

ANTI-FOULING STRATGY ACTION PLAN

This Action Plan has been divided into 3 strands as follows:

STRAND 1	COMMUNICATION AND MARKETING	LEAD OFFICER	Jamie Groves
STRAND 2	COLLECTION ARRANGEMENTS	LEAD OFFICER	Steve Parker
STRAND 3	ENFORCEMENT	LEAD OFFICER	Graham Boase

STRAND 1 – COMMUNICATION AND MARKETING

Action in Strategy	Lead Officer	Process	Action by (Officer)	By When
Market Research: <ul style="list-style-type: none"> ■ Local Authorities ■ Public Opinion ■ Focus Groups ■ Local Community Groups ■ Use of an 0800 number 	VSM	<ul style="list-style-type: none"> ■ Assess how other local authorities run campaigns ■ Undertake a web-based 'Public Opinion Survey'. We need to gather specific detail of the issues around dog fouling ■ Consultation with respondents about concerns raised in the survey (lack of bins, lack of poop bags, need to crack down on irresponsible owners) and so on ■ Consultation with local groups to find out key areas of concern ■ Community Action – investigate local area, consider why? Perception – where is it okay for a dog to foul and not pick up the mess? Ways to dispose of dog mess properly? ■ Focus Groups: dog walkers and non dog walkers ■ Question dog walkers while they are out and about ■ Attend the North Wales Enforcement Forum to discuss and share ideas about the problem across North Wales ■ Consider a 'Dog Walking Charter' and how the County could go about implementing this. Charters are renowned in Scotland and other Councils are following suit as a complimentary method of addressing dog fouling issues <p style="margin-left: 20px;">See also Enforcement</p>	VSM GW TWE	End of Jan 2013
Produce a public friendly strategy	GW	<ul style="list-style-type: none"> ■ Produce a public friendly version of the strategy, similar to the leisure strategy & circulate via libraries, one stop shops, leisure centres and so on. 	VSM JR	End of Nov 2012
Press Releases & Media: To encourage the support of the local community, to include: <ul style="list-style-type: none"> ■ Name & Shame key hotspot areas 	GW	<ul style="list-style-type: none"> ■ All of the stories will be supported by facebook. ■ Local photo shoots, local buy-in to the campaign with press releases. ■ Articles in County Voice. ■ Make sure that the topic is included at DCC events and other county 	KA VSM	Every 6-8 weeks until end of Mar 2013.

<ul style="list-style-type: none"> ■ You said, we did... ■ Clean Up days ■ Education Roadshow ■ Events 		<p>events.</p> <ul style="list-style-type: none"> ■ Regular publicity highlighting the number of cases taken to court, fixed penalty notices issued. ■ Articles identifying the support events that will be held i.e. 'A day in the life of an enforcement officer', 'Good Dog Day' and so on. Use these as a filming opportunity to promote the campaign. <p>See also Enforcement & Environment.</p>		<p>Then ongoing throughout the campaign.</p>
<p>Consultation & Engagement:</p> <ul style="list-style-type: none"> ■ Community Involvement & Action ■ Dog Control Order ■ Working Group 	<p>VSM & TWE</p>	<p>Support of the local community is key in the success of this campaign and its sustainability.</p> <ul style="list-style-type: none"> ■ Make clear that communities need to share the responsibility with the council in achieving our objectives. ■ Get local people & town councils to support the campaign, to be our eyes and ears in the community and report problems correctly with relevant details of offenders. ■ Organise clean up days across the county, to rid Denbighshire of dog mess. ■ Pilot a 'Good Dog Fun Day' – to encourage the positives of dogs, exercise, healthy lifestyle etc. ■ Consulting about the new Dog Control Order; 'No Dog' zones, dogs on leads zones and dogs free to run zones. Pet parks – dog friendly, designated dog walking areas away from children's play areas. ■ The Customer Service Team to have training in answering dog fouling related questions & concerns more effectively. Making sure that the relevant questions are asked to be able to support a prosecution and fixed penalty. <p>See also Enforcement.</p>	<p>VSM KA TWE GW</p>	<p>End of July & then ongoing throughout the campaign.</p>
<p>Promotional Material: Design, print and distribute promotional material.</p>	<p>VSM</p>	<p>All promotional material agreed will be distributed through:</p> <ul style="list-style-type: none"> ■ Council reception areas ■ Libraries and Schools ■ Veterinary surgeries ■ Supermarkets / local businesses, especially pet supplies ■ Town and community councils / Tidy Towns ■ Local business groups, chamber of trade and so on ■ Tenants association ■ Housing associations 	<p>VSM TWE Environmental Services</p>	<p>End of Jan 2013</p>

