# **Public Document Pack**

Democratic Services Section
Legal and Civic Services Department
Belfast City Council
City Hall
Belfast
BT1 5GS



7th February, 2022

# MEETING OF PEOPLE AND COMMUNITIES COMMITTEE

Dear Alderman/Councillor,

The above-named Committee will meet in the Remote Meeting on Tuesday, 8th February, 2022 at 5.15 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

### **AGENDA**:

### 1. Routine Matters

- (a) Apologies
- (b) Minutes
- (c) Declarations of Interest

### 2. Restricted

- (a) Belfast Citywide Tribunal Service (Pages 1 4)
- (b) Requests for the Use of Parks for 2022 Events (Pages 5 10)
- (c) Waste Update (Pages 11 88)
- (d) Mullaghglass Update (Pages 89 92)

### 3. Governance

(a) Addition of Legislation to Council's Scheme of Delegation (Pages 93 - 96)

### 4. Committee/Strategic Issues

(a) Multi Agency Demonstrator (Pages 97 - 100)

# 5. **Operational**

- (a) Proposal for Naming New Streets (Pages 101 112)
- (b) Proposal for Dual Language Street Signs (Pages 113 114)
- (c) Update on Education Around Responsible Dog Ownership (Pages 115 122)
- (d) Update on the Reference Group on Older People (Pages 123 128)
- (e) Update on Vandalism at Bloomfield Football Club (Verbal)

# Agenda Item 2a

By virtue of paragraph(s) 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014.



# Agenda Item 2b

By virtue of paragraph(s) 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014.



# Agenda Item 2c

By virtue of paragraph(s) 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014.



By virtue of paragraph(s) 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014.



# DRAFT Belfast City Council Response to the consultation on amending options for the assessment of technical competence.

Question 1: Do you agree with the proposal to add EU Skills as an assessor of technical competence, for the purposes of waste management licensing and permitting in Northern Ireland? If not please explain why.

Broadly speaking, we are in agreement with the proposal. Potentially, it could increase the choice of service provision available to operators of authorised waste facilities and could encourage competition within the Northern Ireland marketplace. This increase in competition, through provision of proposed additional assessment mechanism is to be welcomed. Stimulating the Assessors and Skills marketplace may (eventually) lead to waste operators being offered a better range of high quality services at competitive prices and also result in more efficiencies and better awareness throughout the waste industry of the competency scheme itself. By providing waste operators with flexibility and additional options around the assessment of technical competence, the most appropriate assessment model can be selected by each organisation.

We note that a Competence Management Systems (CMS) approach has been used throughout the waste industry in the rest of the UK for a number of years now. We also note that EU Skills have been approved to operate as a provider of assurance of technical competence by DEFRA in England and Wales and by SEPA in Scotland.

For waste operators choosing to adopt a CMS approach, this will no doubt have resource implications for those businesses involved, in terms of staffing, time and cost of implementing, managing and maintaining the system. Specifically, if Belfast City Council were to adopt the EU Skills system, there would likely be a heavy resource requirement, particularly in terms of officer time, to implement and embed the CMS and to move across from the existing WAMITAB model. In addition, staff would be required to maintain the system on an ongoing basis and to facilitate annual audits (certification every 3 years with yearly surveillance). It remains to be seen whether this model will be more or less suitable than the current system operated by WAMITAB. Ultimately, it would shift the emphasis away from operative staff to technical officers in terms of workload and provision of evidence and compliance matters. This could also have the undesired effect of de-skilling our workforce, as the CMS model sees a shift away from assessing individual competence to assessing organisational competence.

Being management system-based, the CMS assessment could potentially be integrated within waste operators' existing management systems (such as ISO standards in environment, occupational health & safety, quality, etc.). This may be beneficial, in the long run, to those waste operators already maintaining such systems and it could provide a more holistic approach to competency, training and compliance etc. Additionally, the organisations would need to meet the legislative technical competence requirement as a corporate body, rather than being reliant on individuals within the organisation. Again, however, we would emphasise the initial work that would be required by organisations in moving from one assessment system to another, particularly during the implementation phase.

Another issue that needs to be considered is the current lack of availability of assessor companies and organisations within Northern Ireland. (Under the WAMITAB model). Whilst the introduction of an alternative assessor model should potentially drive competition within this sector, this might take time to build the skills resource required to deliver the new model and there still is the chance that waste operators may again be faced with a situation where there is little choice of local service providers available.

Question 2: Are there any other bodies/organisations which would potentially be suitable to act as an assessor of technical competence in respect of waste management licensing and permitting in Northern Ireland? Please provide evidence to support any suggestions.

N/A - We are not in a position to respond to this request.

By virtue of paragraph(s) 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014.



# Agenda Item 2d

By virtue of paragraph(s) 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014.



# Agenda Item 3a

# PEOPLE AND COMMUNITIES COMMITTEE



Su	Addition of legislation to Council's Scheme of Delegation				
Da	te:	8 <sup>th</sup> February 2022			
Re	porting Officer:	Siobhan Toland, Director of City Services			
Со	ntact Officer:	Helen Morrissey, City Protection Manager			
Res	stricted Reports				
ls t	his report restricted?		Yes	No	X
Ple	ase see Note 1				
	If Yes, when will the	report become unrestricted?			
	After Committe	ee Decision			
	After Council L	Decision			
	Some time in t	he future			
	Never				
Cal	l-in				
Cai	<u></u>				
ls t	Is the decision eligible for Call-in?				
1.0	Purpose of Report o	r Summary of main Issues			
1.1	The Committee will be aware that Part 3 of the Council's Scheme of Delegation delegates a				es a
series of functions associated with performing the Council's statutory role unde				der specific	
	legislation, as listed in Appendix B to the Scheme of Delegation, to the Strategic Director of				
	City and Neighbourhood Services or their appropriate nominee. New legislation is required to				
		ndix to enable the authorised officers to legally	enforce	the provision	ons
	therein.				
2.0	Recommendations				
2.1	It is recommended that	at the Committee			
Approve the		addition of the Health (Miscellaneous Provisions	s) Act (N	Northern Irela	and)
	2016 to Appe	ndix B of the Scheme of Delegation.			

