

**Report to Environment and  
Economy Overview and Scrutiny  
Panel**

Agenda  
Item:  
**A.4**

Meeting Date: 14<sup>th</sup> April 2016  
 Portfolio: Environment and Transport  
 Key Decision: No  
 Within Policy and Budget Framework: No  
 Public / Private: Public

Title: UPDATE ON CLEAN CARLISLE  
 Report of: The Director of Local Environment  
 Report Number: LE.07/16

**Purpose / Summary:**

Clean up Carlisle has been a corporate priority since 2012 and since then a new team has been introduced to provide education and enforcement initiatives to support cleaner streets and the street cleansing service has been modernised through the introduction of mechanisation and new ways of working. This report summarises the educational, enforcement and operational work carried out by the City Council in keeping Carlisle Clean.

**Recommendations:**

To consider the report

**Tracking**

Executive:	<b>NA</b>
Overview and Scrutiny:	<b>14 April 2016</b>
Council:	<b>NA</b>

## 1. BACKGROUND

### 1.1 There are three overall themes to the Clean-up Carlisle Campaign

- Enforcement
- Education
- Improved street cleansing operations

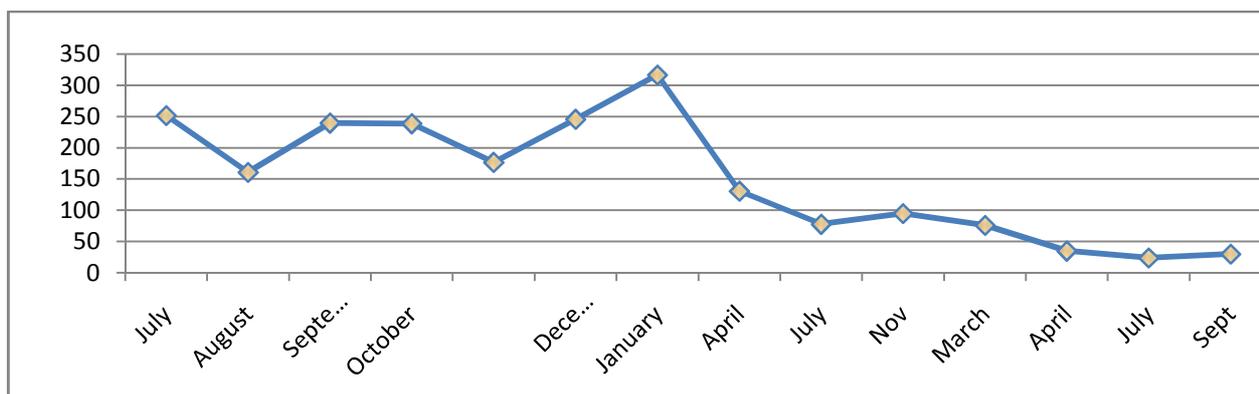
The Enforcement and Education themes are delivered by the Neighbourhood Enforcement Team within the Environmental Health Service, comprising of a Neighbourhood Enforcement Team Leader and 5 Neighbourhood Enforcement Officers to prevent, detect and take action against environmental crimes. Operational responsibilities for collecting waste and keeping the public streets clean are delivered by Neighbourhood Services.

1.2 Table 1 details the number of service requests logged for the most complained about environmental crimes. The Clean-up Carlisle Campaign generated a lot of publicity and it is not surprising that the complaints received by the Team increased during the Campaign which lasted between 2012 and 2014. A complaint can be received by the City Council either by telephone, in person or on line. At the point of contact with the City Council information will be obtained in order that the Council can determine if it is a purely waste removal issue e.g. there is dog mess outside my house, or whether information on the persons responsible or the times that the offending takes place makes it an enforcement issue where further investigations or patrols would be effective. The information will then be recorded on the Council's Flare database and a service request form sent to the appropriate team. Action diaries within the Service Request forms record the activities taken by the Teams in respect of the complaint.

