

Report

Subject : Enforcement of Street Care Regulations – Publicity and Training

Report to : Cabinet

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Cabinet Member for Environment and Transport: Councillor Dennis Brown

ENFORCEMENT PUBLICITY AND TRAINING

1. Summary:

1.1 The purpose of this report is to:

- 1.1.1 Apprise members of the options for publicising the measures within The Clean Neighbourhoods and Environment Act 2005 [“the act”] and associated costs.
- 1.1.2 Apprise members of the training requirements of staff to undertake enforcement action.
- 1.1.3 Recommend that members approve the publicity options in 5.1.

2. Publicity Campaign:

- 2.1 Guidance contained in the Act specifies that authorities issuing Fixed Penalty Notices for the first time should allow a well-publicised lead in period before any notices are issued. This will not only help gain the support of the public, but will also advise them of what is expected of them in regards to litter and refuse, and what they can expect of the authority.
- 2.2 The education and publicity campaign will consist of both generic and targeted material and media. After the initial lead in publicity there will be a need for a smaller ongoing publicity programme to reinforce the enforcement message, and to encourage considerate behaviour. With no specific budget provision for publicity, low cost lead and ongoing annual options are recommended.
- 2.3 The Clean Neighbourhoods Education and Publicity Plan (CNEPP) contains the outline proposals and costs and is attached to this report (Appendix 1A). It is intended to finance the initial costs in 2006/07 by virement of budget allocations from other services. This diversion of budgets will impact on both Street Scene and Waste Management plans but is considered manageable at present.
- 2.4 The CNEPP has an overall cost of £10,838.



Awarded in:
Housing Services
Waste and Recycling Services



3. Training Requirements

- 3.1 The initial plan is to provide eight officers with the necessary training to enable them to undertake enforcement activities as part of their existing duties. The training will be a combination of external courses, which provide the regulatory aspects e.g. Police and Criminal Evidence (PACE) and Issuing Fixed Penalty Notices, and internal courses, which provide the “people” skills officers will require to undertake enforcement action e.g. Dealing with Difficult Situations, Effective Communication Skills.
- 3.2 Savings in the overall training costs have been achieved by working in partnership with neighbouring district councils. Economies of scale will be achieved with external training providers delivering formal courses to groups of officers from Kennet DC and SDC.
- 3.3 It is expected that the overall cost of training can be met from within existing training budgets for 2006/07. This will reduce training capacity in other areas of the unit for this year however this can be redressed in 2007/08.
- 3.4 The overall cost of officer training will be £7,200.

4. Conclusions:

- 4.1 In the spirit of previous cabinet decisions on this subject, a comprehensive publicity campaign is necessary for a fair and effective enforcement policy. The broadest, most effective impact of the message that environmental enforcement is to be undertaken, and how the public can handle their waste and litter correctly, will be provided by undertaking those options detailed in the CNEPP (Appendix 1A).
- 4.2 In order to make the enforcement function as effective as possible, and for all offences to be dealt with efficiently and fairly, the training needs highlighted in 3 must be fulfilled. (Appendix 1B).

5. Recommendations: that members:

- 5.1.1 Note the report.
- 5.1.2 Approve the proposal in S.2 for the publicity campaign.
- 5.1.3 Approve the proposal in S.3 for staff training.

6. Background Papers:

- 6.1 Street Care – Enforcement of Regulations report to Cabinet of 5 April 2006
- 6.2 Street Care – Enforcement of Regulations report to Cabinet of 7 June 2006
- 6.3 Street Care – Enforcement of Regulations Project Initiation Document 21 June 2006

7. Consultation Undertaken: None

8. Implications:

- 8.1 **Financial:** Contained within report.
- 8.2 **Legal:** Contained within report.
- 8.3 **Personnel:** Contained in report.
- 8.4 **Community Safety:** A clean environment contributes to feeling of well-being and has been shown to reduce the fear of crime.
- 8.5 **Environmental:** Making a significant contribution to a cleaner, greener environment.
- 8.6 **Council's Core Values:** Providing Excellent Service; Being environmentally conscientious.
- 8.7 **Wards Affected:** All

Clean Neighbourhood Education and Publicity Plan

What	Why	When	Cost
Glossy Posters in A3 and A4 size	Cheap, convenient and versatile form of publicity. Can be targeted and placed in specific areas such as fast food outlets, and more generic for display at council buildings etc. With possible extra cost, could include internal bus posters etc.	Design and preparation, and organising locations for display to be carried out in November. Posters to be displayed in December during lead up to enforcement function and ongoing thereafter.	One hundred A3 and one hundred A4 posters approx £104 p.a. (Estimated cost of advertising space £1050)
A4 folded colour leaflets	Allows greater detail of information than a poster, can be general or targeted in subject matter. Various means of distribution – postal service to all addresses in district, targeted commercial outlets, targeted letter box drops in 'hotspots', council offices etc.	Design and preparation to be carried out in November. Targeted postal distribution and commercial and council outlets to take place in December during lead up to enforcement function and ongoing thereafter. Lead in period for Royal Mail distribution varies.	Fifty-thousand generic leaflets: £2047 ; Royal Mail 'Walk and Sort': approx £3000 ; Four-thousand targeted leaflets: £668 p.a.
Avon Advertiser 'Wrap'	Greatest potential for variety and depth of information and creativity to 'grab' readers' attention. Opportunity for 'human interest' aspect and widespread distribution.	Design and preparation to take place in November. Aiming to release as close as possible to the 'live' date of enforcement, which is expected to be January 2007 .	Approximately £3000
Salisbury Journal Adverts	'Run of Paper' advertisement would provide another opportunity to engage and raise awareness amongst the public, particularly those who would not normally read public notices etc. Quarter page adverts for two weeks running would provide continuity of the message, and help maintain it's position in peoples minds.	<u>Design and preparation to take place in November, to appear in December during lead up to enforcement function.</u> It may be of benefit to run occasional adverts in local newspapers after enforcement function is introduced; so approximate schedule of costs is included.	Approximately £969 Run of Paper ½ page: £997.50 Run of Paper ¼ page: £484.50
Citizen Article	Widespread distribution to reinforce message. Will allow further opportunity for 'human interest' aspect.	Initial article in November edition, to be followed by more comprehensive article in February edition.	Free apart from officer time.
Council Website	Allows as much details as required, and can include full details on offences, penalties, 'Q & A' section, what to do on receipt of a fixed penalty notice etc.	Design to take place in November, to go 'live' in December during lead up to enforcement function.	Free apart from officer time.
Press Releases	Allows regular updated information to be distributed to the media, ongoing stories of success stories and tangible results.	Ongoing.	Free apart from officer time.
			TOTAL £10,838

This table outlines the publicity options and costs for the forthcoming enforcement programme to be undertaken by Salisbury District Council's Environmental Services section for waste, litter and street scene related offences under the Clean Neighbourhoods and Environment Act 2005. Further details on the publicity options can be found in the report submitted to the cabinet on 7th June 2006 entitled 'Street Care – Enforcement of Regulations'.

Appendix 1B

Timetable	Training
November 06	En-cams training on issuing Fixed Penalty Ticket procedure (In partnership with Kennet DC)
November 06 – January 07	Communication Skills (Internal course). Dealing with Difficult Situations. (Internal course).
December 06	Introduction to the Clean Neighbourhoods and Environment Act 2005. P.A.C.E. (Police And Criminal Evidence).
Overall Cost	(Estimate £900 per officer) £7,200