# 3.0 Main report Key Issues 3.1 Under the Health (Miscellaneous Provisions) Act (Northern Ireland) 2016 new Regulations have been made to prevent smoking in vehicles with children and to prevent children from purchasing nicotine inhaling products. These requirements will come into force on the 1st February 2022 and aim to protect young people. Smoking in Vehicles with Children 3.2 Council Officers currently enforce legislation which prohibits smoking in certain premises, places and vehicles including on public transport and in work vehicles used by more than one person. These new regulations extend the current smoke-free provisions to private vehicles where children are present (anyone under the age of 18), when there is more than one person in the vehicle, and the vehicle is enclosed. It will also be an offence for a driver to fail to prevent smoking in a smoke-free private vehicle. The Regulations will be enforced by both district Councils and the PSNI. 3.3 Studies have shown that children and young people are more vulnerable to the harmful effects of second-hand smoke as they have a smaller lung capacity and body weight meaning that they breathe more rapidly and inhale more pollutants per pound of body weight than adults. Smoking in a vehicle can generate high levels of airborne particulates and due to the confined space opening windows and air conditioning is not sufficient to remove these. Preventing the sale of nicotine inhaling products to people under 18 3.4 Council Officers also currently enforce legislation which prevents the sale of tobacco products to anyone under the age of 18. The Act brings in a similar offence in relation to nicotine inhaling products, which includes e-cigarettes, making it an offence to sell to persons under the age of 18. A further offence in relation to the proxy purchasing of nicotine products is also being introduced. This makes it an offence for a person over the age of 18 to buy, or attempt to buy, a nicotine inhaling product, such as an e-cigarette, on behalf of someone underage. 3.5 The long-term health impacts of using e-cigarettes is unknown and there are concerns that they may act as a gateway by some young people into smoking tobacco. Similar legislation already exists across the UK and this will bring e-cigarettes into line with other age-restricted products, such as tobacco and alcohol.

3.6	It is envisaged that enforcement of these provisions will align with the existing tobacco control
	work undertaken by the Tobacco Control Officers. This work is funded by a grant received
	from the Public Health Agency.
	Financial & Resource Implications
3.7	Financial and Human Resources
	There are no additional resource implications. This work will be undertaken under the existing
	contract between Belfast City Council and the Public Health Agency.
	Asset and Other Implications
3.8	None – works aligns with current tobacco control work.
	Equality or Good Relations Implications/ Rural Needs Assessment
3.9	None
4.0	Appendices – Documents Attached
	None



# Agenda Item 4a



### PEOPLE AND COMMUNITIES COMMITTEE

Subjec	vject: Multi Agency Demonstrator – Supporting those at risk		se at risk	
Date:		8 <sup>th</sup> February 2022		
Reporting Officer:		Ryan Black, Director of	Neighbourhood Servi	ces
Contact Officer: Mi		Michelle Wilson, Safer	City Co-Ordinator	
Restric	eted Reports			
Is this	report restricted?			Yes No X
If	Yes, when will the	report become unrestri	cted?	
	After Committe	ee Decision		
	After Council D	Decision		
Some time in the future				
	Never			
Call-in				
Call-in				
Is the c	decision eligible for	Call-in?		Yes X No
			201122	Yes X No
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1.0 1.1 2.0 2.1	Purpose of Report To further update of funding to Belfast Consupport those at rise Recommendation The Committee is an	t or Summary of main Is not the progress of Phase City Council to undertake k of paramilitary attacks is saked to; ase 2 update and; extension of this demonstration.	2 and Phase 3 Depart a multi-agency demor n West and North Beli rator as detailed in the	tment of Justice offer of instration project to fast and their families.

organisations who had a role in addressing the systemic issues associated with paramilitary style assaults in the Lower Falls geographical area of Belfast.

- 3.2 It was hoped that the sharing of such information would provide an opportunity for early intervention by the organisations to protect victims, their families and improve how organisations involved could react and provide an adequate co-ordinated service. The following work has been undertaken in progressing this.
- 3.3 As the Tackling Paramilitarism work (arising from the Fresh Start Agreement) developed in central government they met regularly with Belfast to better understand if the work in the city adds value, and the Department of Justice subsequently asked Belfast City Council to make an application for funding to further develop this work as they believed there were important lessons to be learned from it.
- 3.4 DoJ allocated £69,000 for this work to be undertaken in Belfast in the 20/21 financial year and Members were updated in February 2020 through Strategic Policy & Resources Committee on the Phase 1 approach. No funding is used to cover the support from existing statutory services, but to bolster the support needed from the community. Additionally, all funding is conditional on working only with accredited (by DoJ) restorative justice schemes as there are high degrees of vulnerability and safeguarding/legal issues with individuals at risk and their families and the appropriate levels of assurance need to be in place.

Phase 2 (April 21 – March 22)

- 3.5 DoJ allocated a further £95,000 for this work to be undertaken in West and extended into North Belfast in the 21/22 financial year and Members were updated in March 2021 through the People and Communities Committee on the Phase 2 approach;
  - Memorandum of Understanding developed and signed by all relevant statutory partners clarifying roles and responsibilities and information sharing arrangements agreed.
  - Inclusion of Northern Ireland Alternatives (NIA) to work alongside Community
    Restorative Justice Ireland (CRJI) as the accredited restorative practitioners and
    lead community partners for delivery in West and North Belfast in Phase 2.
  - All partners agreed a safeguarding approach to a community information/intelligence reporting process. The core objectives of the process were to safeguard the individual, their family and protect the community;

- Fortnightly case management meetings have taken place throughout (including during COVID-19) with both statutory partners and CRJI sharing information regarding young people at risk of paramilitary style attacks and more importantly taking action to minimise that risk
- An academic from Queens University Belfast is currently undertaking an evaluation with early feedback extremely positive and the final report due by March 2022.

