

Executive Member Response To Environmental Campaigns and Fixed Penalty Notices Scrutiny Review

Date Recommendations agreed by Development and Scrutiny Committee:

Environment & Regeneration Development and Scrutiny Committee, Monday 7 January 2013

Date responses should be made by:

Executive responses should be received by Friday 15 March 2013

Recommendations:	Executive Response:	Update 2016 (If item complete mark as signed off – exception reporting for items still not complete)
1. That Officers be requested to consider organising a concentrated campaign on educating dog owners involving Dog Watch and Environmental Services officers which could include highly visible group patrols in parks to engage with dog walkers and other park users, handing out rolls of dog waste	A campaign has been developed by the Campaign Officer from Environmental Services with input and steer from the Environmental Enforcement Manager. Key campaign aims and objectives have been identified along with methodology. The key message campaign was Bag it, Tie it, Bin it, Sort it	The 2013 campaign saw the delivery of actions (as left), and in addition officers worked in partnership with North Herts District and Dog Watch. The campaign cost £7,717, but overall appears to have been successful - during the period May –

<p>bags and where appropriate issuing fixed penalty notices which could then be publicised in a local media campaign with a newspaper article highlighting the issue to help raise awareness. Should this recommendation be agreed Officers be requested to discuss the details of the campaign, which would be co-ordinated through the Environmental Campaigns Officer, with Members of the Environment and Regeneration Development & Scrutiny Committee.</p> <p>Action: Lee Myers/Chris Dorow/Tim Butterfield/Lizzie Moring</p>	<p>A series of high visibility patrols have been scheduled throughout the campaign timescale of February – August 2013.</p> <p>Officers carrying out these patrols are engaging with dog walkers, offering free dog waste bags and educating as to how the waste can be disposed of and how to report incidents seen.</p> <p>Radio, newspaper, television articles have been released about the campaign.</p> <p>Environmental Services have deployed their campaign trailer to locations across the town. The trailer allows information to be displayed to the community along with the chance to speak to officers. The most recent deployment was at Stevenage Day.</p> <p>One instance of a fouling offence was witnessed, but the owner of the dog was persuaded to pick the waste up.</p>	<p>July 2013 (a traditionally busy period for dog fouling reports) just 53 reports were received. This is in comparison to an average of 40 reports per month during the previous 5 months.</p> <p>During November 2014 – April 2015 we participated in the Keep Britain Tidy ‘We’re watching you’ dog fouling campaign. Launched in partnership with Martins Wood School.</p> <p>Posters were installed to 40 locations within nine hotspots (identified through resident reports and feedback from cleansing and enforcement staff)</p> <p>Each site was visited a minimum of 5 times – including two visits prior to poster installation to see whether the posters had any effect.</p> <p>This campaign cost £930 (plus officer time). The campaign saw an overall reduction of 29.4% in dog fouling, with decreases ranging from -14.7% to -66.7%</p>
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<p>2. That in conjunction with the campaign on dog fouling as detailed at recommendation 2 Officers be requested to consider a campaign involving interested local primary schools to address the problem of dog fouling on grass verges, lanes and pathways leading to schools as detailed at paragraph 3.10 in the report.</p> <p>Action: Lee Myers/Chris Dorow/Tim Butterfield/Lizzie Moring</p>	<p>Posters were issued to 8 schools who are members of the Eco Schools net work</p> <p>The service have been invited to attend the Lodge Farm School fete later in the year.</p>	<p>Additionally, we launched the 2014/15 We're watching you campaign with Martins Wood School.</p> <p>The glow-in-the-dark posters are not so effective during the summer months so we subsequently launched a competition for the pupils at Martins Wood School to design dog fouling posters. The artwork from one winner was made into a refuse freighter banner, while other posters were installed to the hot spot sites during the spring-summer months.</p> <p>In order to keep the message fresh we have since alternated the We're Watching You posters (during the autumn/winter months) with the school designed posters (during spring/summer months)</p>
<p>3. That Officers be requested to continue to work closely with Dog Watch and that the Council help promote their events by highlighting them in Chronicle and by any other means available.</p> <p>Action: Chris Dorow</p>	<p>Dog watch events have been supported by the council and promoted.</p> <p>The Dog Watch logo is on all the campaign material produced.</p> <p>The Enforcement Team attended a Dog Watch event in the Town Centre Gardens in May. Additional Dog Watch events in July and October will be attended by Environmental Enforcement.</p>	<p>Officers worked in partnership with Dog Watch during the 2013 campaign.</p> <p>We continue to support Dog Watch events within the town.</p>

<p>4. That Officers be requested to consider the offer made by the Head of Housing and Public Protection, North Hertfordshire District Council, to undertake some joint informal work with North Herts District Council Environmental Enforcement Officers, on a quid pro quo basis. Action: Lee Myers/Tim Butterfield</p>	<p>Officers have worked with NHDC Enforcement Officers on two joint patrols.</p> <p>Further joint events will be considered, subject to the availability of NHDC colleagues.</p> <p>NHDC Officer presence was greatly appreciated. Officers worked well together and discussed future enforcement options.</p> <p>SBC Officers have thanked NHDC for all their support, time and advice during the campaign.</p>	<p>Completed</p>
<p>5. That Officers be requested to arrange with those Members who are interested to join Environmental Enforcement officers on site visits. Action: Tim Butterfield</p>	<p>Cllr Gardner has attended a number of events where the Enforcement Team have been present, promoting the aims of the campaign. Members are welcome to attend patrols and site visits.</p>	<p>Completed</p>