

Legal and Democratic Services

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TO THE CHAIRMAN AND MEMBERS OF
THE EXECUTIVE

Please ask for:

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SH/

20 April 2006

Dear Member

EXECUTIVE – 24 APRIL 2006

I attach copies of the following for consideration by the Executive on Monday 24 April 2006:-

Agenda Item A.3 Best Value Performance Plan

A Minute Excerpt from the Infrastructure Overview and Scrutiny Committee of 20 April 2006 containing the observations of the Committee;

Agenda Item A.6 Clean Neighbourhoods and Environment Act

Revised Appendices B and C to Report CS.17/06 (Pages 10 to 16 of the Report) – the versions that were originally despatched were working documents and have since been updated;

A Minute Excerpt from the Infrastructure Overview and Scrutiny Committee of 20 April 2006 containing the further observations of the Committee;

Yours sincerely

J. M. Egan

Director of Legal and Democratic Services

CARLISLE
CITY COUNCIL



www.carlisle.gov.uk

Clean Neighbourhoods & Environment Act

Marketing/Creative Brief

Introduction

Carlisle City Council is launching a PR and marketing campaign to raise awareness among its publics of new powers under the Clean Neighbourhoods and Environment Act that came into force at the beginning of April.

The authority's officers will manage the campaign and handle the PR and media aspects, but is seeking an external partner to provide design in-put.

The selected agency will need to demonstrate:

- Understanding of the aims and objectives of the campaign
- Value for money
- Innovative and imaginative approach
- Most cost-effective marketing methods
- achievement of targets

Background

The Clean Neighbourhoods & Environment Act provides the potential to make significant improvements to the local neighbourhoods and the delivery of Carlisle City Council's 'Cleaner, Greener & Safer' corporate priority.

The main purpose of the Act is to improve the quality of the local environment. It provides additional powers for local authorities and the Environment Agency to tackle local environmental quality and anti-social behaviour. It forms an important element of the cross-cutting Cleaner, Safer, Greener agenda and builds on the Crime and Disorder Act 1998 & Anti-social Behaviour Act 2003. It is also a key component of the Government's Nuisance Vehicle strategy.

Proposed measures extend the objectives of Crime and Disorder Reduction Partnerships - which are led by police and local authorities - to specifically include local environmental crime. They also give local authorities and others more powers to tackle local environmental quality and anti-social behaviour, including; litter; fly-posting; abandoned & nuisance vehicles; waste (including fly-tipping); nuisance (night time noise, insects and light pollution); dog byelaws and nuisance alley-ways. It will enable greater local flexibility by

enhancing the powers of local authorities, and parish and town councils in some cases, to issue on the spot fines and pursue offenders

Aims/Objectives

- To raise awareness among the authority's various audiences of the new measures under the Act
- To encourage people to be good citizens by not dropping litter etc
- To persuade people of the benefits of looking after their environment

Target Audiences

- All Carlisle residents
- Schools – with emphasis on year nine students
- City Council staff
- Councillors
- Businesses

Campaign Timetable

The campaign is divided into two phases:

- **Phase 1 June – October 2006**
To raise awareness of the new legislation and encourage people to be good citizens.
- **Phase 2 November 2006 – March 2007**
To tell people about the enforcement of the legislation.
Continue to persuade them to 'do their bit' to keep Carlisle cleaner, greener and safer.

What is to be communicated?

Carlisle is a clean city and we want to keep it that way!

If citizens take a pride in their communities and look after their environment they are improving their quality of life

It also means that instead of spending around £1million a year on picking up litter and clearing graffiti, we can divert those funds to more positive spending on additional facilities for the community.

Both campaigns will be focusing on five areas of the legislation:-

- Graffiti
- Dog Fouling
- Flytipping
- Littering
- Flyposting

Specific messages

Graffiti and littering are the key areas to concentrate on when communicating with the younger audiences.

Specific Targets

- To generate 200 hits on the appropriate pages of the City Council's website
- To generate at least 100 responses to Carlisle Focus editorial
- To generate 150 calls from residents to the Customer Contact Centre reporting specific clean up areas

Methods of communication

The campaign will use a range of applications to communicate the key messages, including:-

- Posters and leaflets
- Stickers
- Lamp post and building banners
- Web pages on City Council website
- Radio advertising
- Education packs for schools + stickers
- Press Releases
- Competitions
- Bus advertising – internal and external

Any production and booking requirements of these will be arranged by city council officers.

Design considerations

- Must be visually appealing to encourage the target audiences to notice and recall the campaign message.
- Be a simple enough design to appeal to everyone in the city.
- Provide a clear 'call to action' to assist the City Council in reaching its targets.
- The basic design will need to be tailored slightly for different communication methods whilst still retaining the core messages and visual identity.
- The design will also need to be adapted to successfully communicate with the younger target audience.
- The design must be eye-catching but in line with the City Council's branding guidelines and accessibility guidelines.
- All material must include the City Council's logo and the Cleaner, Greener & Safer styling.

Measurement of success

The campaign can be evaluated through achievement of the specific targets. The citizens panel will also be used to help evaluate awareness of the key messages.

Deadline

Week commencing 24 April for presentation of concept visuals.



**DRAFT Communications Strategy
Promoting Clean Neighbourhood & Environment Act**

Introduction/Background

The Clean Neighbourhood & Environment Act provides the potential to make significant improvements to the local neighbourhoods and the delivery of Carlisle City Council's 'Cleaner, Greener, Safer' corporate priority.