		<ul style="list-style-type: none"> ■ Parish newsletters / websites ■ Leisure Centres ■ Family Information Services Booklet ■ Tourist Information Centres ■ Local Dog Charities, Dog Trust. ■ Youth Services ■ Signage on the side of corporate vehicles which are relevant to campaign. ■ Lampost tri signs ■ Stickers on bins ■ Freebies, including poop bags and holders. <p>See also Enforcement.</p>		
Social Media & Technology: <ul style="list-style-type: none"> ■ DCC Website ■ Web-based opinion survey ■ Facebook ■ Twitter 	GW	<p>This element is currently being considered by other councils in Wales. Social media is the newest form of communication and it is important that this is available to support the campaign.</p> <ul style="list-style-type: none"> ■ Create a section on DCC's website, bespoke to the campaign and issue in the county. ■ E-newsletters to be produced and sent to interested local groups of progress of the campaign. ■ Regular twitter feeds including regular updates of enforcement action in key areas, improvement in the number of complaints and so on. ■ Facebook page, allow people to report problems easily, thank the public for their support and encourage 2-way communication. ■ To produce a visual map showing the key areas of concern. The current complaint & reporting system does not collate the same information, so there is duplication of work. 	VSM KA	Ongoing throughout the campaign.
Advertising:	VSM	<p>In support of the campaign, run two adverts, per paper in between PR articles to continually reinforce the message that the Council is proactively thinking about the campaign and issue all the time. The adverts will appear in are:</p> <ul style="list-style-type: none"> ■ Denbighshire Free Press ■ Journal 	VSM BG	End of Mar 2013
Education Roadshows:	VSM	This will take place with the support of relevant officers and partners across the county.	VSM TWE	End of June 2013

		<ul style="list-style-type: none"> ■ Schools – engage with schools and get them to sign up and support the campaign. ■ Work with the Free Press and Journal to run a campaign and get local support. ■ Promote a ‘Day in the Life of... staff from Community Safety’ and ask communities to go along and support them. ■ Posters will be sent to shops / businesses across the county to be displayed in windows. ■ Visual impact: look at how much dog fouling is collected in key areas and then make a relevant comparison using images? ■ Highlight the health risks (in liaison with Betsi Cadwaladr) and produce a factsheet to distribute. ■ Provide information showing details of where dog mess can be disposed of, use of bins and so on. ■ Education Roadshows – Work with the local education officer to visit schools and community groups, raising awareness and generating support of the campaign. ■ Produce a Teacher’s Guide – including information of activities to do in school and health education. ■ Produce an information pack to give to all dog owners, especially puppies via veterinary surgeries and pet stores. <p>See also Enforcement.</p>		
Enforcement:	TWE	<p>The enforcement of the campaign is vital to the sustainability. The following actions will be co-ordinated with officers from the corporate communications team, the community safety enforcement officer and the general public:</p> <ul style="list-style-type: none"> ■ Name and shame the top dog fouling spots in the county, including Rhyl, Prestatyn, Lower Denbigh, Lower Ruthin and Llangollen. ■ More visible dog patrols, handing out of doggy bags & treats in problem areas. An external company, XFOR will be on a 12 month pilot scheme in the county to support the issuing of fixed penalties. ■ Giveaways – a reminder tag for lead to take bags, poop bags, bags on board (a poop bag dispenser that attaches to leads), dog treats. ■ Shame offending areas – put signage up to say how many offenders on average there have been. <p>See also Enforcement.</p>	VSM GW KA TWE Environmental Services	End of July 2013

