

FOI Reference Number: FOI/394/1819

Date: 19 December 2018

Request:

Under the Freedom of Information Act, I would like to request details of the fines issued for dog fouling, and council advertising campaigns against dog fouling.

Please disclose the following for each year from 2015 to present:

1. The number of fines issued for dog fouling; the cost of a single fine; and the overall cost of the fines.
2. The amount spent on council advertising (e.g. billboards, newspaper ads, posters, online, etc) warning against dog fouling; and please provide a brief description of what the ad campaign entailed.

Response:

Thank you for your information request which Mid and East Antrim Borough Council received on 23 November 2018.

Please find below, Mid and East Antrim Borough Council's response to the information you requested in relation to dog fouling.

1. The number of fines issued for dog fouling; the cost of a single fine; and the overall cost of the fines.

01-04-2015 to 31-03-2016 Total of 6 FP issued

01-04-2016 to 31-03-2017 Total of 21 FP issued

01-04-2017 to 31-03-2018 Total of 21 FP issued

The cost of a single dog fouling Fixed Penalty Notice is £80. If paid within 10 days this reduces to £50. If paid before 14 days the fee is £80.

From 01-04-2015 to 17.12.2018 the following FP notices for fouling were issued:

34-Fixed Penalty noticed issued.

30 paid at the discounted rate of £50 = £1500

4 paid at the higher rate of £80 = £320

Total income from dog fouling fixed penalty notices £1,820

2. The amount spent on council advertising (e.g. billboards, newspaper ads, posters, online, etc) warning against dog fouling; and please provide a brief description of what the ad campaign entailed.

Green Dog Walkers Campaign July 2017 to date:

Green Dog Walkers licence (paid so we can use the imagery from the scheme in any marketing collateral) and merchandise including T-shirts, collars, leads, poo bags, t-shirts: £420

Press photographer: £70

Pop-ups for events and press pictures: 3 x £89 = £267

Selfie Boards x 3: £126

Total: £883

If you are dissatisfied with the handling of part of your request, you have the right to ask for an internal review. Internal review requests should be submitted within two months of the date of receipt of the response to your original letter and should be addressed to the Chief Executive at the Braid Ballymena Town Hall, 1-29 Bridge Street, Ballymena, BT43 5EJ.

Please remember to quote the reference number FOI/394/1819 in any future communications.

If you are not content with the outcome of an internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

Please be advised that Mid and East Antrim Borough Council may release the response to this information request into the public domain via our website at <https://www.midandeantrim.gov.uk/>.

If we publish our response to your request, your personal data will be removed to protect your privacy.