so that children can play
- Where residents can show they will maintain them, we will work with neighbourhoods to plant vegetable patches in public areas. This will provide a focal point for communities and ensure more people can access healthy food
- Make the Borough cycle friendly: it can be easier for residents to get from Barkingside to Stratford than it is to get from South Woodford to Ilford. We will work to open up safe cycle and walking routes that can help people make the most of what Redbridge has to offer and provide infrastructure for cycle parking
- Consult on a school streets programme: we will work with schools to consider banning parking in their neighbouring streets at drop-off and pick-up times, encouraging children to walk or cycle and improving air quality
- Work closely with Schools to further develop School Travel Plans that encourage walking and cycling to school and work to achieve green routes to school
- Work with TfL to put green barriers along the Borough's busiest routes to contain noise and pollution, and regularly report air quality levels on our website
- Work with TfL to move to greener public transport: buses make a substantial contribution to poor air quality along busy roads. We will lobby TfL to introduce less polluting vehicles into the Borough



We will continue to find new ways to maintain and improve the physical fabric of our streets, but we need landlords and residents to do their bit too.

**2**  
years

to improve the quality of lighting and safety and reduce energy consumption.



# 5 | ATTRACTIVE STREETS

An attractive street environment benefits us all: those living in residential streets and those whose business success relies on the streets being welcoming and attractive for visitors. Redbridge is very green with an abundance of parks and green spaces which make the Borough a great place to live. Our high streets are clean, safe and well-maintained.



We know that enhancing the environment is important to residents and that these things improve their quality of life. But there is no point in creating well-designed neighbourhoods and streets if we allow them to fall into disrepair. A critical part of the Council's approach needs to be a programme to maintain and modernise the physical fabric of the Borough.

We will continue to find new ways to maintain and improve the physical fabric of our streets, but we need landlords and residents to do their bit too.

## **We will:**

- Continue to invest in building and maintaining a high quality public realm
- Commit to planting and maintaining trees in air quality hotspots
- Review street furniture to remove excess furniture and signage that clutters our streets whilst ensuring that there are places for people to sit, rest and relax in an attractive environment
- Impose tough controls on landlords who do not fulfill their responsibilities to the community to maintain their properties
- Convert all street lights to LED over the next 2 years to improve the quality of lighting and safety and reduce energy consumption
- Further develop our report-it tools so that residents can easily report faults and track their progress and better advertise these so that more residents are aware of them
- We will take action against untidy front gardens and ensure environmentally-friendly materials are used where gardens are paved over

# 6 STREETS FOR BUSINESS

Redbridge has thriving high streets and a burgeoning small business scene in areas such as Seven Kings and Ilford. The Borough already has good transport links and over the coming years our new rapid transport links into Central London will give us the opportunity to attract even more companies to the Borough. We want to work with businesses to understand how we can help them grow and stay in the Borough. Ensuring that they operate in a clean, safe and vibrant environment is one of the most valuable contributions the Council can make.

Our Local Plan will bring new development to the Borough's high streets, giving us the opportunity to regenerate the physical environment. We will increasingly take a town centre management approach to areas such as Barkingside and Gants Hill, coming together with businesses to develop plans to improve services, attract new business and amenities, and bring customers into the area.

Achieving our ambition for cleaner streets means that we will need to work with businesses in a new way. We want to collaborate with responsible businesses to set clear standards for waste disposal, help high waste producers like takeaways to manage their rubbish more effectively, and act together to punish those who flout the law.

## **We will:**

- Work with the business communities in our key high streets to find ways to improve the quality of their local environment
- Support businesses in developing Business Improvement Districts and town centre management arrangements to help companies take more of a role in the district where they work and to promote business collaboration and responsibility
- Work with companies that can produce a lot of waste and litter, such as takeaways, to make them clear of their responsibilities and to reduce their impact on the local environment.
- Encourage businesses to support and sponsor streetscene improvements such as street furniture, cycling infrastructure and planting schemes
- Work with businesses to ensure that deliveries are retimed to avoid busy times and encourage the use of low-emission, quiet vehicles for such activities
- Work with businesses to provide interesting activities and uses of our streets including markets, events and 'pop-up' shops
- Encourage local businesses to increase sustainable ways of travelling to and from work and during the working day















An aerial, high-angle photograph of a city street at night. The street is filled with pedestrians and some vehicles, including a white van and a red double-decker bus. The buildings are illuminated, and the streetlights create a warm glow. A prominent yellow text box is overlaid on the upper portion of the image. The overall scene depicts a vibrant urban environment.

Work with the business communities in our key high streets to find ways to improve the quality of their local environment.



By 2020 we will have delivered the following outcomes:

PRIORITY		ACHIEVED OUTCOME	
	<b>Clean Streets</b>	<ul style="list-style-type: none"> <li>• Reduced fly tips by 50%</li> <li>• Rolling programme of electric vehicle charge points being delivered across the borough</li> <li>• Increased enforcement activity for street scene offences by 30% compared to base line year 2016/17</li> </ul>	
	<b>Safe Streets</b>	<ul style="list-style-type: none"> <li>• Investment of £1m in accident remedial features</li> <li>• Enforcement officers will enforce any Public Space Protection Orders to keep the streets safe</li> <li>• Nine Redbridge Action Days per year to enforce or problem solve street scene issues, anti-social behaviour and licensing incidents</li> <li>• 99% of street lights will be working</li> </ul>	
	<b>Vibrant Streets</b>	<ul style="list-style-type: none"> <li>• Increased recycling by 10%</li> <li>• Mainstreamed education and engagement programmes in every street and business in Redbridge to ensure residents and businesses know of the Council's service standards</li> <li>• Published clear service standards</li> </ul>	
	<b>Healthy Streets</b>	<ul style="list-style-type: none"> <li>• Planted more trees in locations to improve air quality</li> <li>• 72% of school children travelling to and from school by non-car modes</li> <li>• Work with every school in the Borough on healthy living initiatives</li> </ul>	
	<b>Attractive Streets</b>	<ul style="list-style-type: none"> <li>• Cleaner streets through partnership with communities</li> <li>• Introduced community garden schemes where residents, schools or other organisations are keen to deliver them</li> </ul>	
	<b>Streets for Business</b>	<ul style="list-style-type: none"> <li>• Worked with every identified business to ensure a trade waste agreement is in place</li> <li>• Support business collection and enhance a district/town centre approach</li> </ul>	



# FINALLY... 'THANK YOU'...

Our Streets would not have been possible without the work of the Redbridge Streets Commission and the hundreds of people that attended focus groups throughout the Borough or completed feedback forms.

Over 400 feedback forms were received from residents and were analysed by the Streets Commission. And over 100 people attended the focus groups held around the Borough including representatives from residents associations, local businesses, community organisations, residents and members of the Commission. I would like to thank them all for openly engaging in improving Redbridge for everyone.

I would like to thank the Streets Commissioners who gave their time and commitment which resulted in an independent report to shape our approach. Their report is available on the Redbridge website.

Finally I would like to thank the staff, partners and residents of Redbridge who work together to make this Borough one we are proud to call home. With this continued partnership we aim to make Redbridge an even better place to live, work in and visit.

A handwritten signature in white ink that reads "John". The signature is written in a cursive style and is underlined with a single horizontal stroke.









Produced by Redbridge Council

Get involved, and for more details look online [www.redbridge.gov.uk](http://www.redbridge.gov.uk)