

ITEM NO:

Report To:	OVERVIEW (AUDIT) PANEL
Date:	30 September 2014
Reporting Scrutiny Panel:	Strengthening the Economy and Communities Scrutiny Panel
Subject:	REVIEW OF STREET CLEANLINESS AND DOG FOULING
Report Summary:	This Review has considered the work undertaken within the Council to actively improve and maintain street cleanliness across Tameside
Recommendations:	That the Executive Member notes the recommendations in section 9 of the review.
Links to Community Strategy:	This review supports the Community Strategy priorities relating to Prosperous, Safe, Healthy and Attractive Tameside.
Policy Implications:	The review itself has no specific policy implications. Should the recommendations of this report be accepted by the Tameside Council's Executive, the relevant services will need to assess the policy implications of putting individual recommendations in place.
Financial Implications: (Authorised by the Borough Treasurer)	<p>An Executive Decision on the improvement of dog control order compliance was taken on 22 July 2014 by the Executive Member - Health and Neighbourhoods. The decision included:</p> <ol style="list-style-type: none">1. A recommendation to Full Council that the Fixed Penalty Notice Fee be increased from £50 to £80 for littering and all breaches of dog control orders including dog control compliance.2. That the Assistant Director for Community Services and the Borough Solicitor be authorised to negotiate and enter into a 12 month pilot agreement with Facility Solutions North West with the aim of improving compliance with dog control orders. <p>An agreement was made on 29 July 2014 with the preferred supplier. The associated contract is being monitored to ensure that the initiative is delivered at a minimum of nil cost to the Council.</p> <p>All other recommendations stated within this report are to be delivered within the existing funding envelopes of the related Council directorates.</p>
Legal Implications: (Authorised by the Borough Solicitor)	In relation to recommendation 11, the Constitution was amended on the 22 July 2014 by Full Council to increase amongst other notices the fixed penalty tariff for dog fouling to £80.00.
Risk Management:	Reports of Scrutiny Panels are integral to processes which exist to hold the Executive of the authority to account.
Access to Information:	<p>The background papers relating to this report can be inspected by contacting Charlotte Forrest:</p> <ul style="list-style-type: none">☎ Telephone: 0161 342 2346✉ e-mail: charlotte.forrest@tameside.gov.uk

1. INTRODUCTION BY THE CHAIR OF THE STRENGTHENING THE ECONOMY AND COMMUNITIES SCRUTINY PANEL

- 1.1 I am pleased to present this review of street cleanliness and dog fouling undertaken by the Strengthening the Economy and Communities Scrutiny Panel during 2013.
- 1.2 Littering and dog fouling has a profound effect on our everyday lives and we often see it as part of our daily lives. It is not only an eye sore but also a signifier of an underlying disregard and disrespect for the communities in which we live.
- 1.3 In addition to the eye sore and menace that littering and dog fouling has it also has an impact on the attractiveness of the borough. This can impact on a whole range of aspects of our lives from economic prosperity and the development of the borough to the health and feelings of wellbeing for our residents.
- 1.4 During the course of this review the Panel heard from a range of representatives both within the Council and externally that outlined some of the outstanding work that is already being undertaken within Tameside. We cannot however become complacent and we recognise the need to improve further the cleanliness of the borough.
- 1.5 Whilst many residents and individuals who visit the borough take care with litter and are also conscientious dog owners who clear up after their pets, there are a number of individuals who are creating these problems around littering. It is our responsibility as the Local Authority to ensure that we tackle these issues.
- 1.6 The Council has undertaken a number of marketing and communications strategies to raise awareness of littering and dog fouling in the borough. This engagement and advertising needs to be backed up with a stringent and hard hitting policy and work hand in hand with enforcement.
- 1.7 Through focussing on enforcement and undertaking pilot schemes in hotspot areas we will be able to identify the impact that this has on those areas. The Panel felt that a more hard-line approach needs to be taken when enforcement is taking place.
- 1.8 The Panel recognise the valuable work that is undertaken on a daily basis by our Environmental Services Teams and Neighbourhood Teams as well as the other departments and partners involved. We need to ensure that all of the departments and partners involved are working in a more integrated and joined up way moving forward.
- 1.9 On behalf of the Scrutiny Panel, I would like to thank all those who have participated in this review.