Feedback & measurement of success:	JG & GW	<p>To monitor the effectiveness of key elements of this campaign, it is important to manage and collate information correctly to move the campaign forward. Key measurements include:</p> <ul style="list-style-type: none"> ■ The number of dog fouling complaints the county gets and where from. ■ The number of fixed penalties issued and where. ■ The number of dog fouling or related articles that appear in the local press. ■ The number of social media followers we have and their interaction with us. <p>These will help support the following performance indicators:</p> <ul style="list-style-type: none"> ■ Increase in the number of proactive articles appearing in the local media and a reduction in the number of negative features. ■ Reduction in the number of fixed penalty notices issued. ■ Reduction in the number of complaints received. 	VSM TWE	End of Mar 2013
Collaboration:	JG SP GB	<p>To continue working with key stakeholders:</p> <ul style="list-style-type: none"> ■ Environmental Services Team ■ Enforcement Team ■ North Wales Police ■ Keep Wales Tidy ■ Neighbourhood Watch ■ Betsi Cadwaladr University Health Board ■ North Wales Local Authorities – Enforcement Group ■ Local dog groups, Rescue Centres & charities ■ Vets ■ Sponsorship from local pet business to supply giveaways. ■ Countryside Services ■ Local press 	VSM TWE Public Realm Manager	Ongoing

STRAND 2 – COLLECTION ARRANGEMENTS

ACTION	BY WHOM	PROCESS	BY WHEN
Review the previous 4 day target for removal of dog mess	Head of Service	Internal discussion	Done
Implement revised target of one working day	Public Realm manager	Instruction issued to staff.	End of October
Consult DCC members on the existence of any litter “hot spots”, i.e. places where people tend to drop their dog waste bags.	Head of Service	Email consultation underway.	Underway – ends 5 November
Assess demand for further (joint use) litter bins and whether the demand can be met etc.	Public Realm manager	Compare requests received with budgets available.	9 November 2012
Feedback to DCC members on outcome above	Head of Service	At member workshop(s), and/or MAG meetings.	14 November
Further consultation / engagement with T&CC's on details of bin provision.	Public Realm Manager	At next available round of cluster meetings	End of November
Review footway sweeper provision (equipment) and procure new sweeper(s) if necessary	Public Realm Manager	Internal discussion with finance officers and operational staff	March 2013
Investigate what equipment other councils use to collect dog waste (back packs etc.)	Public Realm Manager	Internet research and use of APSE contact lists.	Done
Procure a back pack unit (Liverpool system) as trial	Public Realm Manager	Normal processes	Equipment on order
Trial of vacuum hand cart vacuum (car battery powered). Procure if successful.	Public Realm Manager	Normal processes	Mid-Nov 2012
Review the reduced levels of deposition that should be occurring, and procure further vacuum systems if necessary (n.b. this shouldn't be necessary if our new regime is working properly)	Public Realm Manager	Internal ES working group meeting, with wider involvement if necessary	March 2013
Continue to work with communication & enforcement teams to provide a holistic approach to the problem.	All ES staff	Effectiveness or otherwise to be reviewed at each section meeting.	ongoing

STRAND 3 - ENFORCEMENT

Action in Strategy	Lead Officer	Process	Action by (Officer)	By When
Engage Private Contractor to work on behalf of DCC and serve FPN. The contract would include serving FPNs for littering (including cigarette butts, chewing etc), graffiti, fly posting, smoke free)	GHB	Assess what other Las are doing Invite potential operators for informal meeting Draft out SLA for contractor & seek advice Discuss with Lead Member Sign up for 12 month trial with preferred contractor Process complete - XFor appointed on 12 month trial, only competent contractor in the market place, used by a number of Las across England and Wales	TWE TWE TWE GHB/TWE GHB	June 12 June 12 July 12 May-July 12 Aug 12
Manage XFor contract on day to day basis and monitor the work/results The number of FPN for dog fouling will be limited; the vast majority will be for littering. Uniformed Officers patrolling the County will act as a deterrent to dog owners who do not pick up.	TWE	Ensure relevant Authorisations etc in place Assist with "launch" (photo shoot etc) Identify "hot spot" areas for XFor patrols Ensure XFor are taking dog fouling issues seriously (i.e. not putting all resources into littering) Ensure evening & weekend working Prepare monthly reports for HoS Meet with Lead Member Jan for initial review	TWE TWE TWE TWE TWE TWE GHB/TWE	Sept 12 Oct 12 On Going On Going On Going On Going Jan 13
Intelligence led patrols/surveillance	TWE	Set up appropriate back office IT system Ensure all dog fouling complaints recorded Ensure all FPNs are recorded Interrogate info and prioritise main "hot spot" areas Instruct XFor patrols to "hot spot" areas, including evening & weekend patrols as appropriate Consider "one off" enforcement operations in "difficult to catch areas" employing XFor and DCC Enf staff Proactively contact T&CC and DCC Members for info of problem areas	TWE/DB TWE TWE TWE TWE TWE JG	Nov 12 Oct 12 Oct 12 On Going On Going On Going Jan 13 onwards
Increase No of DCC staff authorised to serve FPN	TWE	Identify staff in P&PP who should be Authorised Ask HoS for front line staff who should be Authorised Arrange 2 hour training events for newly Authorised staff and ensure they have relevant Authorisations Arrange annual refresher training for Authorised staff	TWE TWE TWE TWE	Dec 12 Dec 12 Jan 12 Annual

