

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 05 June 2017

Portfolio:	Health and Public Protection
Subject:	Dog Fouling and Litter Campaigns
Report of:	Director of Operations
Strategy/Policy:	Clean and Tidy Borough
Corporate Objective:	A Safe and Healthy Place to Live and Work

Purpose:

To provide an update on the Council's 'Let's Take the Oops out of Poops' dog fouling campaign, and to propose that a similar campaign focusing on litter be launched.

Executive summary:

At the meeting of the Council in February 2015, the Executive Leader of the Council raised dog fouling and littering as two of the issues in need of attention.

In November 2015, the Executive approved that a consultation exercise be run on a draft Public Spaces Protection Order (PSPO). If approved, the PSPO would allow the Council's Enforcement Officers to issue Fixed Penalty Notices to those failing to clear up after their dog has fouled. The Executive also approved a budget for a dog fouling awareness campaign.

The Council consulted with residents on the proposed PSPO and the majority expressed their support. A number of dog fouling hot spots were also identified by respondents.

At a meeting of the Executive in March 2016, the Executive authorised the making of the proposed Public Spaces Protection Order (Dog Fouling 2016). The order came into force on 1 April 2016 and will remain in place for a period of three years.

The 'Let's Take the Oops out of Poops' dog fouling campaign was launched in spring 2016. As well as Borough wide advertising taking place, residents also had the opportunity to collect a supply of dog bags free of charge from the Council offices and three dog bag dispensers were trialled in hot spot areas in Portchester. The campaign raised awareness and resulted in an increase in the volume of dog fouling reports being received. It is proposed that the Council purchase additional dog bag dispensers as well as further supplies of dog bags to enable the campaign to continue.

Since the launch of the campaign in April 2016 a total of 34 cases for the dispensers have been ordered. Each case has 800 bags so this equates to 27,200 bags in total. As these have not been found littering the Borough, indications are that these are being used properly to collect dog mess.

It is further proposed that a litter campaign now be developed and launched to promote awareness and reduce the amount of litter in the Borough. As well as advertising, the campaign will include giveaways such as branded cigarette end pouches which can be given out at reception. It is also proposed to purchase badges to give out to children, to encourage them to dispose of their litter appropriately.

Recommendation/Recommended Option:

That the Executive:

- (a) notes the success of the dog fouling awareness campaign and approves the additional costs of £725 to enable the purchase of five additional dog bag dispensers and bags, allowing for them to be rolled out to additional locations within the Borough; and
- (b) approves the implementation of a litter campaign and associated costs of £2,865.

Reason:

To build on the success of the dog fouling campaign programme and to launch a campaign aimed at tackling the problem of litter across the Borough.

Cost of proposals:

The total cost of the litter campaign proposals and the purchase of additional dog bag dispensers is £3,590, which can be met from existing resources.

Background papers: None

Reference papers: Executive Report on 2 November 2015
Executive Report on 7 March 2016

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Executive Briefing Paper

Date:	05 June 2017
Subject:	Dog Fouling and Litter Campaigns
Briefing by:	Director of Operations
Portfolio:	Health and Public Protection

INTRODUCTION

1. The purpose of this report is to provide an update on the Council's 'Let's Take the Oops out of Poops' dog fouling campaign and to propose that additional dispensers and bags are purchased to enable them to be installed in other hot spot locations.
2. Littering is another problem across the Borough and following the success of the dog fouling campaign it is proposed that a similar campaign focusing on reducing littering is launched.

BACKGROUND

3. The problem of dog fouling and litter in the Borough has previously been highlighted as target areas of concern by the Executive Leader.
4. Under the Dogs (Fouling of Land) Act 1996, authorised officers were previously able to issue Fixed Penalty Notices (FPNs) to those who fail to clear up after their dog has fouled. The Act has now been repealed and FPNs can no longer be issued without a Public Spaces Protection Order (PSPO) being in place.
5. At a meeting of the Executive in November 2015, the Executive approved that a consultation exercise be run on a draft Public Spaces Protection Order (PSPO), in accordance with section 72 of the Anti-Social Behaviour Crime Policing Act 2014; that a communications campaign entitled 'Let's Take the Oops out of Poops' to raise awareness of dog fouling issues be launched at a cost of £2,780; and that the Fixed Penalty Notice fine be increased from £75 to £100.
6. The Council ran a consultation exercise between November 2015 and January 2016, where residents were asked whether they supported the Council having a Public Spaces Protection Order and for help in identifying any dog fouling hot spots.
7. Respondents were asked a number of questions relating to their perception of dog fouling and what could be done to tackle the issue locally. 256 people responded to the consultation, with 91% saying that the Council should have greater power in dealing

with irresponsible dog owners and the majority (61%) wanting the fixed penalty notice fine to be set at £100. The consultation also highlighted particular dog fouling hot spots in the Borough.