Councillor Alan Whitehead
Chair of the Strengthening the Economy and Communities Scrutiny Panel

2. SUMMARY

- 2.1 This review was undertaken following a review undertaken around Takeaways within the borough and the impact that these takeaways can have around littering and the physical attractiveness of Tameside.
- 2.2 The cleanliness of our streets and the physical attractiveness of our borough can be extremely important for other areas of our lives. Ensuring we have a clean and attractive borough makes Tameside a nicer place to live, work and visit. There are also many benefits for the economic prosperity of the borough and its residents.
- 2.3 Operational Services within the borough have become much more focussed through an internal redesign. The intention of the redesign was to enable the service to deliver more local services within specific neighbourhoods and individual levels.
- 2.4 Through closer working between our Environmental Services and Neighbourhood Services Teams they will be able to act as a tool to resolve problematic areas of littering and street cleanliness. Consideration and a greater use of intelligence need to be made where the services are being repeatedly used to clear specific areas.
- 2.5 Prior to any enforcement action being taken by the authority reasonable and proportionate attempts need to be made to resolve the issues.
- 2.6 Around 30% of cases are dealt with through the courts for prosecution purposes. The current levels of spot fines in the borough stands at £50, there is potential to be able to increase this to £80. There is also further scope to develop intervention services, educating and training residents in the borough.
- 2.7 A large amount of work is being made in developing the New Neighbourhood Offer within the borough. This will help develop an understanding of the Integrated Needs Assessment as well as providing opportunities to consult with local communities, highlighting what is important in developing local neighbourhoods.

3. MEMBERSHIP OF THE PANEL – 2013/2014

Councillor A Whitehead (Chair), Councillor M Bailey (Deputy Chair), A White, Cooper, Dowthwaite, Fowler, A Holland, Harrison, I Miah, Sweeton, Buckley

4. TERMS OF REFERENCE

Aim of the Review

- 4.1 To review the work undertaken within the Council to actively improve and maintain street cleanliness across Tameside.

Objectives

4.2

To consider the work undertaken by Neighbourhood Services and Environmental Services to actively improve and maintain street cleanliness.

To look at the work being undertaken by the Council to ensure Tameside streets are clean and accessible.
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To identify the steps taken to ensure Tameside streets are kept clean, tidy and accessible and there are high levels of satisfaction around local cleanliness from residents.

To consider the work being undertaken to increase the levels of resident satisfaction around how clean and tidy the streets of Tameside are.
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To produce workable recommendations for the Council and partners to support and tackle issues surrounding the maintenance of street cleanliness in the borough.

Value for Money/Use of Resources

- 4.3 This review supports the Tameside Community Strategy priorities around “Attractive” Tameside and has links to other priorities within the strategy.

Equalities Issues

- 4.4 This review considers all sections of Tameside’s Communities and will consider all areas across the borough. The environment can have an impact on all sections of our communities and contribute towards creating feelings of wellbeing and safety. An attractive environment helps to influence a long term healthy borough and prosperous local economy.

People and Place Scorecard

- 4.5

Strong Community	Get on well together	Volunteering
	Fear of crime	Re-offending
	Victim based crime	

5. METHODOLOGY

- 5.1 The Panel met with Nick Sayers, Head of Neighbourhood Operations and Green Spaces for Tameside MBC.
- 5.2 The Panel met with Barry Wilson, Service Manager for Greater Manchester Probation Trust regarding the Community payback scheme.
- 5.3 The Panel met with Nicola Smith, Head of Marketing and Communications for Tameside MBC.
- 5.4 The Panel met with Garry Parker, Head of Environmental Services for Tameside MBC.
- 5.5 The Panel met with Kevin Garside, Integrated Services Manager and Community Services for Tameside MBC.

6. BACKGROUND TO THE REVIEW

- 6.1 Dog Fouling and Littering are identified as two of the most predominant issues concerning residents within the borough. The Tameside Citizens Panel is a seasonal consultation programme undertaken with a selection of residents within the borough three times a year. The Tameside Citizens Panel Summer 2013 results identified residents in the borough who identified dog fouling and littering as a big problem and an ongoing concern within Tameside.
- 6.2 In addition to the concerns identified in current and previous Citizen Panel surveys, concerns were also identified following the joint review of Takeaways undertaken in December 2012. This review was undertaken by the Technical, Economic and Environmental Services Scrutiny Panel and the Personal and Health Services Scrutiny Panel.
- 6.3 The cleanliness of our streets and the physical attractiveness of our environment have important consequences for other areas of our social lives. Having a clean and attractive borough ensures that Tameside is a nicer place to live, work and visit.

