

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

Agenda
Item:
A.5

Meeting Date: 17th September 2015
 Portfolio: Environment and Transport
 Key Decision:
 Within Policy and Budget Framework Yes
 Public / Private Public

Title: CLEAN UP CARLISLE UPDATE
 Report of: The Director of Local Environment
 Report Number: LE23/15

Purpose / Summary:

Clean up Carlisle has been a corporate priority since 2012 because people were noticing and complaining about the deterioration in the tidiness of Carlisle’s streets and parks. Temporary additional funding was found for two years to improve the enforcement, education and cleaning of the streets. This report summarises the work carried out over the last two years. It also includes information on the new campaign “We’re Watching You”.

Recommendations:

To consider the report

Tracking

Executive:	
Overview and Scrutiny:	
Council:	

1. BACKGROUND

- 1.1** Local amenity and environmental quality remain a key priority for residents, Members and the Executive. The 2012 /13 budget setting process released additional annual funding of £155,000 for 2 years from the Reserves to make improvements in the cleanliness of Carlisle. This led to the “Clean Up Carlisle” campaign with its three key activities of improved cleansing, enforcement and education.
- 1.2** Over the last 2 years many of the planned processes have come to fruition; the coming on line of improved mechanisation; new programmes of street cleansing; the development of the Enforcement and Education Team, and partnerships and procedures with groups such as the Police and Housing Associations. This report provides a summary of the work carried out over the last two years under the “Clean Up Carlisle” campaign and looks at the impact that the cleaning, enforcement and educational activities have had on local amenity and environmental quality.
- 1.3** The Neighbourhood Enforcement Team is now fully staffed, comprising of a Neighbourhood Enforcement Team Leader and 5 Neighbourhood Enforcement Officers. Levels of enforcement activity have continued, and Table 1 details the number of Fixed Penalties issued for environmental crime offences over the last few years:
- 1.4** The environmental support team to clean up fly-tipping and to provide extra litter picking and cleansing capacity in response to complaints has continued for a further year with an increase in budget this year and next year.

2. ENFORCEMENT

2.1 Table 1

Year/Offence	2012 / 2013	2013 / 2014	2014 / 2015	2015/2016 (Up to 2/9/15)
Dog Fouling	37	44	17	12
Dogs Off Leads	19	12	9	7
Littering	40	44	28	17
Waste Receptacles	11	5	4	3
Fly Posting	24	8	1	0
Total	131	113	59	39

In addition to these fixed penalty notices, so far this year we have seen 3 successful prosecutions for a variety of offences. In May this year we had a successful fly tipping prosecution, in July a successful illegal transfer of waste and in September a successful dog

fouling prosecution. There is also a further 7 prosecutions pending for littering, fly tipping, dog fouling and waste receptacles.

3. CASE STUDIES:

3.1 Case Study 1

In January 2015 a report was received that a large amount of household waste was found at Willowholme Industrial Estate. Investigations carried out by officers proved that the person had failed to take reasonable measures available to him to secure that household waste produced by him was transferred for disposal from his property to an authorised person or to a person for authorised transport purposes, contrary to Section 34 (2a) and (6) of The Environmental Protection Act . The magistrates imposed a £65 fine, £20 victim surcharge, £85 legal costs and £20 contribution towards the clean-up. Total £190

3.2 Case Study 2

In February a dog fouling incident was witnessed occurring on a green and open space in the Botcherby 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 September. He was fined £150 with costs of £85 and victim support of £20.

3.3 Case Study 3

In March 2015 a report was received that a large amount of commercial waste had been deposited to the rear of Matalan. Investigations carried out by the officers proved that 2 companies were responsible. Action taken initially was by way of fixed penalty, only one company paid, the other person (the company had dissolved) was taken to court for fly tipping. The magistrates imposed a £600 fine (reduced by 1/3 for early guilty plea), awarded compensation of £90.00 towards clear up costs, legal fees of £85 and Victim Surcharge of £45.00 – Total - £620.00.

4. COMPLAINTS AND EVIDENCE OF IMPROVEMENT

4.1 Table 2

Dog Fouling Complaints				
2011 /12	2012 /13	2013 /14	2014 /15	2015/2016 (Up to 2/9/15)
594	712	596	479	94

Table 2 Details the number of service requests logged by the Enforcement and Education Team under the dog fouling category. The Clean-up Carlisle Campaign generated a lot of publicity raising the profile of the work carried out by the Enforcement and Education Team, it is not surprising therefore that the complaints received by the Team increased during the Campaign.

A better indicator of the success of Clean up Carlisle would be a reduction in fouling 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 Education and Enforcement Team. The Team undertakes periodic counts on the same streets throughout the District and records the amount of fouling. 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.

4.2 Table 3

Litter Complaints				
2011 /12	2012 /13	2013 /14	2014 /15	2015/2016 (Up to 2/9/2015)
70	85	98	72	34

Table 3 shows the number of litter requests the service received, despite an increase during the campaign, we are now seeing a steady reduction.

5. 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.

6. WE’RE WATCHING YOU CAMPAIGN

September sees the launch of the above campaign. 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.



We have also replaced the Love Where You Live message with this new campaign; 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.

7. 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.”

Work is undertaken across the Directorate to respond to issues raised from the misuse of litterbins by both the public and businesses. Education is provided through on 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 continuing work with the section on education and enforcement and the performance both in terms of Fixed Penalty Notices, prosecutions and the reductions seen in dog fouling and litter reports and levels demonstrates that the recommendation has been actioned.

8. Gull Sacks

In Spring and Summer 2015, significant work was undertaken to encourage residents to use gull sacks correctly. The mis-use of the gull sacks included putting out extra waste and not using the sacks at all. A planned approach was taken to the education and enforcement, beginning with reminder letters and ending with enforcement action if residents continued to mis-use gull sacks.

Most residents are now using gull sacks correctly and the improvement in the service can be seen on our streets after collection day. Testimonials from crew members has confirmed the improvement in the collection service and the cleanliness of the area has been confirmed by the street cleaning team that used to have to clear up the mess left by the ripped black bags.

Other benefits of the work is that there has been increased recycling both at the kerbside and at bring sites in recent months. In addition the number of seagull complaints has reduced from 43 in 2014/15 to 36 in 15/16 and issues arising from the old purple bag scheme has significantly reduced.

9. CONTRIBUTION TO THE CARLISLE PLAN PRIORITIES

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

Appendices

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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 –