

### Council-generated Media Coverage

From October, 2009 – February, 2010 55 press releases directly related to the work of the Department were issued.

We have been working with the Belfast Telegraph on its *Big Cleanup* campaign which is aimed at cleaning up litter/dumping 'hotspots' in Belfast and beyond. As part of that, there have been a number of positive articles on our community cleanups, and the work of our community awareness team i.e. '*Captain Cleanup*' roadshow and the '*Write up Your Street*' competition, for which Lord Mayor hosted a reception in the parlour for the winning schools. There was also some coverage of the *Cleansing Exhibition* in City Hall.

The Christmas '*Get Home Safe*' campaign again attracted a lot of positive publicity and it provided a good opportunity to highlight the council's other work in community safety including our training for bar staff and '*Off-Limits*' training for off-licence staff which is aimed at tackling underage sales of alcohol and binge drinking. The work of the Community Safety Wardens continues to attract positive media coverage, particularly in local newspapers.

Our '*Waste – it's not rubbish*' campaign is ongoing with new initiatives underway including a recycling competition for students living in the university area. Victoria Square are sponsors of the council competition, providing a £6,000 total prize fund. The launch of the campaign earlier this year received very positive coverage in the media and we are hoping the campaign itself will be a success, driving up recycling rates in this area of the city, and therefore affording us another opportunity to send out a positive message on recycling and waste management.

The waste message is still being showcased on Metro service buses in the greater Belfast area. From 1<sup>st</sup> March, you can put food waste in your brown bins and we have been doing some PR and communications in City Matters and on the website to raise awareness about this and explain any new arrangements on bin collections etc. The '*Stitch and Style*' events have also continued to generate positive Press.

The Building Control conference held in the Hilton at the end of last year was an extremely successful event and generated a lot of media interest. We are also currently working on a campaign to raise awareness about Energy Performance Certificates as Belfast City Council is the lead body in the pilot programme for all district councils and in enforcing the new legislation.

We are also continuing to proactively highlight our prosecutions in terms of food safety, underage cigarette sales, on-street drinking, littering and dog fines.

Other successful initiatives during this period have been:

- Chinese Masterchef event as part of Chinese New Year celebrations at St George's Market;
- an awareness campaign to raise health and safety concerns about illegal tattooists;
- launch of Young People's Awards (award ceremony is being held in Waterfront at end of March).

## **Statistics**

Between October, 2009 and February 2010, there were 140 press enquiries directly related to the work of the Department. This accounts for just over a quarter (26%) of the total number of enquiries dealt with by the Media Relations team for the same period.

## **Other coverage**

There has been quite a bit of coverage on dog fouling, particularly in our Parks and we are hoping to do something positive on our dog wardens on bikes initiative.

The Halloween celebrations and our Wardens deployment in the Holylands was covered, as was the installation of CCTV in the Holylands.