- 6.4 Cleaner and better environments help us to develop as better residents and to grow and nurture our communities. Better environments produce a sense of pride in our surroundings and communities as well as helping to reduce the fear or perception of crime amongst residents in the borough. In addition to this these changes and improved natural and physical environment can also help to improve the local economy by attracting people into the borough. The benefits to the local economy make the borough an attractive place to live, work and visit.
- 6.5 Working towards improving street cleaning has been an important part of improving the environment in the borough. Street cleanliness and promoting a healthy environment is the responsibility of everyone in the community. It is in reality a partnership between the Council, other local organisations, businesses and residents.
- 6.6 Cleaner streets and neighbourhoods not only show that our street cleaning and environment processes are working and effective but also that our residents take pride in where they live. This is also an indication that we are succeeding in building a greater amount of respect for our environments and local neighbourhoods.
- 6.7 This review, undertaken during 2013, provides a snapshot of the situation in Tameside and has allowed us to not only to identify the improvement that has taken place, but also the changes that need to take place. The review recognises the hard work that has already been undertaken by the different service areas and partners within the borough to make Tameside the attractive borough it is today.
- 6.8 Under the Dog (Fouling of Land) Act 1996¹ it is an offence for a dog to defecate at any time on designated land and for the person in charge of the dog at that time failing to remove the faeces. This is an offence unless the person has a reasonable excuse for failing to remove the faeces or the owner of the land consenting to this.
- 6.9 There are a number of health concerns associated with dog fouling and littering the most commonly identified health concern around dog fouling is in relation to Toxocariasis. Toxocariasis is a rare infection caused by roundworm parasites. It is spread from animals to humans via their infected faeces.
- 6.10 Roundworm parasites are commonly found in cats and dogs and usually affect young children. This is due to children being more likely to have contact with contaminated soil through playing and then putting their hand in their mouths.

7.0 REVIEW FINDINGS

Citizens Panel Results Summer 2013

- 7.1 The Citizens Panel questionnaire for summer 2013 was sent out to over 2000 residents across Tameside between September and October 2013. The Citizen Panel survey collects the views and opinions of residents on a range of different topics.
- 7.2 During summer 2013 consultation took place around residents' views of the criminal justice system, crime and anti social behaviour. Residents were also given the opportunity to provide their views and experiences of littering and dog fouling in the borough.
- 7.3 During summer 2013, 53% of respondents to the Citizens Panel survey felt that in relation to their local area rubbish and litter lying around was a big problem, whilst 47% of respondents felt it was not a problem in their local area. These figures were reflected in previous Panel surveys from summer 2012 and summer 2010.

¹ <http://www.legislation.gov.uk/ukpga/1996/20/section/3>

- 7.4 Respondents to the Citizens Panel Survey were asked what they considered to be the biggest problem in their local area relating to crime and antisocial behaviour and neighbourhood issues. 53.3% of respondents felt that dog mess was the biggest problem in their local area.
- 7.5 Following on from respondent's feelings and perceptions around their local area, 77% of residents identified that they had been affected by rubbish and litter within the last twelve months, which has risen slightly since the summer 2012 survey. In addition to this 74% of respondents to the summer 2013 survey identified that they were worried about rubbish and litter lying around. This is consistent with previous responses from summer 2011 and 2012.

Conclusions

1. During summer 2013, 53% of respondents to the Citizens Panel survey felt that in relation to their local area rubbish and litter lying around was a big problem.
2. 53.3% of respondents felt that dog mess was the biggest problem in their local area.
3. 77% of residents identified that they had been affected by rubbish and litter within the last twelve months.
4. These figures confirmed the Panel's awareness.

Recommendations

1. Community and Neighbourhood Services continue to undertake consultation through the Tameside Citizens Panel to identify and monitor the levels of resident satisfaction in relation to littering and dog fouling in the borough.