The agreed objectives of the DoJ funded programme are to:

- Deliver a targeted, co-ordinated piece of work to address the needs of those under or at risk of threat from paramilitary groups with a particular focus on:-
  - Improve communication, co-ordination amongst service providers creating a process, which allows the sharing of information, whilst meeting all legislative requirements.
  - Improve the management and flow of information between agencies, administer, monitor and measure threat levels and support for individuals and their families.
     Update and liaise with all statutory partners recording actions and progress.
  - Gather the required data and statistics to demonstrate the impact of the PSA multiagency group.

Phase 3 (April 22 – March 23)

- 3.7 Given the very positive feedback from Phase 2, the Department of Justice have offered a further £90,000 for the 22/23 financial year to cover the following:
  - Continuation of the existing work in West and North Belfast led by CRJI and NIA
  - The Phase 3 objectives continue as per Phase 2 and are entirely focussed on preventing paramilitary style attacks in North and West Belfast and supporting/protecting those affected by them.

### **Financial Implications**

The allocated budget for Phase 3 is £90,000 during 22/23 and is entirely provided by external funding received from the Department of Justice.

	Equality or Good Relations Implications and Rural Needs Assessment
3.9	None at present, but given the sensitivity of this work, this will be reviewed on an ongoing
	basis.
4.0	Appendices – Documents Attached
	None

# Agenda Item 5a

# PEOPLE AND COMMUNITIES COMMITTEE

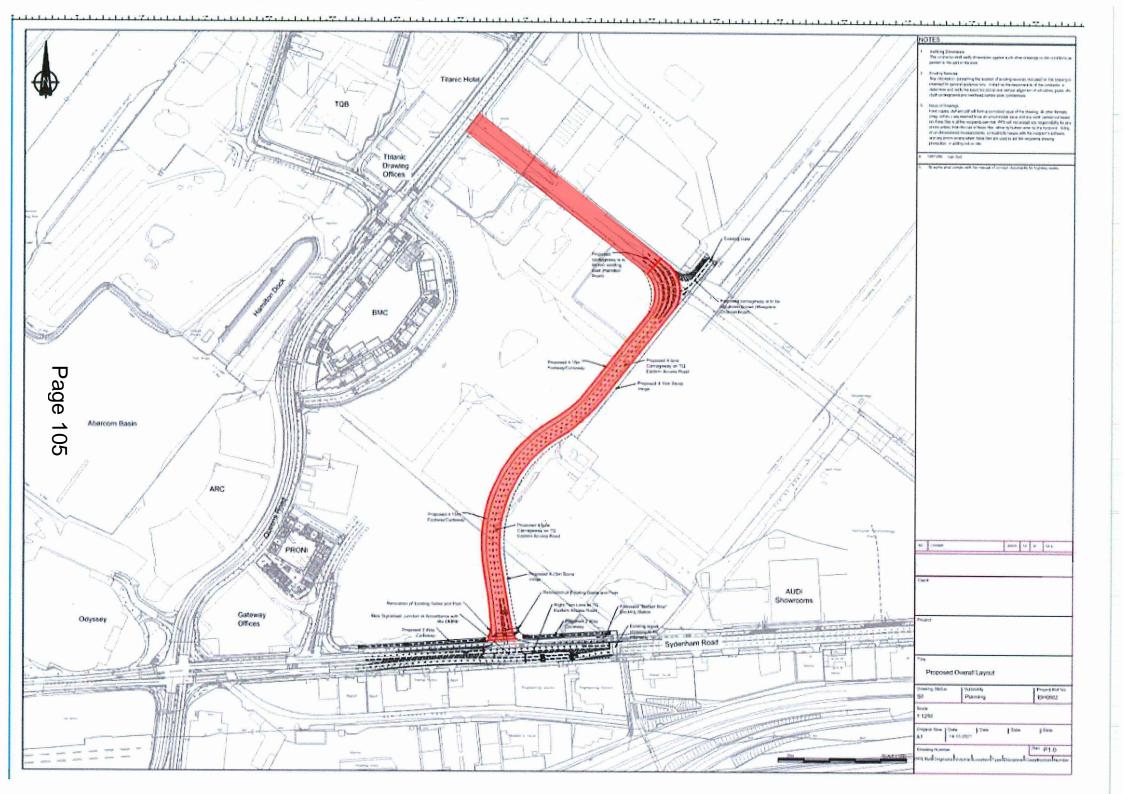


Subject:		Proposal for naming new streets				
Date:		8 <sup>th</sup> February, 2022				
Reporting Officer:		Ian Harper, Building Control Manager				
Contact Officer:		Roisin Adams, Business Coordinator				
Restric	Restricted Reports					
Is this	Is this report restricted?					
If	Yes, when will the	report become unrestricted?				
	After Committe	ee Decision				
	After Council D	Decision				
	Some time in tl	ne future				
	Never					
Call-in						
Is the c	lecision eligible for	Call-in? Yes X No				
1.0	Purpose of Report	or Summary of main Issues				
1.1	To consider an application for the naming of a new street in the City.					
2.0	Recommendations					
2.1	Based on the information presented, the Committee is required to make a recommendation					
	in respect of an application for naming a new street in the City. The Committee may either:					
	Grant the application, or					
	Refuse the application and request that the applicant submits other names for					
	consideratio	n.				
3.0	Main report					
	Key Issues					
3.1	The power for the Council to name streets is contained in Article 11 of the Local Government					
	(Miscellaneous Pro	visions) (NI) Order 1995.				

