

# AMBITION 5 - A SAFE, CLEAN AND PLEASANT CITY

**AMBITION** - We will encourage a sense of pride in the City and responsibility for its appearance amongst all who live, work or visit here. We will make Gloucester a safer, cleaner and more pleasant place.

## WHY

Residents told us that this is one of their top priorities <sup>(xiii)</sup>. Gloucester has the second highest crime rate in the South West <sup>(xiv)</sup>

## WE WILL

Reduce fear of crime and crime levels including:

- Anti-social behaviour and disorder
- Burglary
- Drugs and alcohol misuse
- Racist crime
- Vehicle crime
- Violent crime

Support victims of crime

Promote cohesion between diverse communities in Gloucester and tackle racism

Take action to make people feel safer in their homes, neighbourhoods and the city centre

Engage young people in increasing their safety and diverting them from crime

Actively involve young people in improving the appearance of their neighbourhoods

Improve cleanliness in streets and open spaces, tackling unsightly 'eyesores' and removing bulky waste

Work with communities to reduce littering, through education, community action and fining offenders

Increase recycling and reduce waste

Improve the standard and appearance of parks, public and open spaces

Create more and improved public open spaces

Protect and increase the diversity of wildlife habitats in the City

## Examples of Strategies

Crime and Disorder Reduction Strategy  
Open Space Strategy  
Waste Management Strategy

## Key Partnerships

Central Gloucester Initiative  
Community Counts - Neighbourhood Management  
Crime and Disorder Reduction Partnership  
Drugs and Alcohol Action Team  
Gloucestershire Neighbourhoods Projects Network  
Gloucestershire Strategic Partnership  
Neighbourhood Partnerships

## TARGETS - by 2008

Work with the Crime and Disorder Reduction Partnership to reduce crime levels in line with the Crime and Disorder Reduction Strategy (2002-5)

Develop a 'Pride in our City' Action Group to improve the look and feel of all parts of the city, and improve recycling of waste

Two new community open spaces established

Costed options produced by 2004 to improve Gloucester Park

### Links to other Ambitions

Success in this ambition will also contribute to:  
**Strong & Vibrant City** - improving the appearance of the city will affect vibrancy; and reducing waste will increase sustainability

**Inclusive City** - more crime happens in deprived neighbourhoods

**Healthy Active City** - fear of crime is a major cause of ill-health, especially amongst older people