Neighbourhood Operations in Tameside

- 7.6 Operational Services within Tameside Council provide street cleaning services within the borough and have day and night shift teams. The service undertakes work on a coordinated and planned rota as well as operating a reactive service when the need arises. Due to the nature of the business some of the work undertaken by the service cannot be planned for and is carried out on an ad hoc basis.
- 7.7 Operational Services have become more focussed through a service redesign. The intention of the redesign was to enable the service to deliver more local services within specific neighbourhoods. Previously many of the roles did not have flexibility; this has been achieved through centralising the roles and reducing the number of depots within the borough.
- 7.8 Bringing operational services together has helped to reduce the number of vehicles needed and deliver services on a zonal approach. Since 2010 the Operational Budget has reduced by £2.62m or 42%.
- 7.9 During the service redesign staff were engaged with and took part in the consultation throughout the planning. The zonal system of cleaning is based on the model from this consultation.
- 7.10 The zonal system works on a 28 day cycle of street cleanliness. This means that all streets in the borough will be cleaned every 28 days. This is dependent on staffing levels, vehicle availability and seasonal/weather changes. There are instances where some streets will

need cleaning more than every 28 days and these can be identified as hotspot areas. In these instances a reactive response is required from a dedicated crew who deal with litter and street cleanliness in those specific areas.

- 7.11 The zonal system has been built up dependent on travelling time and cost effectiveness and is extremely streamlined. The service cannot be reduced any further without affecting front line provision. Demand needs to be reduced whilst increasing resident participation and pride, fly tipping also needs to be reduced through working with the recycling and enforcement teams.
- 7.12 Enforcement officers should sit in area teams with improved communication between the different teams and identify the concerns and issues the two teams have.
- 7.13 This should be based on intelligence and not just about shifting the problem but about removing it completely. There is a need to build this up as part of the new neighbourhood offer.
- 7.14 The borough is currently split into quarters for hotspots purposes. There is one mechanical sweeper for each quarter of the borough targeting the hotspot areas specifically.
- 7.15 The previous night shift teams that focussed specifically on main areas around Ashton now clean all the main roads within Tameside every fortnight and are working across the whole borough.
- 7.16 The new neighbourhood teams need to look at how we engage with residents and look at the hotspot areas and empower residents to do more and take ownership of the situations as well as fostering and creating more opportunities to community involvement.
- 7.17 The new Operational teams were launched in April 2013 and have received many positive comments around the service. The 28 day cleaning cycle is currently being achieved.
- 7.18 In addition to the 28 day cycle there are also seasonal pressures such as dealing with tree lined areas, leaf clearances, and changes through gritting, as well as concentrating on hotspot areas.
- 7.19 The service needs to consider the hidden costs of reducing services even further from dealing with complaints as opposed to saving more money.
- 7.20 Over a 12 month period 20,000 unpaid hours have been committed to the service via the Partnership arrangements with the Probation Service. It is important that this arrangement is well monitored and supervised by the Probation Service officers.

Conclusions

- 5. The zonal system operates on a 28 day cleaning cycle of street cleanliness across the borough.
- 6. The Council needs to consider the hidden costs of reducing services further and look at the effects of dealing with complaints.
- 7. Through bringing operational services together this helps to reduce the number of vehicles needed and delivers services through a zonal approach. Since 2010 the Operational Budget has reduced by £2.62m or 42%.

Recommendations

2. Environmental Services, Community Services and Marketing and Communications within Tameside Council undertake a targeted campaign around hotspot areas within the borough.
3. Voluntary and community involvement with environmental services, street cleanliness and litter picking needs to be developed further within the borough.