- 3.2 Members are asked to consider the following application for the official naming of a new street. The proposed street name is Hamilton Road and it is located between Queens Road and Sydenham Road in BT3 as identified on the map contained in Appendix 1.
- Titanic Quarter Limited have proposed to officially name the street Hamilton Road as part of this new street links with an existing private road which is being developed and upgraded. They have advised this existing feeder road from Queens Road was always historically referred to as Hamilton Road which is evidenced in historical documents such as an extract from 'Shipbuilders to the World' book (Appendix 2) and on Harland and Wolff maps. In support of their application they have advised that James Hamilton was the Chairman of Belfast Harbour Commissioners from 1867 to 1875 and is a name which has historically been associated with the area. Hamilton Dock now features the SS Nomadic and the new Hamilton Dock Hotel is due to commence construction in 2022. Hamilton Road is directly opposite the Hamilton Dock area and with the development will link the Queens Road to Sydenham Road. Hamilton Road is also currently featured on google maps. The second and third choice being proposed are Hamilton Link and Sydenham Link.
- Building Control's own research has indicated that the existing Hamilton Road is not contained in the Council's Streets Register of approved street names however Hamilton Street does exist as an approved street name in another part of the City. Our own research uncovered a map from 1902 which confirmed that Hamilton Road was historically used in this location off Queens Road (Appendix 3). This name, 'Hamilton Road' was never approved by Belfast City Council or Belfast Corporation as the land and road would likely have been under private ownership of Harland and Wolff. A street directory from 1959 (Appendix 4) also confirmed that Hamilton Road was listed as a street name and was used by Harland and Wolff to access their power station yard and fire station.
- The guidelines within Building Control's Street Naming and Building Numbering Policy, state that a variation in the terminal word, i.e. street, road, avenue, etc may not be accepted as sufficient reason to duplicate a name, other than where streets are adjacent or within one development. Belfast City Council has an existing approved road named, Hamilton Street in BT2 which is located between Sussex Place and Cromac Street in BT2 and is not adjacent to the proposed Hamilton Road.
- 3.6 Building Control contacted Royal Mail and Northern Ireland Fire and Rescue as the variation in the terminal word may not be sufficient reason to duplicate the road name. Also the primary

	consideration for the Council is public safety and to assist the easy identification of premises				
	by the emergency services, postal services, inhabitants and visitors. Royal Mail has no				
	objections to the proposed name of Hamilton Road in the BT3 sector of the City. Northern				
	Ireland Fire and Rescue confirmed that they had the existing Hamilton Road on their system				
	and that they did not believe that the official naming of the road as Hamilton Road would				
	cause any issues for their Region	nal Control Centre personne	I.		
3.7	The new road being developed and officially named will require one existing commercial				
	property to be re-numbered into the new Hamilton Road if approved. The landlord and				
	current tenant of this property a	re supportive and willing to	accept a re-numbering of this		
	building.				
3.8	Proposed Name	Location	Applicant		
	Hamilton Road	Between Queens Road,	Nikki McDowell, Titanic		
		BT3 and Sydenham Road	Quarter Limited		
		BT3			
	Financial & Resource Implication	<u>ns</u>			
3.9	There are no Financial, Human Resources, Assets and other implications in this report.				
	Equality or Good Relations Implications/Rural Needs Assessment				
3.10	There are no direct Equality implications.				
4.0	Appendices – Documents Attached				
	Appendix 1. Proposed Street location				
	Appendix 2. Extract from 'Shipbuilders of the World'1861 to 1986. Supplied by Titanic				
	Quarter Limited in support of their application				
	Appendix 3. Map from 1902 showing Hamilton Road from Building Control archives				
	Appendix 4. Extract from 1959 street directory from Building Control archives				