The main purpose of the Act is to improve the quality of the local environment. It provides additional powers for local authorities and the Environment Agency to tackle local environmental quality and anti-social behaviour. It forms an important element of the cross-cutting Cleaner, Safer, Greener agenda and builds on the Crime and Disorder Act 1998 & Anti-social Behaviour Act 2003. It is also a key component of the Government's Nuisance Vehicle strategy.

Proposed measures extend the objectives of Crime and Disorder Reduction Partnerships - which are led by police and local authorities - to specifically include local environmental crime. They also give local authorities and others more powers to tackle local environmental quality and anti-social behaviour, including; litter; fly-posting; abandoned & nuisance vehicles; waste (including fly-tipping); nuisance (night time noise, insects and light pollution); dog byelaws and nuisance alley-ways. It will enable greater local flexibility by enhancing the powers of local authorities, and parish and town councils in some cases, to issue on the spot fines and pursue offenders

Context

Effective communications lies at the heart of modern local government. Carlisle City Council is committed to providing a professional corporate communications service to keep its various audiences, both internal and external, informed about the work of the authority.

The authority's Corporate Communications services are delivered by the Corporate Communications team which has a wide remit, including running the press office and providing corporate marketing services.

Media

The media is just one vehicle, albeit an important one, that is used to get messages out to the authority's various publics and press releases and statements are issued regularly about services and Council decisions.

This protocol sets out how Carlisle City Council will approach the production of Press Releases and the issuing of information to the media.

Such guidance will be within the context of the Local Government Act 1986 section 2, amended by section 27 of the Local Government Act 1988 which directs that a local authority shall not publish any material that appears to affect support for a political party.

Responsibilities:

The issuing of media releases is the responsibility of the Communications Manager.

Media Releases will, where appropriate, contain quotes from the Council Leader, relevant Portfolio Holder or Chair of an Overview & Scrutiny Committee. These quotes will not be party political.

Any Media Release issued on behalf of an Overview & Scrutiny Committee will include a quote from the Chair of that Committee.

If a journalist requests information about comments made by an individual Member during any meeting, the journalist will be referred to the Member in question.

Agendas and notices of all public meetings are issued to the local media so they are aware of issues being discussed in public and know that they are able to cover public meetings as they choose.

Publicity

All press releases from Carlisle City Council will be issued through the Corporate Communications team and will follow this protocol.

All media enquiries to Carlisle City Council will be handled by the Corporate Communications team, with reference to the relevant member of staff and Portfolio Holder.

In response to media enquiries, members of the Corporate Communications team will restrict themselves to making factual comments and advising on Council policy. Any issues of a party political nature will be referred to the appropriate Member.

All media requests for interviews on corporate issues relating to Carlisle City Council will be handled by the Corporate Communications team.

This protocol pertains to all corporate information published by the City Council (including corporate documents and the website).

Press release distribution

All press releases will be emailed to the local media (and specialist/national media where appropriate). When involving a partner agency/council – they too will be consulted on the content before issue and will be sent a final version of the press release for reference.

Marketing – the campaign

For the promotion of the Clean Neighbourhoods & Environment Act, the Communications team, working alongside the task group, will take responsibility for developing and implementing a two-stage campaign based on awareness and enforcement of the legislation.

The Communications team will manage the campaign and handle the PR and media aspects. The design element will be outsourced to an external agency.

Aims/Objectives

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- To encourage people to be good citizens by not dropping litter etc
- To persuade people of the benefits of looking after their environment

Target Audiences

- All Carlisle residents
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Specific messages

Graffiti and littering are the key areas to concentrate on when communicating with the younger audiences.

Specific Targets

- To generate 200 hits on the appropriate pages of the City Council's website
- To generate at least 100 responses to Carlisle Focus editorial
- To generate 150 calls from residents to the Customer Contact Centre reporting specific clean up areas
- *Need more targets*

Methods of communication

The campaign will use a range of applications to communicate the key messages, including:-

- Posters and leaflets
- Stickers
- Lamp post and building banners
- A boards (for use when any public work is being done)
- A4 magnetic signs for vehicles
- Web pages on City Council website
- Radio advertising
- Education packs for schools + stickers
- Press Releases
- Competitions
- Bus advertising – internal and external

Any production and booking requirements of these will be arranged by city council officers.

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- All material must include the City Council's logo and the Cleaner, Greener & Safer styling.

Measurement of success

The campaign can be evaluated through achievement of the specific targets. The citizens panel will also be used to help evaluate awareness of the key messages.

Deadline

Week commencing 24 April for presentation of concept visuals

All printed material will be approved by a member of the Communications team before printing.

Marketing material

All material produced for this campaign must include the City Council's branding as well as the Cleaner, Greener & Safer styling and adhere to the following City Council guidelines:-

- Accessibility guidelines;
- Corporate branding guidelines; and
- Plain English guidelines.

All material, where appropriate, will include the following text:-

If you would like this document in another format, please contact us on

01228 xxxxxx or email x@carlisle.gov.uk.

Cleaner, Greener & Safer

All material within this campaign will include the following styling, which must be appear on all printed materials:-

Cleaner, greener & safer

Advertising

All advertising will carry the Carlisle City Council logo and the Cleaner, Greener & Safer styling.

Images

All images used on any marketing material must be appropriate and of high quality. The appropriate copyright disclaimers must always be included, where appropriate.

Design/Printing

Ensure at least three quotes are requested for each item.

Where appropriate, an electronic version of all publications (pdf) will be supplied for both inclusion on the City Council's website and for internal distribution.

Evaluation/monitoring

All elements of the campaign will be monitored and evaluated. The type of monitoring will depend on what material is used, for example through achievement of specific targets eg achieving x calls from residents to the Customer Contact Centre reporting specific clean up areas.

April 2006