8. The results of the consultation were presented at the Executive meeting in March 2016 and the Executive authorised the making of the proposed Public Spaces Protection Order (Dog Fouling) 2016. The order came into force on 1 April 2016 and will remain in place for a period of three years. This now gives the Council's Enforcement Officers the authority to issue Fixed Penalty Notices for dog fouling.
9. The 'Let's Take the Oops out of Poops' dog fouling campaign was launched in spring 2016. It is now proposed to run a campaign in 2017 to tackle the ongoing litter problem in the Borough.

LET'S TAKE THE OOPS OUT OF POOPS DOG FOULING CAMPAIGN

10. The 'Let's Take the Oops out of Poops' dog fouling campaign was launched in spring 2016 and included the following:
 - a four week radio campaign with The Breeze, which included 120 thirty-second adverts. Able to reach over 65,000 listeners, The Breeze predicted that the campaign reached over 112,000 people over the four week period;
 - graphic design work for a 'Let's Take the Oops out of Poops' logo which was used to support the campaign;
 - campaign advertising on bus shelters, refuse vehicles, Council Connect light-boxes and Facebook posts;
 - 10,000 branded bags for collecting dog waste, with residents able to collect up to seven bags free of charge from the Civic Offices;
 - branded 'Dickie' bags, which are zipped bags that attach to belts or dog leads/harnesses to carry filled and empty dog waste bags in between bins; and,
 - the trial of three bag dispensers in Portchester at Fisherman's Walk, Chalky Walk and Wicor Recreation Ground, so that dog walkers can grab a free bag when they are out and about.
11. The success of the campaign is difficult to measure exactly, however the bag dispensers are being very well used and are regularly having to be replenished and residents are now used to coming into the Council offices to collect free dog waste bags, with positive feedback being received. The campaign has proved successful in raising awareness and encouraging more people to report dog fouling issues in their area as we are receiving many more reports about dog waste.
12. There was an increase in the number of cases reported during 2016 for almost every month on the previous year's figures. Between January 2015 and December 2015, 231 dog fouling reports were received, with 424 reports received during the same period in 2016, meaning the number of reports has almost doubled. This shows our residents are now confident that it is worthwhile informing us of dog fouling problems.
13. The increase in dog fouling reports received has also highlighted additional hot spot areas, with a large increase in reports of dog fouling in the Stubbington and Hill Head wards as well as in the Portchester East ward.

14. It is proposed that the campaign continues, with the purchase of five additional bag dispensers for installation at fouling hot spot areas, in particular those identified as receiving the most complaints. The five bag dispensers will be purchased at a cost of £465 and additional boxes of bags for use in the dispensers will also be purchased at a total cost of £260.

CURRENT SITUATION WITH LITTER IN THE BOROUGH

15. Litter is a problem not just in Fareham but across the country. The Government has recently published a new anti-littering strategy for England to curb littering, with proposals for new enforcement, education and community engagement.
16. Under the new measures, the most serious litterers could receive fines of £150, whilst vehicle owners could receive penalty notices when it can be proven litter was thrown from their car, even if it was discarded by somebody else. DEFRA is currently running a consultation on the proposals, which closes in June 2017.
17. Under the Environmental Protection Act, the Council's Enforcement Officers are able to issue an £80 Fixed Penalty Notice to those who drop litter, including cigarette ends and chewing gum.
18. In the last financial year, Fareham Borough Council disposed of 779 tonnes of litter and dog waste, which included fly tipping and bulky items.
19. Approximately £920,000 is spent per annum on street cleansing, which includes litter picking, street sweeping, emptying bins and collecting fly tipped waste.
20. In 2016 the Council received 287 complaints from residents about littering. The areas that receive the most complaints and therefore deemed as hot spot areas are the Fareham East and Fareham South wards, with steep rises in complaints received about litter in Titchfield Common and Warsash.
21. There are various reasons why people might drop litter including:
 - can't find a bin or the bin is too far away;
 - they do not think they should take litter away with them or take it home;
 - ignorance of the harm that littering does and the impact on the local environment;
 - they have always dropped litter, so why bother picking it up now;
 - peer pressure in the case of some younger residents as they see their friends doing it.
22. Whilst the natural conclusion might be to add more litter bins to the Borough, previous experience has told us that installing additional bins rarely solves littering problems. Extra bins would require additional resourcing and a further difficulty is that the vast majority of residents do not want a bin near their house.