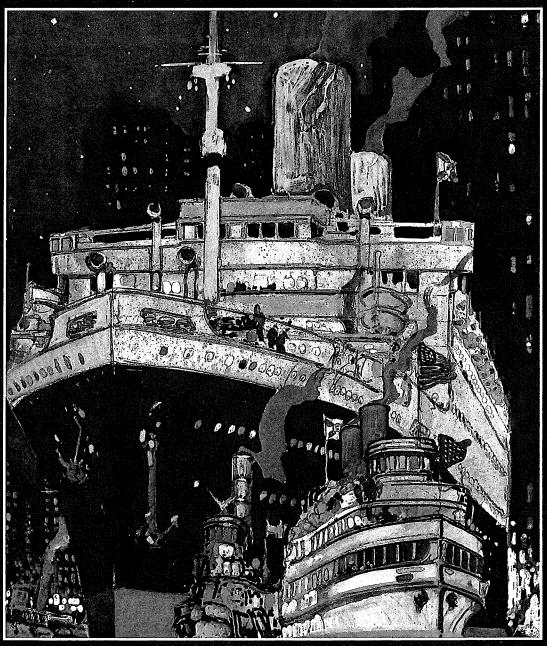




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# SHIPBUILDERS TO THE WORLD

125 years of Harland and Wolff, Belfast 1861-1986



Michael Moss and John R. Hume



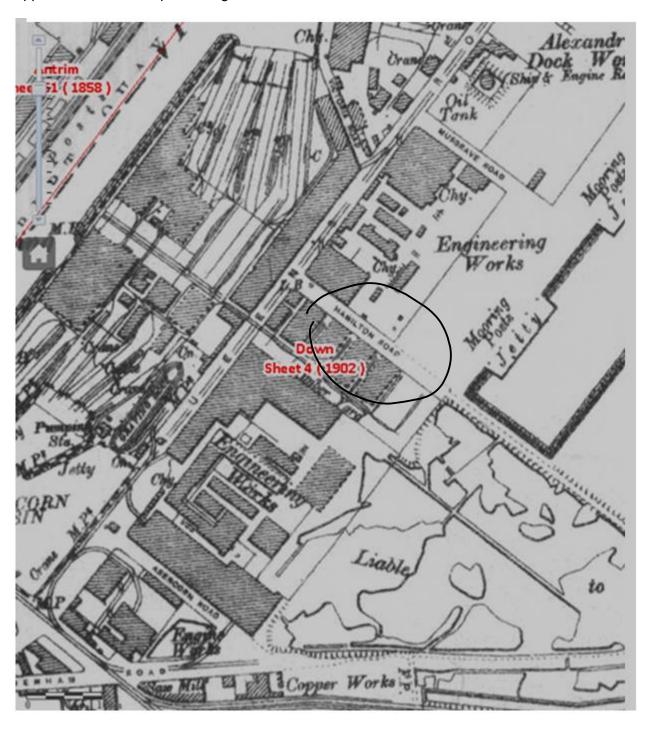
in the shipyard had become more 'urbanised' as rural roots were severed by generations of town life. Everywhere conditions in the home improved – the greatest single benefit was electricity which gradually transformed the lives of shipyard wives. By the end of the 1950s the affluent society was emerging, in the guise of Continental holidays and family motor cars – and, in the 1960s, traffic jams were to replace the torrent of bicycles that had poured from Queen's Island into the city centre at the end of each working day.

Despite all this, older ways persisted. The 'grannyarchy', for instance, survived. In its heyday it had depended on closely-built terraces where branches of families lived within a short distance of one another; in the 1960s it expressed itself in two-way traffic between young couples in the suburbs and their older relatives in the Victorian streets.<sup>48</sup>

The hierarchical structure of Harland & Wolff until the 1960s was typical of a period symbolised by bowler-hatted directors, management and foremen. The day-to-day running of the Company was in the hands of a key group of middle managers on whose organisational ability its reputation depended. They had a power over the shop-floor worker which is today inconceivable, and wielded it to build good ships, engines and structural steel quickly and effectively. Sir Frederick's success was due in large measure to his ability to recognise managerial talent at Belfast and to reward it with responsibility, in stark contrast to his attitude to the appointment of directors. 394

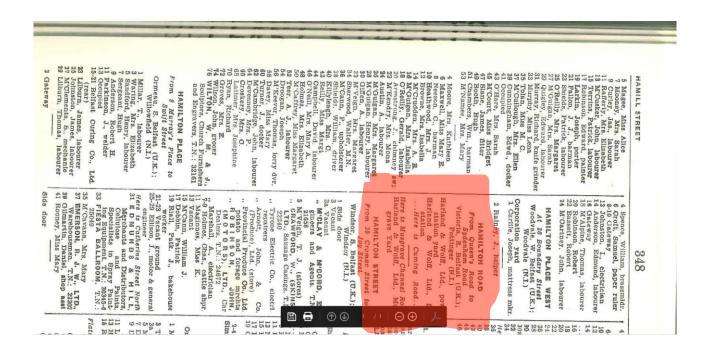
Rush-hour traffic leaving Queen's Island along Hamilton Road in 1954. The ships, Raeburn and Pontia, are in the Musgrave channel – now the site of the building dock.

Appendix 3 – 1902 Map Showing Hamilton Road





Appendix 4 – Extract from 1959 Belfast Street Directory





# Agenda Item 5b

## PEOPLE AND COMMUNITIES COMMITTEE



Subjec	ct: Proposal for dual language street signs				
Date:		8 <sup>th</sup> February, 2022			
Report	ting Officer:	Ian Harper, Building Control Manager			
Contac	ct Officer:	Roisin Adams, Business Coordinator			
		,			
Restric	cted Reports				
Is this report restricted?					
l I	f Yes, when will the	report become unrestricted?			
	After Committe	ee Decision			
After Committee Decision					
	Some time in t	he future			
	Never				
Call-in					
Is the d	decision eligible for	Call-in?	Yes	X N	o
1.0	Purpose of Repor	t or Summary of main Issues			
1.1	To consider an application for the erection of dual language street signs for an existing street				ing street
	within the City.				
2.0	Recommendation	s			
2.1	As at least two third	ds of the total numbers of persons surveyed in	the str	eet are in	favour of
	the proposal to erect a second street nameplate in Irish at Koram Ring, the Committee is			nmittee is	
	recommended to a	oprove the application.			
3.0	Main report				
	Key Issues				
3.1	The power for the 0	Council to consider applications to erect a seco	ond stre	et namepl	ate in a
	language other tha	n English is contained in Article 11 of the Loca	l Gover	nment	
	(Miscellaneous Pro	visions) (NI) Order 1995.			

3.2 Members are asked to consider the following application to erect a second street nameplate showing the name of the street expressed in a language other than English. The second language is Irish.

3.3

English Name	Non- English	Location	Applicant	Persons
	Name			surveyed
Koram Ring	Fáinne	Off Bearnagh	Councillor	28
	Mhullach	Drive, Bingnian	Séanna Walsh	
		Drive and Dart		
	Cothrom	Hill, BT11		

- The translation was authenticated by Queens University, the approved translator for Belfast City Council.
- In accordance with the Council's policy for the erection of dual language street signs surveys of all persons appearing on the Electoral Register plus owners or tenants in actual possession of commercial premises, for the above street were carried out and the following responses were received.

## 3.6 Koram Ring, BT11

- 22 occupiers (79%) were in favour of the erection of a second street nameplate
- 6 occupiers (21%) did not respond to the survey
- The Council's policy on the erection of a second street nameplate requires that at least two thirds (66.6%) of the occupiers surveyed must be in favour of the proposal to erect a second street sign in a language other than English.

#### Financial & Resource Implications

There is a cost of approximately £200 to cover the cost of the manufacturing and erection of the dual language street signs. The cost for these street signs has been allowed for in the current budget.

### Equality or Good Relations Implications/Rural Needs Assessment

There are no direct equality/rural needs implications.