**Table 1:** Flare Service Requests

	2011 /12	2012 /13	2013 /14	2014 /15	2015/2016
DOG FOULING	594	712	596	479	312
LITTER	70	85	98	72	86
FLY TIPPING		340	305	319	317

**1.3** A better indicator than complaints and service requests of the success of Clean up Carlisle would be a reduction in fouling and littering visible on the streets. It is pleasing that there has been a clear reduction and improvement of dog fouling in the areas monitored by the Neighbourhood Enforcement Team. The Team undertakes periodic counts on the same streets throughout the District and records the amount of fouling visible. In July 2014 the total count of dog fouling was 69; in July 2015 the total was 24, this has resulted in a 66% reduction. The next count of dog fouling will take place in April 2016.



## 2. ENFORCEMENT

2.1 Table 2 Details the numbers of fixed penalty tickets issued for environmental crimes.

**Table 2**

Year/Offence	2012 / 2013	2013 / 2014	2014 / 2015	2015 / 2016
<b>Dog Fouling</b>	37	44	17	20
<b>Dogs Off Leads</b>	19	12	9	7
<b>Littering</b>	40	44	28	67
<b>Waste Receptacles</b>	11	5	4	3
<b>Fly Posting</b>	24	8	1	0
<b>Total</b>	<b>131</b>	<b>113</b>	<b>59</b>	<b>97</b>

In addition to these fixed penalty notices, so far in 2015 / 2016, there have been 7 successful prosecutions for a variety of offences. There were 2 successful fly tipping prosecutions, in July a successful illegal transfer of waste, 3 successful dog fouling prosecutions and 1 littering prosecution. The team has issued a simple caution and recovered costs from one offender. There are also a further 2 prosecutions pending for littering and fly tipping.

## 3. CASE STUDIES:

### **3.1 Case Study 1**

In July 2015 a dog fouling incident was witnessed occurring on a green and open space in the Morton area. As a result of officers witnessing the offence, they approached the offender and issued a fixed penalty fine. This was not paid and the matter was heard in the Magistrates Court in October. She was fined £220 with costs of £85 and victim support of £22

### **3.2 Case Study 2**

In July 2015 a dog fouling incident was witnessed occurring on a green and open space in the Morton area. As a result of officers witnessing the offence, they approached the offender and issued a fixed penalty fine. This was not paid and the matter was heard in the Magistrates Court in January. The offender initially gave false details and this was also heard in court. She was fined a total of £440 (£220 for each offence) with costs of £85 and victim support of £22.

### **3.3 Case Study 3**

In October 2015 a littering incident was witnessed occurring in the City Centre. As a result of officers witnessing the offence, they approached the offender and issued a fixed penalty fine. This was not paid and the matter was heard in the Magistrates Court in January. She was fined £220 with costs of £85 and victim support of £22

## **4. EDUCATION**

The Enforcement and Education Team have been very proactive over the last two years and have visited many schools to reinforce the ethos of keeping our environment clean. The Council embraced the Keep Britain Tidy's "Love Where You Live" campaign and has taken this campaign into schools; community groups and used it to generate media interest. Although the Love Where You Live message is still used, the team have now embraced a new campaign in partnership with Keep Britain Tidy. This will highlight the issue the Council faces regarding dog fouling. By 2014 the 'Love Where You Live' campaign was presented to over 3,400 school children, facilitated the micro chipping of over 250 dogs, coordinated community clean up initiatives, run competitions which all raise the profile of responsible dog ownership and the importance of keeping Carlisle Clean.

## **5. WE'RE WATCHING YOU CAMPAIGN**

In September the launch of the above campaign began. Keep Britain Tidy worked with 17 land manager partners, across 120 dog-fouling hot-spot sites, to trial these innovative glow-in-the-dark eyes posters. They monitored dog fouling incidents both at the target sites where the posters were displayed and at displacement sites up to 100m away. Overall the experiment showed a 46% reduction in dog fouling incidents.



