

**WASTE & STREET SCENE PUBLICITY PLAN 2011 - 2013**

Relevant Portfolio Holder	Mike Webb
Portfolio Holder Consulted	Yes
Relevant Head of Service	Guy Revans
Wards Affected	All Wards
Non-Key Decision	

**1. SUMMARY OF PROPOSALS**

- 1.1 The report contains details of the planned waste and street scene publicity and campaign work from 2011 – 2013.

**2. RECOMMENDATIONS**

- (i) That the Cabinet approve the 3 year Waste and Street Scene Publicity Plan 2011 – 2013 as set out in Appendix 1.
- (ii) That Fixed Penalty Notices are issued for all dog fouling and littering offences during campaign periods where an enforcement officer is present.

**3. KEY ISSUES**

**Financial Implications**

- 3.1 The costs of delivering the Waste & Street Scene Publicity Plan will be met through existing budgets.

**Legal Implications**

- 3.3 Under the Environmental Protection Act (EPA) 1990, the Council has a duty to keep streets and public spaces clean and clear of litter and refuse and to collect municipal waste. Government guidance recognises the importance of awareness raising and campaign work in delivering street scene and waste collection services.

**Service/Operational Implications**

- 3.6 In June 2011 Bromsgrove District Council approved the Joint Environmental Enforcement Strategy and appointment of an environmental enforcement officer. Campaigning and the use of good quality promotional materials – statutory notices, standard letters, stickers, cards etc. play an important part of this enforcement strategy. Additionally, regular publicity to promote enforcement activities will take place, and we will ensure that we publicise successful outcomes in relation to a specific event.

- An important part of the role of the enforcement officer is to carry out proactive visible enforcement to tackle problems like littering and dog fouling. Whilst the enforcement officer can use discretion in carrying out environmental enforcement, based on the five stage approach, it is recommended during campaign periods, fixed penalty notices are issued as a matter of course where owners do not pick up after their dog and where residents drop litter. It should be noted that enforcement officers will need to witness the offence in order to issue the notice
- 3.8 The Waste & Street Scene Publicity Plan 2011 – 2013 (Appendix 1) focuses on 8 key objectives which are outlined in the Environmental Service Business Plan 2011-12 or the Joint Municipal Waste Management Strategy for Herefordshire & Worcestershire. All objectives are waste or street scene related issues that are of a concern to residents of both authorities and the authorities themselves:
- To understand the requirements of our customers for street scene & waste services
  - To decrease tonnage of food waste in grey bins
  - To decrease incidents of dog fouling on pavements and open spaces
  - To decrease incidents of fly tipping
  - To decrease incidents of littering
  - To increase reuse tonnage from household waste
  - To increase tonnage of recyclables collected from household waste
  - To decrease tonnage of compostables collected in grey bins
- 3.9 The plan details a number of targeted campaigns covering street scene and waste issues for both authorities and a mix of communication approaches will be utilised in promoting services messages. The 3 year plan is structured around 5 key themes of food waste, dog fouling, recycling, fly-tipping and litter.
- 3.10 We have a number of different messages to convey at different points in the year and often to different audiences therefore a range of diverse communication tools are required to help us to do this and more importantly to engage with our customers. These include Redditch Matters, social networking sites, Council Website, direct emails, livery on waste collection vehicles, attending events, working with the local media.

**Customer / Equalities and Diversity Implications**

- 3.11 As outlined above, the plan recognises that different audiences require different communication methods and a range of methods will be used as indicated in Appendix 3.
- 3.12 In undertaking a planned publicity plan we aim focus campaign work in areas which are known hot spots. For example, the dog fouling

campaign target areas have been selected due to the level of previous complaints received and problems already known to us. This therefore aims to counteract complaints coming in and thus reduce avoidable contact by addressing the root cause of the issue.

**4. RISK MANAGEMENT**

4.1 The main risks associated with the details included in this report are:

- Increasing Environmental Crime;
- Unsafe communities (real and perceived);
- Negative Impact on street cleanliness and associate performance indicators.

4.2 Currently the risks identified in are not addressed by any risk register and will be added to the Environmental Services risk register in due course.

**5. APPENDICES**

Appendix 1 – Waste & Street Scene Publicity Plan 2011 - 2014

**6. BACKGROUND PAPERS**

There are no specific background papers.

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