## 4.0 Appendices – Documents Attached

None

3.9

# Agenda Item 5c

## PEOPLE AND COMMUNITIES COMMITTEE



Subjec	ot:	Update on education around responsible of	dog owners	ship	
Doto		9th Fabruary 2022			
Date:		8 <sup>th</sup> February 2022 Siobhan Toland, Director of City Services			
Report	ting Officer:	Lisa Caldwell, Head of Corporate Commun	nications		
11000	g •	Aoife Moody, City Protection Manager			
Contac	ct Officer:				
Restric	cted Reports				
Is this	report restricted?		Yes	N	<b>o</b> X
l 1	f Yes, when will the	e report become unrestricted?			
	After Committ	ee Decision			
After Council Decision		Decision			
Sometime in the future					
Never					
Call-in					
Is the d	decision eligible fo	r Call-in?	Yes	x N	lo
1.0	Purpose of Repo	rt or Summary of main Issues			
1.1	The purpose of this report is to provide an overview, as requested by Members, on the			n the	
	amount spent on advertising on the education of responsible dog ownership, which helps to			•	
	tackle the problem of dog fouling. The report also demonstrates the return on investment of				
	advertising and how it sits with operational support to educate, advise and regulate this				e tnis
	issue.				
2.0	Recommendation	ns			
2.1	The Committee is	asked to			
	Note the over	verview provided as requested.			
3.0	Main report	Main report			
3.1	Background				
	Up until the 2019/2	20 financial year the marketing budget for de	partment i	nitiatives	that
		and communication support was determine	•		

Neighbourhood Services. Following the marketing and communications structural review and related centralisation of spend in 2018, spend is now determined by the marketing and communications function in consultation with the business area/ department.

## 3.2 **Previous campaign spends**

17/18 - £108,300

18/19 - £57,680

19/20 - £25,000 (Jan 2020)

20/21 - £25,000 (Oct 2021)

## 3.3 Campaign objectives/strategy

The advertising objectives are to generate awareness and to tap into the need to act responsibly, as a dog owner, and to raise awareness of the fines related to enforcement. The key message is 'Pick up or pay up, dog wardens are patrolling your area' and to reduce the number of dog fouling incidents in our city and show our citizens that the council takes this issue seriously. We generally advertise in the winter months as there is an increase in dog fouling in the dark evenings and mornings.

### 3.4 Media placement

We use a combination of the following to deliver our messaging on dog fouling:

- Radio to reach a large audience quickly and deliver repetition of message
- Bus stops in residential areas and in close proximity to parks and schools, and ads outside newsagents to target dog walkers
- External bus advertising to give an on-street presence and build awareness
- Internal bus panels to target a captive commuter audience
- Online advertising to target people at home

Our advertising activity allows us to target all Belfast City Council residents during all aspects of their life – showing them that the council is addressing the dog fouling problem in their local area.

## 3.6 Research

Independent research undertaken by Cognisense in 2019 to evaluate the impact and awareness of the dog fouling campaign (17/18) reported a very low incidence of individuals admitting to having allowed their dog to foul in the last six months. 70% of those asked said

they had seen the campaign. The most prevalent area of recalled advertising was the "£80 fine". This level of ad recognition is well in excess of the relevant UK awareness norm.

Overall prompted awareness was greater than seen in the previous 2017 research.

External bus advertising was particularly prominently recalled (85%).

## 3.7 Results from October 21 campaign

We review all statistics during, and post campaign. We then feed findings into future planning.

- Bus externals 82% of Belfast adults saw our ad on average 3.4 times
- Bus internals 30,800 Belfast dog owners notice advertising inside a bus each week
- www.belfasttelegrpah.co.uk delivered 320,000 impressions and 423 clicks (click through rate of 0.13% much higher than UK average of 0.13%)
- Belfast Live and Daily Mirror online activity delivered 100,012 page impressions and 144 clicks (click through rate of 0.14%).
- Panels at bus stops and newsagents 73% of all adults in Belfast saw our ad on average 12.5 times.
- Facebook strong engagement rates
- In September 2021 there were 128 instances of illegal dog fouling incidents recorded (as part of the 5% random sampling of streets). In October 2021 this had decreased to 101 incidents a 22% decrease. (It should be noted that the second surveys for Central and City were not carried out due to illness in the section so this may have affected the figures recorded and may have contributed to the decrease in dog fouling incidents recorded).

## 3.9 Dog Warden Service & Fouling Fines

The Dog Warden Service operates from 08.00 hours to 20.00 hours seven days a week. The team consists of 12 dog wardens and 2 Supervisors. They work in teams of three, with two teams operating daily.

The service was impacted by COVID 19 restrictions but was partially recovered by August 2020 and has continued to resume activities in the intervening period.

- It should be noted that, as part of an overall transformation project across the City Services

  Department, management are conducting a resource analysis with the support of Human

  Resources and the Continuous Improvement teams which includes our Dog Warden Service.
- 3.12 With approximately 12,000 dogs in the Belfast City Council area, the Dog Warden's role incorporates many activities including:
  - Responding to service requests.
  - Investigation of complaints.
  - Investigation of dog attacks.
  - Detecting and dealing with straying or uncontrolled dogs.
  - Detecting and dealing with infringements of the legislation, including issuing notices.
  - Preparing investigation/evidence files and court attendance where necessary.
  - Detecting and dealing with dogs prescribed under the Dangerous Dogs (NI) Order 1991.
  - Collecting stray or unwanted dogs and taking them to the appropriate kennelling facility.
  - Making recommendations for enforcement action with regards to dog attacks and the imposition of control conditions.
  - Assessing conditions of dogs in our care, and dogs seen on properties and referring them to animal welfare where necessary.
  - Inspecting and making recommendations for the registration of breeding establishments and guard-dog kennels under the Welfare of Animals Act 2011.
  - Patrolling streets and public places.
- 3.13 To detect owners who let their dog foul in public places and don't pick up their mess, the dog wardens are deployed on routine proactive monitoring patrols. However, securing detections is challenging as in order to effect a prosecution we must witness an irresponsible dog owner in the act, which is unlikely. It is widely recognised that the problem of dog fouling cannot be addressed solely by enforcement intervention. It requires a three-pronged approach which recognises the need to encourage behavioural change, supported by enforcement and underpinned by a regular cleansing regime.
- In order to enhance the patrols undertaken by the Dog Wardens, the following operational arrangements have been reinstated:

- The Dog Warden Supervisor and the Dog Wardens will liaise with the Area OSSS management teams and other enforcement staff in their respective areas to discuss priority areas and hotspots.
- Scheduling of patrols most days at particular times has resumed in the last number of weeks, including early mornings and evenings when resources permit in response to complaints and/or information that identifies a 'hot spot'.