Community Payback

- 7.21 Community Payback is unpaid work that offenders are sentenced to which is aimed at giving something back to the local community.
- 7.22 Greater Manchester is currently split into 5 distinct areas where the Community Payback Scheme operates. Tameside has a designated team which operates within the borough over five days of the week. The team are supervised by one Probation Officer who coordinates the work of the team with the Council.
- 7.23 A representative from Greater Manchester Probation Service has a meeting with the Head of Service for Neighbourhood Operations and Greenspace once a month. A four weekly schedule of work is provided to the Council through community payback and focuses predominantly on cleansing issues. This schedule of work outlines the areas that the Community Payback scheme will focus on within the borough
- 7.24 Work is being undertaken by the Probation Service to showcase the impact that is being achieved by the service and encourage organisations to take advantage of the services being offered. The Community Payback Teams are a visual presence and can be identified across the borough by their high visibility jackets.
- 7.25 Tameside Council pays a fee which allows the supervisors to operate and carry out their roles within the community. Whilst this enables the Probation Service to balance its budget, at the same time as providing a much needed service to the Council and residents, it is important to ensure value for money is being achieved through ongoing monitoring with Neighbourhood Operations and Green Spaces.
- 7.26 The scheme is currently operating at its capacity due to the availability of offenders that enter into the scheme. Tameside has a good level of partnership working between the Probation Service and the Local Authority, this needs to be continued and utilised.
- 7.27 Consideration needs to be made where the service is being repeatedly used to clear specific areas. In these instances intelligence should be analysed and used to tackle the reasons behind the continuous littering.
- 7.28 Community Payback does not currently deal with street cleanliness around dog fouling due to health and safety issues for those involved.
- 7.29 Community Payback uses a range of facilities whilst undertaking work for the authority; however, these are not always practical to the demands of undertaking the role within the community. In order to improve the service offered a specific centralised facility would be beneficial.

Conclusions

8. The Community Payback Service can act as a reactive and flexible tool dealing with the demands of the borough.
9. The Community Payback scheme is operating at its full capacity due to the number of offenders available.
10. Working with Environmental Services, Community Payback can deal with problematic areas of littering and street cleanliness.
11. Community Payback does not currently deal with street cleanliness around dog fouling due to health and safety issues for those involved.

Recommendations

4. Consideration is explored for the availability of a central depot within the borough designated specifically to Community Payback.
5. The relationship with Community Payback working in partnership with Environmental and Neighbourhood Services within the borough is continued.

Marketing and Communications

- 7.30 A programme of marketing has been undertaken around dog fouling throughout the year with a variety of messages which are used to try and challenge resident's behaviours and attitudes towards dog fouling.
- 7.31 Visual adverts, as shown in images one and two below, have been used within both the Tameside Advertiser and the Citizen around dog fouling and have also been used on Facebook and Twitter.
- 7.32 The campaigns have not been intended to be hard hitting, but to get the attention of residents and the public.
- 7.33 The purposes behind the advertising campaigns are to help make people aware and to realise when they are walking a dog that they are accountable for any mess the dog makes.



Images one and two showing some of the marketing material that has been used in the local newspapers to highlight the problems around dog fouling

- 7.34 Plans are in place to accompany and follow up the advertising around enforcement; this will back up the message that has been provided through the campaign. Whilst the marketing strategy has been undertaken there has not been an enforcement strategy in place.

- 7.35 There are many messages that are being delivered through the marketing campaign and health is one of them. This looks at the health and safety risks concerned with dog fouling and the impact this can have on children.
- 7.36 The Council are exploring the opportunities to provide a whistle blowing facility to residents in order to allow them to identify individuals who persistently allow their dogs to foul. This facility should be linked through to the specific enforcement teams within the neighbourhood areas who deal with street cleanliness and dog fouling complaints.

Conclusions

12. The purposes behind the advertising campaigns are to help make people aware and to realise when they are walking a dog that they are accountable for any mess the dog makes.