		Monitor who is serving FPNs and challenge performance	TWE	Quarterly
Improve partnership approach with Police	GHB/TWE	Raise strategy at CSP Implementation Group Agree common approach with police in dealing with complaints of dog fouling (i.e. they pass them on to DCC) Agree joint publicity of enforcement issues PCSO's to serve FPN PCSO to report problem areas to DCC PCSO to be made available during "one off" enf operations	GHB TWE/GHB JG TWE TWE TWE	Jan 13 Feb 13 Jan 13 Oct 12 Oct 1 Feb 13
Expand use of existing CCTV Only available in Rhyl, Prestatyn & Rhuddlan	GS	Encourage operators to observe dog walkers Update CCTV of "hot spot" areas CCTV to record offences and pass on to Community Safety Enforcement	GHB/GS TWE GS	Nov 12 On Going On Going
Deploy mobile CCTV cameras	GS/TWE	Develop protocol for deploying mobile CCTV camera (including RIPA & other legal issues) Use cameras where existing CCTV has no coverage Dedicate CCTV resource to monitor pictures and collect evidence Evidence passed to Community Safety Enforcement	TWE/GS TWE/GS TWE/GS GS	Jan 13 On Going On Going On Going
Control of stray dogs	DR	Tough approach on collecting & pounding stray dogs Collected stray dogs not returned home, sent to pound Review charges for collecting dogs from pound Consider enforced chipping of dogs pounded Consider confiscating dogs pounded on regular basis	DR DR DR DR DR	On Going Nov 12 Mar 13 Nov 12 Nov 12
Dog Chipping	DR	Promote dog chipping throughout the County	DR	Jan 13
Dog Control Orders This can include the Dog Exclusion Order, which can make it unlawful for dogs to enter any sports ground/playing field, provided signs are erected. There will be cost implications for providing signs and staffing resources to enforce, as public expectations will have been raised.	GHB	Research what Authorities have introduced the Orders and what additional controls imposed Discuss additional controls with Lead Member Report options to Communities Scrutiny Go out to consultation on preferred additional Controls Report back to Lead Member Report final recommendation to Cabinet Briefing Report to Council/Cabinet for adoption of Order	EWW GHB GHB GHB GHB GHB GHB	Dec 12 Jan 13 March 13 Apr 13 May 13 June 13 July 13
Better Links with the Community (this does not include training/authorising the public/Cllrs etc having the ability to serve	TWE	Encourage the public to report dog fouling problems Encourage the public who witness none pick up to report and make statement to allow Officers to serve FPN	JG JG	On Going On Going

FPN as this would not be appropriate. See also Communications & Marketing		Visit schools to educate our youth Visit schools for local anti fouling poster campaigns	TWE TWE	Jan 13 Jan 13
Get the message across that tough enf works See also Communications & Marketing	EWW	Advertise action taken in press to build up confidence we are addressing the issue Keep T&CC and County Cllrs updated on actions take Ensure all none payment of FPNs for dog fouling are prosecuted	EWW EWW TWE	On Going Jan 13 On Going
Signage	TWE	Audit of signage on informing public of fines and remove outdated signs, to ensure consistency	TWE	Nov 12
Performance Indicators/Outcome Measures/Management Information	EWW	Measures need to be developed to measure success e.g. number of FPNs served How to measure whether number of dog fouling incidents are decreasing How to measure improved perception of cleanliness in our communities	EWW EWW EWW	Nov 12 March 2013 March 13