3.15 The table below indicates the level of enforcement activities relating to dog fouling offences within the last four years. Covid-19 restrictions have impacted the number of fixed penalty notices issued for dog fouling in the last two years for a number of reasons. The public health restrictions have impacted on staffing levels due to a number of officers having had to isolate due to contact with Covid or having tested positive for Covid. Due to concerns around contracting the virus, the teams had to approach individuals with caution and only where absolutely necessary. Also, the general public when approached were reluctant to engage and sometimes hostile, due to fear of infection.

Year	Total Number of Dog Fouling Fines
17-18	79
18-19	62
19-20	99
20-21	5
21-22YTD	15

# 3.16 Community Awareness Team

A summary of the Community Awareness Team (CAT) activities focused on responsible dog ownership is outlined below:

- The team has incorporated responsible dog ownership including dog fouling in all their school activity sessions.
- During the Covid recovery phase we are undertaking outdoor playground litter/ waste education sessions which includes dog fouling, in addition we have adapted our resources to be able to offer online workshops with schools.
- A supply of dog bags are regularly distributed to Community Centres for members
  of the public this is a resource that the public can avail of if they find themselves
  without a dog bag in the locality.

- This summer we offered litter game sessions to community centre based summer schemes. This included a dog fouling game to reinforce the dog fouling message and the consequences of noncompliance.
- We have worked with the Dogs Trust supporting them with their microchipping promotion sessions at community centres.
- We normally attend a number of community and parks events with our animation
   Scoop Dog, including Family Fun Days, Spring and Autumn Fair.
- We launched the Green Dog Walkers project in Belfast. On signing, individuals
  pledge to commit to the principles of good dog ownership.
- We work with our Dog Wardens Service to ensure compliance with licensing requirements which has resulted in a number of unlicensed dogs being identified.
- We delivered the pilot dog fouling stencilling project in the parks.



#### Other initiatives

- 3.17 As part of our campaign monitoring, Corporate Communications review all social media comments and feed back to the department with information on parks and streets where dog fouling is a problem. One of the reoccurring messages was that the public did not see dog wardens on our streets. Dog wardens patrol in Belfast City Council marked vans, however at times they need to be discreet to enable them to detect offences. Therefore, we designed magnetic panels for their vans which can be attached when commuting from area to area and removed when required.
- 3.18 There has also been a high level of messages on social media about dog fouling within our parks. To tackle this issue dog fouling related stencils were placed in 19 of our parks in the summer months.



3.19 Whilst we recognise that marketing and communications alone does not eliminate and dramatically reducing dog fouling, what it does do is reinforce a message which needs high levels of awareness in order to try and influence behavioural change. As per the research results mentioned above, our campaigns perform well in terms of advertising recall and reach the intended audience. We also work closely with the department to determine "hot spot" areas which see high levels of dog fouling incidents and as such we are then able to target our messaging and advertising within these areas using the appropriate channels to do so. As dog fouling is a behavioural trait it is vitally important that we continue to generate awareness of the issue and the consequences via ongoing marketing and communication support.

## Financial & Resource Implications

3.20 There are no additional financial implications associated with this report.

## **Equality or Good Relations Implications/Rural Needs Assessment**

3.21 There are no implications associated with this report.

## 4.0 Appendices – Documents Attached

None



# Agenda Item 5d

## PEOPLE AND COMMUNITIES COMMITTEE



Subject: Update on the Reference Group on Older People		ople			
Date:	8 <sup>th</sup> February 2022				
Reporting Officer:	Siobhan Toland, Director of City and Neighbourhood Services				
Contact Officer:	Kelly Gilliland, Neighbourhood Manager Margaret Higgins, Lead Officer, Community Provision				
Restricted Reports					
Is this report restricted?					
If Yes, when will the report become unrestricted?					
After Committee Decision					
After Council I	Decision				
Some time in the future					
Never					
Call-in					
Is the decision eligible for Call-in?					
1.0 Purpose of Repor	t or Summary of main Issues				
1.0 Fulpose of Repor	tor Summary or main issues				
1.1 The purpose of this	The purpose of this report is to report to committee on the key issues discussed at the				
Reference Group of	Reference Group on Older People Meeting held on 24th January 2022.				
2.0 Recommendation	Recommendations				
2.1 The Committee is a	asked to:				
	asked to: e minutes and the recommendations from the F	Reference Group on			
Approve th		Reference Group on			
Approve th	e minutes and the recommendations from the F	Reference Group on			
Approve the Older Peop	e minutes and the recommendations from the F	Reference Group on			
Approve the Older Peop  3.0 Main report  Key Issues	e minutes and the recommendations from the F				