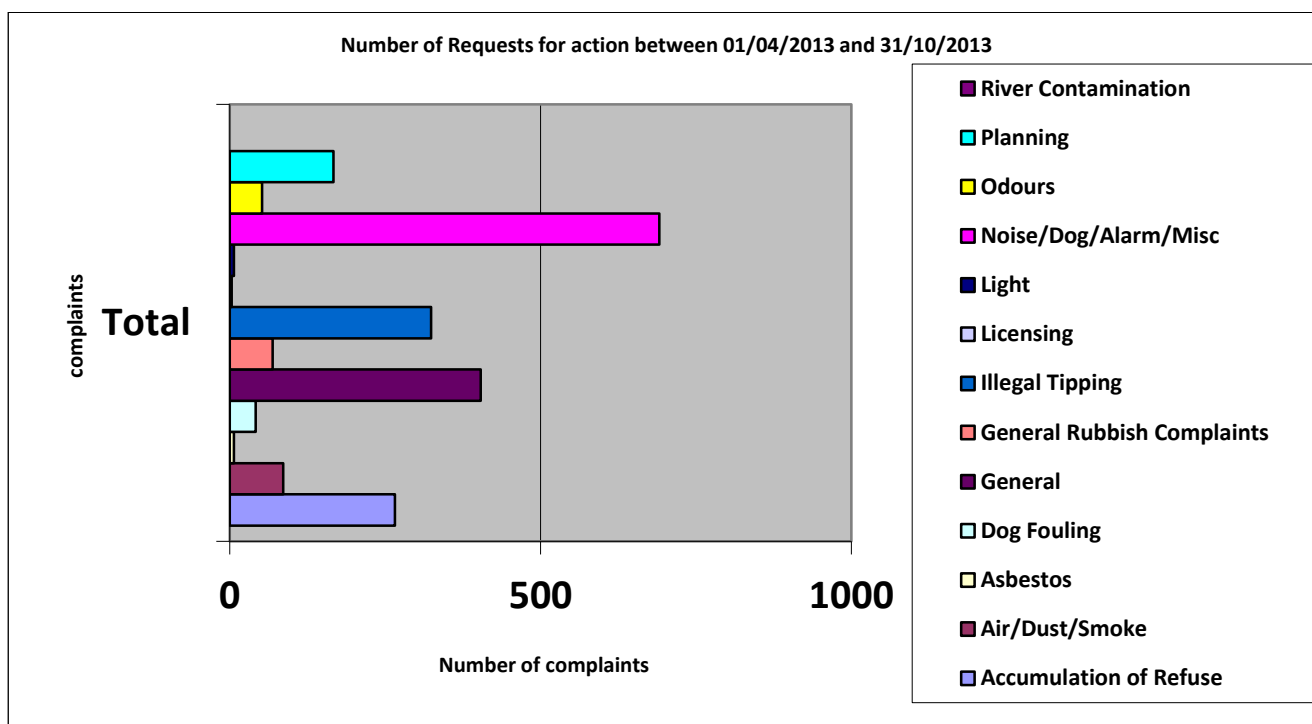
Recommendations

6. The Council create an anonymous whistle blowing facility for residents to notify the Council of individuals that are allowing their dogs to foul in the borough.
7. A specific hotspot area is targeted within a zero tolerance pilot scheme to incorporate a hard hitting marketing campaign backed up by high levels of enforcement in addition to the whistle blowing information.
8. Consideration is given to undertaking further marketing campaigns and publicity for dog fouling through Tameside radio, local newspapers and increasing the number of lamp post stickers.

Fly Tipping, Enforcement and Refuse Collection

- 7.37 A service redesign has enabled roles that were previously separated between different services and departments now being brought together to enable better communication.
- 7.38 Where two separate officers would have undertaken the assessment and then the decision making, this process is now being undertaken by one member of staff. This has streamlined the service considerably and made it much more effective and financially viable.
- 7.39 Information is being fed into an electronic system and this identifies jobs that need actioning for the Fly Tipping Team. Where action is necessary an assessment is made of the situation and evidence is gathered if it cannot be resolved amicably. In the first instance the team will try to identify who is responsible for the waste and have this removed.
- 7.40 Those individuals who have been identified as leaving waste or fly tipping are contacted to establish what action they will take to deal with the concerns identified.
- 7.41 Tameside has a low level of professional dumpers in comparison to other areas and there is little concern around large amounts of waste being deposited within the borough.
- 7.42 Significant problems have been identified in short lease tenancy properties, which have a high turnover of tenants. Problems occur where furniture and other household items are deposited in public areas.

- 7.43 Life+² is an EU funding mechanism in relation to the environment. The purpose of the LIFE scheme is to contribute to the implementation, updating and development of EU environmental policy and legislation by co-financing pilot or demonstration projects. Tameside Council has received some monies from Life+ which has helped towards working in different areas around faith and with private and domestic landlords.
- 7.44 Part of the life+ money provided to Tameside has been to deal with multi occupancy households and engage with a range of partners. Work is being undertaken with buildings of multi occupancy to ensure they have the adequate quota of refuge facilities available to them.
- 7.45 There are concerns where landlords may not be paying the correct council tax having one bin registered to a property and should in fact have more. Where this takes place the issue is passed to the Enforcement Teams to follow up. This may involve levels of engagement or education in relation to the enforcement.
- 7.46 Enforcement action is going on all over the borough for bins left out in the street 2-3 days after collection. Where this takes place there are a number of actions that are being explored such as numbering bins and if necessary enforcement action or prosecution.
- 7.47 Prior to any enforcement action being taken with residents in the borough reasonable and proportionate attempts to resolve the issues must be made. This may be through education and training and used to demonstrate that action has been taken to try to help the individuals. Individuals usually respond positively and change their habits when provided with the opportunity, where this is not possible enforcement action and prosecution is necessary.