Carlisle City Council in partnership with Keep Britain Tidy has recently launched this campaign, we have installed extra frames onto litterbins and placed the glow in the dark posters into these, an example of the poster can be seen below.

The new campaign also replaces the Love Where You Live message; the recycling wagons will carry this message around the city as signage has been fixed to these wagons.

This campaign highlights the importance of cleaning up after your dog has fouled, not only does it educate, but it also targets the minority of those that are failing to clean. This message will

not only be profiled on litterbins and recycling wagons, but the team will continue to educate through school talks, on the street surveys including monitoring as well as media coverage.

There is an improvement in the cleanliness of the streets measured through monitoring and reports, however we must continue to spread the message and this will be done with not only the new campaign, but through the support of members and the public.

## 6. LITTER BIN TASK AND FINISH GROUP

The Task Group make the following recommendation in relation to the Clean-up Carlisle Campaign:

***“That the education and enforcement undertaken by the Directorate continues and that action is taken against those members of the public and businesses who misuse public litter bins.”***

As reported previously, work continues to reduce misuse of litterbins by both the public and businesses. This will be an ongoing issue which requires continued education and enforcement through site visits as well as following up with written warnings. Businesses are visited by the Neighbourhood Enforcement Team to ensure they have the appropriate waste collection authority in place to remove their waste. If they do not the appropriate action is taken through both education and enforcement. The operational litter teams report misuse to the supervisors so that work can be targeted.

Improvements have been achieved in the quality and coverage of Council Litter Bins; over 200 litter bins have been replaced so far including the following wards: Belah, Botcherby, Brampton, Castle, Dalston, Currock, Denton Holme, Harraby, Longtown, Morton, Belle Vue, St Aidans, Wetheral and Yewdale, and requests to move litter bins are considered twice a year.

## **7. RAPID RESPONSE UNIT**

Funding from the Clean-Up Carlisle initiative is used to support a rapid response team including two street cleaning staff and tipper vehicle. This team works alongside the street cleaning teams supporting programmed maintenance but crucially works flexibly responding to emerging incidents reported, eg removing fly-tipping, offensive graffiti etc.

Funding from the initiative this year has also been used to pay for additional mechanical sweepers (one road sweeper and one pavement sweeper) to support leaf-fall response and following the flood clean-up, to help return Carlisle to standard as quickly as possible. In some areas, the sweepers have not been able to gain access due to parked vehicles so a different, targeted approach using temporary staff is being implemented.

## **8. WORKING DIFFERENTLY**

From February 2016, the street cleaning teams have also taken a slightly different approach to programmed street cleaning within existing resources. Through a variation in the cleaning schedule, each primary school in an urban area is now receiving a visit by a street cleaner prior to opening each day. This will ensure that any dog fouling, broken glass, bottles etc are removed before the children arrive for school each morning in the street immediately adjacent to the school. Should any incidence of dog fouling for example occur after the cleaner has left the area across the day, then the timing can be reviewed and other action targeted to ensure that our efforts are effective and intelligence led.

As part of a restructuring exercise in the City Council the Neighbourhood Enforcement Team will report directly to Neighbourhood Services from 1<sup>st</sup> April 2016. The change in reporting structures will allow closer coordination campaigns such as NEAT STREET and the enforcement and cleaning up of littering, dog fouling and fly tipping.

## **9. CONTRIBUTION TO THE CARLISLE PLAN PRIORITIES**

9.1 The Clean-up of Carlisle is a priority identified in the Carlisle Plan

## **Appendices**

**Contact Officers: Angela Culleton Ext: 7325, Colin Bowley Ext 7124 Helen Graham Ext 7577**

**Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers:**

- **None**

### **CORPORATE IMPLICATIONS/RISKS:**

**Chief Executive's –**

**Deputy Chief Executive –**

**Economic Development –**

**Governance –**

**Local Environment –**

**Resources –**