3.2	The minutes from the Reference Group on Older People are brought before the Committee for approval.
	is opposite
3.3	The key issues discussed at the 24 <sup>th</sup> January 2022 meeting were:
	Update on Age-friendly Belfast
3.4	There was a presentation on the activities and events during the last few months including development of the new Age-friendly Belfast Plan, the work of the Greater Belfast Seniors Forum, The Age-friendly Belfast Convention 2021 and Positive Ageing Month 2021. The recently launched Health and Wellbeing information & support for seniors in the community produced jointly with the Belfast Health and Social Care Trust was highlighted along with the Age-friendly Belfast 2022 Calendar.
	Update on Older Volunteers Celebration 2021
3.5	Members were informed on the success of the virtual Age-friendly Belfast Older Volunteers Celebration Event held in December 2021 and the work of older volunteers across the City.
3.6	Safe Seniors Packs  Members were updated on the Safe Seniors Packs produced by Police and Community Safety Partnership, with Age-friendly Belfast and The Public Health Agency, the packs have been distributed to older people across the city by a variety of means.
	Financial & Resource Implications
3.7	All events and activities are met within existing resources.
	Equality or Good Relations Implications/Rural Needs Assessment
3.8	There are currently no equality or good relation implications in relation to this report.
4.0	Appendices – Documents Attached
	Appendix 1 - Minutes of Reference Group on Older People Meeting held on 24 <sup>th</sup> January 2022

## Reference Group on Older People

Monday, 24th January, 2022

# MINUTES OF THE MEETING OF THE REFERENCE GROUP ON OLDER PEOPLE

Members present: Alderman Copeland (Chairperson); and

Councillors McMullan and Smyth.

In attendance: Mrs. S. Toland, Director of City Services;

Mrs. G. McEvoy, Senior Environmental Health Officer; Ms. M. Higgins, Lead Officer- Community Provision; Mrs. E. Greer, Senior Project Development Officer; Ms. T. Mawhinney, Community Development Officer and

Mr. G. Graham, Democratic Services Assistant.

### **Apologies**

An apology for inability to attend was reported from Councillor McCabe.

### **Minutes**

The minutes of the meeting of 13th September, 2021 were taken as read and signed as correct.

#### **Declarations of Interest**

No declarations of Interest were reported.

#### **Update on Age-friendly Belfast**

The Senior Environmental Health Officer provided the Reference Group with an update on the progress made to develop the new Age-friendly Action Plan. She stated that consultants had been appointed to assist with the consultation process for the new Age-friendly Belfast Plan 2022 - 2025

The Senior Environmental Health Officer highlighted the success associated with the publication of the Health and Well-Being information and support for seniors in the community publication, stating that many of the topics contained therein had been influenced by the Greater Belfast Seniors' Forum. The Members were informed that the publication of City Matters had been a major source of information for older people and, in particular, for those individuals with no access to alternative means of communication.

The Reference Group was informed that the Greater Belfast Seniors' Forum had continued to meet, in virtual format, throughout the pandemic. The Senior Environmental Health Officer highlighted the contribution made by older people in regard to the Belfast Stories project and other consultations. She referred to some of the issues raised by them, including transport and personal safety and reported on the enthusiasm demonstrated by them on being

invited to participate in the consultation process, as a means to inform and influence government policy.

The Senior Environmental Health Officer reminder the Members that the Belfast Safer Homes project was now operating again, post-pandemic, and that information had been distributed on measures to stay warm during the winter months and which included the distribution of winter warmth packs and the provision of advice and guidance on energy efficiency. The Members were informed that an Age-friendly convention had taken place in October 2021, within Covid guidance restrictions. She reported that sixty older people had attended the event which had been attended by the Chairperson of the Reference Group.

The Senior Environmental Health Officer provided information on a range of additional events which had been held over Positive Ageing month, including a Silver Sunday event, IT workshops, cookery demonstrations and a number of outdoor activities.

The Members noted the information provided and thanked the staff who had continued to provide a range of support measures for older people, under challenging circumstances, as a result of Covid-19 pandemic.

## <u>Update on Older Volunteers Celebration 2021</u>

The Community Development Officer provided the Reference Group with background information on the establishment of the Older Volunteer Awards, which had commenced in 2011, and which were subsequently suspended in 2020, due to the Covid-19 pandemic. In order to recognise the contribution of older volunteers, she reported that a decision had been taken to organise and distribute a series of older volunteer videos with agreement that the celebration event should be held virtually to comply with covid restrictions.

The Members were informed that the celebration event had been a considerable success and had been promoted through a range of organisations including community centres, the G6 and Volunteer Now. The Reference Group were provided with an overview of the content within the events which comprised, amongst other things, music and a quiz which had proved popular with the participants. The Members were provided with a number of videos produced by volunteers and which highlighted the diverse range of their volunteering initiatives.

The Reference Group noted the information provided and praised the sacrifice and contribution made by older volunteers, including the benefits to society of their invaluable work.

#### Safe Seniors Packs

The Senior Environmental Health Officer provided the Reference Group with an update on the co-funding and distribution of the seniors' packs of which it was reported that fifteen thousand has been distributed to date. She stated that the packs had been well received generally and that partnerships, between the Council and other co-funder organisations, including the Police and Community Safety Partnership, had been strengthened as a result of the cooperative working arrangements.

The Chairperson, on behalf of the Reference Group, paid tribute to the work undertaken by officers to engage and support older people through the pandemic. She requested information on the criteria to participate in the Winter Warmth scheme and was informed that details of the criteria and application process to access the scheme would be circulated to the Members.

The Chairperson stated that the Age-friendly convention had been a great success, despite the restrictions preventing face to face interactions, created by the Covid-19 pandemic. In response to a question from a Member in regard to ensuring that the Age-friendly programme encouraged greater participation from minority ethnic groups, the Senior Project Development Officer stated that links had been established with Chinese older peoples' groups. She confirmed that there existed opportunities to engage further with underrepresented ethic minority groups, including representatives from the African and Syrian communities.

A Member raised an issue in regard to the incorporation of climate change into the agenda for older people. In response, the Senior Environmental Health Officer acknowledged that climate change and the views of older people had not been given sufficient status and that work needed to be undertaken to address that deficiency. The Senior Project Development Officer suggested that it might be possible to address the concerns of the Member, by the inclusion of older people and climate change within the new Age-friendly plan.

Noted.

## **Date of Next Meeting**

The Reference Group that its next meeting be held on Monday, 25th April 2022 at 12.30 p.m.

Chairperson