Graph One showing the number of complaints requiring action by the Environmental Services Team between 01/04/2013 and 31/10/2013

- 7.48 Graph One outlines the amount of enquiries and complaints that have been dealt with by Environmental Services in relation to fly tipping, refuse collection and enforcement. The

² <http://ec.europa.eu/environment/life/funding/lifeplus2013/call/index.htm>

most common complaint received by the service is in relation to noise, followed by illegal tipping and the accumulation of refuse.

Conclusions

13. Tameside has low levels of professional dumpers and there is little concern around large amounts of waste being deposited in the borough.
14. Prior to any enforcement action being taken with residents in the borough reasonable and proportionate attempts must be made to resolve the issues prior to prosecution.

Recommendations

9. The department consider providing numbered stickers for bins in the borough in order to identify the property which uncollected bins belong to allow for easier enforcement.
10. Consideration is given to undertaking a targeted campaign in a hotspot area in the borough to reduce the number of littering and fly tipping offences, incorporating the Neighbourhood and Environmental Services teams as well as a marketing and communications strategy and an effective monitoring regime.

Neighbourhood Offer

- 7.49 There is a large amount of work being undertaken in developing the Council's New Neighbourhood Offer within the borough. In order to be able to do this there needs to be an understanding of the Integrated Needs Assessment, consultation with local communities to understand what is important to them, designing joint projects, linking with local partner and creating neighbourhood plans.
- 7.50 The offers will be tailored to the different local areas using local data and intelligence. The borough is divided into four areas; North, East, South and West. There is a dedicated team for each area and new Integrated Neighbourhood Services Managers who oversee these areas. Using local data, tailored to local area. As part of these new teams there are new Project Officers and Clean and Safe Officers.
- 7.51 The Project Officers deliver projects in specific areas whilst Clean and Safe Officers support the specific projects. The Clean and Safe Officers have a specific role to issue fixed penalty notices, undertake patrols and respond to complaints where necessary within their neighbourhoods.
- 7.52 The Clean and Safe Officer work on awareness campaigns as well as attend schools to provide education and learning to children within the borough. The officers attend various meetings around the borough spreading specific messages that are important.
- 7.53 Officers carry out letter drops in hotspot areas where dog fouling is identified as being a problem and seek information around who is causing the problems, such as which dogs, who the dog belongs to, where the problems occur and when.
- 7.54 The number of fixed penalty notices has started to increase; since the creation of the service in June 2013 until December 2013 Clean and Safe Officers have issued 57 penalty notices; 41 dog control orders, twelve for littering and four for dog fouling.
- 7.55 Clean and Safe Officers are working closely with the Street Cleaning Teams and Environmental Services and are proceeding through to prosecution with cases where this is necessary.

- 7.56 Other authorities across the UK have explored options for outsourcing the enforcement of dog fouling and littering through an external private company.
- 7.57 Around 30% of cases involving littering and dog fouling are dealt with through the courts for prosecution purposes. In addition to the prosecutions, the current levels of fines issued in the borough currently stand at £50. It needs to be determined whether this level of fine is sufficient to deter the littering and dog fouling in the borough. There is the potential to raise the level of fine that is currently in place from £50 to £80 based on the current legislation.
- 7.58 Internally there are many other departments with enforcement officers and consideration needs to be given to which officers could be trained up to provide fixed penalty notices as part of their roles. It is important to maximise those officers who are out in the communities as part of their roles on a daily basis.
- 7.59 There is the opportunity to undertake targeted and proactive responses to littering and dog fouling. Pilots could be undertaken within individual neighbourhoods which can be targeted specifically. In addition to this, advertising campaigns could be used to focus specifically on a given area in the borough to outline to residents that a targeted approach is being developed in hotspot areas and that the Council is taking the concerns seriously.