A WAY FORWARD

23. To tackle the problem in Fareham, it is proposed that an awareness campaign is developed and launched to aim to reduce the amount of litter in the Borough.

24. The campaign will be entitled 'Let's Keep it Clean' and will aim to change the habits of residents by educating and informing them so that they understand the harm littering does to the look of an area, the environment and wildlife, as well as the potential health risks, and cost to the council tax payer.
25. It is proposed to initially run the campaign for a three month period from July to September 2017, which will encompass the school summer holiday period, with work ongoing after this time.
26. A budget of £2,865 is required to undertake the campaign. The following outlines the items that are proposed to make up the campaign and their associated costs:
 - £300 for the graphic design artwork which will include a warning of an £80 fine for litter and the campaign slogan 'Let's Keep it Clean'. Both will be used in conjunction with key messages about the cost of cleaning up litter to support and promote the campaign;
 - 500 button badges at a cost of £185 to take to events to encourage children and young people to dispose of their litter appropriately;
 - 1000 cigarette butt pouches, to be used as giveaways at a cost of £900. These will be available for collection at the Civic Offices reception and will also be given out at Council events;
 - £420 for the purchase of two ballot box style cigarette disposal bins to encourage smokers to dispose of their cigarette ends responsibly. It is proposed that these will be installed within the pedestrian area of West Street, Fareham.
 - £70 for a set of two posters for the Council Connect light-boxes;
 - £500 for two new banners that will be displayed on the Council's refuse collection vehicles;
 - £100 to help improve the reach of the Council's Facebook posts using the boost facility;
 - £350 for ten bus stop posters to be displayed along Newgate Lane and in the town centre;
 - Installation of a time lapse camera at the skate parks at Park Lane and Stubbington Recreation Ground, as these are both key hot spot locations for littering. Before the camera is in operation, a clean of the area will be undertaken. After recording, the video will be sped up so the difference between immediately after the clean-up and after the next accumulation can be clearly seen. The video will then be shared on the Council's website and via social media. Signage for the sites will need to be purchased at a cost of £40.
27. In addition to the above, pupils at Wicor Primary School have recently designed anti-littering posters. These have been judged by the Mayor, with the winning design being displayed at various points along the foreshore in Portchester.
28. Whilst the emphasis will be on raising awareness and securing public engagement around the issue of littering, the information gleaned from the campaign will also provide data on any particular problem areas. Consideration will then be given to a targeted

approach to enforcement.

FINANCIAL IMPLICATIONS

29. The total cost of the littering campaign, together with the purchase of additional dog bag dispensers and bags for use in these is £3,590. These costs can be funded from existing resources.

CONCLUSION

30. Dog fouling and littering in the Borough has been highlighted as a problem and has previously been identified by the Executive Leader as two of the key priorities that need addressing.
31. At a meeting of the Executive in March 2016, the Executive authorised the making of a Public Spaces Protection Order (PSPO) which is in place until 31 March 2019. This gives the Enforcement Officers the authority to issue Fixed Penalty Notices for dog fouling. Under the PSPO, the fine for not clearing up after a dog has fouled was increased from £75 to £100.
32. A Let's Take the Oops out of Poops dog fouling awareness campaign was launched in spring 2016 and resulted in a large increase in the amount of reports received regarding dog fouling.
33. The increase in dog fouling reports has identified additional hot spot areas. It is proposed that additional dog bag dispensers be installed at these areas with the purchase of dog bags for use in these ongoing.
34. The Government has recently published a new anti-littering strategy for England to curb littering, with proposals for new enforcement, education and community engagement. Under the proposed measures, the most serious litterers could receive fines of £150, whilst vehicle owners could receive penalty notices when it can be proved litter was thrown from their car.
35. In the last financial year, Fareham Borough Council disposed of 779 tonnes of litter and dog waste, which included fly tipping and bulky items. Approximately £920,000 is spent per annum on street cleansing, which includes litter picking, street sweeping, emptying bins and collecting fly tipped waste.
36. In 2016 the Council received 287 complaints from residents about littering with several areas being identified as having a particularly high volume of complaints.
37. Alongside enforcement action, it is proposed that an awareness campaign entitled 'Let's Keep it Clean' is undertaken to help raise awareness and encourage residents of the Borough to dispose of their litter appropriately.

Enquiries:

For further information on this report please contact Kevin Wright (Ext. 4359).