

APPENDIX: 3 - Pride in Our Community by securing safer, cleaner neighbourhoods through appropriate use of our enforcement powers.

Emerging Enforcement Communications timetable of events and campaigns

w/c 12th June: Selective Licensing consultation.

Consultation went live on Monday 12th June for ten weeks

21st June Council cabinet to consider new powers for officers to issue Fixed Penalty Notices.

Press release to be issued on 21st June ahead of forthcoming Cabinet meeting on 29th June.

Summer: Cigarette butts and other litter

In line with the above (our enforcement officers are armed with new powers to issue Fixed Penalty Notices, there will a campaign targeting those who leave their cigarette butts (and other litter). This will start with an internal message to Council staff highlighting the Officers' new enforcement powers with a particular emphasis on the number of cigarette butts around Addenbrooke and Darby House.

Summer: targeting top ten fly-tipping streets.

Our enforcement officers have new powers to issue Fixed Penalty Notices. Initially targeting the top ten streets for fly-tipping as identified by the environmental dashboard of information, there will be an educational campaign first before any fines are issued. Communication in the form of a press release on fly-tipping and statistics from the dashboard. .

Summer : Your Voice:

Articles to include: The Council's officers' new powers to issue FPNs, tackling Top Ten fly-tipping streets, Council tax and benefit fraud campaign

Summer : Council Tax and benefit fraud campaign.

First part of a two-part marketing campaign, beginning with press release.

August: Dog Warden:

Introducing our dog warden. Feature on facebook, twitter and newsroom with pictures and video. Week-long series of tweets highlighting his work.

August Bank Holiday - 26th, 27th, 28th August: Private Hire branding and taxi ranks

Social media reminder of private hire branding and taxi ranks.

Autumn: Second part of Council Tax and benefit fraud marketing campaign

November: Selective Licensing, if approved following consultation.

Landlords and letting agents would have two months to apply for a license for each property they manage in the four areas of the borough chosen for this scheme. Press release and social media messages to issue reminders.

w/c 4th December: What is involved in a Food hygiene inspection?

Linking to FHSA page and referring to forthcoming Christmas meals, a video will follow a food hygiene inspector explaining his work. Video on facebook, twitter, youtube, newsroom.

22nd – 23rd December: Private Hire branding and taxi ranks

This is the last weekend before Christmas.

Social media reminder of private hire branding and taxi ranks.

February 2018: Selective licensing, if approved following consultation.

. Landlords and letting agents who apply from now on would be charged a late payment fee of £250. And, if they totally refuse to pay, they could be fined £20,000.

Throughout the year, as identified through our dashboard reports: Targeting significant / multiple / specific fly tips within urban and rural / layby locations.

Appeals for help to run on social media in identifying fly-tip culprits, using pictures and video footage when available.

Throughout the year, Multi agency roadside operations (commercial, private hire, taxi etc.).

Retrospective coverage.

Throughout the year as directed by environmental dashboard: Targeted littering campaign.

Effective use of FPN for littering. Supported by Borough wide PR campaign about increases in fines.

Throughout the year as directed by environmental dashboard: Targeted dog fouling campaign.

PR, press release and social media messages to support effective use of FPN for Dog fouling and promotion of the “Angry Eyes” signage.

Throughout the year as directed by Community Payback rolling programme: Community Payback.

Social media publicity of Community Payback projects, to include “before” and “after” pictures.

Monthly: Reporting of dashboard data.

Social media series of statistics, issues reported and their locations, numbers of FPNs issued etc.

Quarterly: Generic appeals.

Be our eyes and ears, help us to help you, promote reporting via My Telford, Everyday Telford and website. Scheduled appeals to run on social.

Prosecutions pending:

October. Shrewsbury Crown Court. Landlord prosecution case.

August : Private hire drivers (2 separate cases) accused of plying for hire

AWAITING DATE: trading Standards Prosecution under the Fraud Act

AWAITING UPDATE: Nightclub owners appeal against revocation of licence.

Contemporaneous reporting via press release and social media required.