Conclusions

- 15. The Clean and Safe Officers have a specific role to issue fixed penalty notices, undertake patrols and respond to complaints.
- 16. Clean and Safe Officers go out with the Street Cleaning Teams and are working with the Fly Tipping Team and moving forward to prosecution if necessary.

Recommendations

- 11. The Council explore increasing the level of fixed penalty notices from £50 to £80.
- 12. Consideration is given to providing enforcement powers to all customer facing and outreach workers employed by Tameside Council.

8.0 Conclusions

- 8.1 During summer 2013, 53% of respondents to the Citizens Panel survey felt that in relation to their local area rubbish and litter lying around was a big problem.
- 8.2 53.3% of respondents felt that that dog mess was the biggest problem in their local area.
- 8.3 77% of residents identified that they had been affected by rubbish and litter within the last twelve months.
- 8.4 These figures confirmed the Panel's awareness.
- 8.5 The zonal system operates on a 28 day cleaning cycle of street cleanliness across the borough.
- 8.6 The Council needs to consider the hidden costs of reducing services further and look at the effects of dealing with complaints.

- 8.7 Through bringing operational services together this helps to reduce the number of vehicles needed and delivers services through a zonal approach. Since 2010 the Operational Budget has reduced by £2.62m or 42%.
- 8.8 The Community Payback Service can act as a reactive and flexible tool dealing with the demands of the borough.
- 8.9 The Community Payback scheme is operating at its full capacity due to the number of offenders available.
- 8.10 Working with Environmental Services, Community Payback can deal with problematic areas of littering and street cleanliness.
- 8.11 Community Payback does not currently deal with street cleanliness around dog fouling due to health and safety issues for those involved.
- 8.12 The purposes behind the advertising campaigns are to help make people aware and to realise when they are walking a dog that they are accountable for any mess the dog makes.
- 8.13 Tameside has low levels of professional dumpers and there is little concern around large amounts of waste being deposited in the borough.
- 8.14 Prior to any enforcement action being taken with residents in the borough reasonable and proportionate attempts must be made to resolve the issues prior to prosecution.
- 8.15 The Clean and Safe Officers have a specific role to issue fixed penalty notices, undertake patrols and respond to complaints.
- 8.16 Clean and Safe Officers go out with the Street Cleaning Teams and are working with the Fly Tipping Team and moving forward to prosecution if necessary.

9. Recommendations

- 9.1 Community and Neighbourhood Services continue to undertake consultation through the Tameside Citizens Panel to identify and monitor the levels of resident satisfaction in relation to littering and dog fouling in the borough.
- 9.2 Environmental Services, Community Services and Marketing and Communications within Tameside Council undertake a targeted campaign around hotspot areas within the borough.
- 9.3 Voluntary and community involvement with environmental services, street cleanliness and litter picking needs to be developed further within the borough.
- 9.4 Consideration is explored for the availability of a central depot within the borough designated specifically to Community Payback.
- 9.5 The relationship with Community Payback working in partnership with Environmental and Neighbourhood Services within the borough is continued.
- 9.6 The Council create an anonymous whistle blowing facility for residents to notify the Council of individuals that are allowing their dogs to foul in the borough.
- 9.7 A specific hotspot area is targeted within a zero tolerance pilot scheme to incorporate a hard hitting marketing campaign backed up by high levels of enforcement in addition to the whistle blowing information.

- 9.8 Consideration is given to undertaking further marketing campaigns and publicity for dog fouling through Tameside radio, local newspapers and increasing the number of lamp post stickers.
- 9.9 The department consider providing numbered stickers for bins in the borough in order to identify the property which uncollected bins belong to allow for easier enforcement.
- 9.10 Consideration is given to undertaking a targeted campaign in a hotspot area in the borough to reduce the number of littering and fly tipping offences, incorporating the Neighbourhood and Environmental Services teams as well as a marketing and communications strategy and an effective monitoring regime.
- 9.11 The Council explore increasing the level of fixed penalty notices from £50 to £80.
- 9.12 Consideration is given to providing enforcement powers to all customer facing and outreach workers employed by Tameside Council.