

**Meeting of:** The Cabinet

**Date** 14<sup>th</sup> May 2025

**Time:** 6.30pm

**Venue:** Council Chamber, The Business Centre, Futures Park, Bacup, OL13 0BB



The meeting will also be live streamed at the following link:

<https://www.youtube.com/channel/UCrLsMDOP7AYxik5pNP0gTIA/streams>

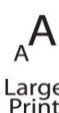
**Supported by:** Glenda Ashton, Committee and Member Services officer Tel: 01706 252423

Email: [democracy@rossendalebc.gov.uk](mailto:democracy@rossendalebc.gov.uk)

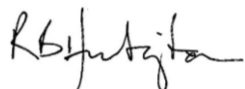
ITEM	Lead Member/Contact Officer	
A.	BUSINESS MATTERS	
A1.	Apologies for Absence	Clare Birtwistle, Monitoring Officer 01706 252438 <a href="mailto:clarebirtwistle@rossendalebc.gov.uk">clarebirtwistle@rossendalebc.gov.uk</a>
A2.	Minutes of the last meeting To approve and sign as a correct record the Minutes of the meeting held on 19 <sup>th</sup> March 2025.	
A3.	Urgent Items of Business To note any items which the Chair has agreed to add to the Agenda on the grounds of urgency.	
A4.	Declarations of Interest <i>Members are advised to contact the Monitoring Officer in advance of the meeting to seek advice on interest issues if necessary.</i>  Members are requested to indicate at this stage, any items on the agenda in which they intend to declare an interest. Members are reminded that, in accordance with the Local Government Act 2000 and the Council's Code of Conduct, they must declare the nature of any personal interest and, if the interest is prejudicial, withdraw from the meeting during consideration of the item.	
B.	COMMUNITY ENGAGEMENT	
B1.	Public Question Time Members of the public can register their question by contacting the Committee Officer. Groups with similar questions are advised to appoint and register a spokesperson.  This is an opportunity to ask a question about	Glenda Ashton, Committee and Member Services Officer, 01706 252423 <a href="mailto:glendaashton@rossendalebc.gov.uk">glendaashton@rossendalebc.gov.uk</a>

The agenda and reports are also available for inspection on the Council's website <https://www.rossendale.gov.uk/>. Other formats are available on request. Tel 01706 217777 or contact Rossendale Borough Council, Futures Park, Bacup, OL13 0BB

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ITEM	Lead Member/Contact Officer	
	an agenda matter which the Council may be able to assist with. A time limit applies for each question and you are only able to address the meeting once. Please begin by giving your name and state whether you are speaking as an individual member of the public or as a representative of a group. (Question time normally lasts up to 30 minutes).	Questions can be submitted in advance of the meeting to <a href="mailto:democracy@rossendalebc.gov.uk">democracy@rossendalebc.gov.uk</a> in line with the Cabinet speaking procedure
<b>C.</b>	<b>CHAIR'S UPDATE</b>	
<b>C1.</b>	Update from the Overview & Scrutiny Committee	Councillor A Barnes
<b>D.</b>	<b>KEY DECISIONS</b>	
<b>D1.</b>	Dog Control Public Space Protection Orders	Councillor Lythgoe/Rob Huntington Chief Executive <a href="mailto:robhuntington@rossendalebc.gov.uk">robhuntington@rossendalebc.gov.uk</a>
<b>D2.</b>	Acceptance and deployment of the Holiday Activities and Food Programme funding and its use to commission Rossendale Leisure Trust to deliver the programme as an extension to existing arrangements	Councillor Walmsley/Chris Warren Director of Resources <a href="mailto:chriswarren@rossendalebc.gov.uk">chriswarren@rossendalebc.gov.uk</a>
<b>E.</b>	<b>NON-KEY DECISIONS</b>	
<b>E1.</b>	Communications Strategy 2025-2029 and Annual Action Plan Update	Councillor Lythgoe/Clare Law Head of People and Policy <a href="mailto:clarelaw@rossendalebc.gov.uk">clarelaw@rossendalebc.gov.uk</a>



**Rob Huntington**  
**Chief Executive**

**Date Published:** 6<sup>th</sup> May 2025

**MINUTES OF: THE CABINET**

**Date of Meeting: Wednesday 19<sup>th</sup> March 2025**

**Present: Councillor A Barnes (Chair)**  
**Councillors Harris, Lythgoe, McInnes and Walmsley**

**Rob Huntington, Chief Executive**  
**David Smurthwaite, Director of Economic Development**  
**Chris Warren, Director of Resources, s151 Officer**  
**Clare Birtwistle, Head of Legal, Monitoring Officer**  
**Clare Law, Head of People and Policy**  
**Kimberly Haworth, Head of Financial Services**  
**Ian Walker, Service Assurance Team Leader**

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**1. APOLOGIES FOR ABSENCE**

There were no apologies for absence.

**2. MINUTES OF THE LAST MEETING**

**Resolved:**

The minutes of the meeting held on 12<sup>th</sup> February 2025 were agreed as a correct record.

**3. URGENT ITEMS OF BUSINESS**

There were no urgent items.

**4. DECLARATIONS OF INTEREST**

Councillor A Barnes declared an interest in item 8 as she was employed by Homewise.

Councillor McInnes declared an interest in item 8 as she is a member on the Health and Wellbeing Board representing East Lancashire.

**5. PUBLIC QUESTION TIME**

No written questions had been received.

**6. UPDATE FROM THE CHAIR OF THE OVERVIEW & SCRUTINY COMMITTEE**

The Overview & Scrutiny Committee had not met since the last meeting.

**7. RISK MANAGEMENT STRATEGY**

The Lead Member for Resources outlined the report which asked Cabinet to approve the strategy and to delegate minor amendments to the Director of Resources in conjunction with the Chair of the Audit & Accounts Committee. They were also asked to approve annual refresher Risk Management training for officers and members and that existing training incorporates Risk Management.

Cabinet was invited to comment on the report:

- Training for officers and members was welcomed and officers were thanked for their work on the strategy.

**Resolved:**

1. Cabinet approved the updated Risk Management Strategy for adoption.
2. Cabinet delegated to the Director of Resources in conjunction with the Chair of the Audit and Accounts Committee the ability to amend the documents to finalise the presentation and any minor amendments as necessary.
3. Cabinet approved annual refresher Risk Management training for officers and members and that existing training incorporated Risk Management.

**Reason for Decision:**

Strong Risk Management is a key pillar of appropriate Corporate Governance and follows CIPFA/IFAC International Framework: Good Governance in the Public Sector having a robust and up to date strategy is a feature in embedding risk management with a well-managed organisation.

**Alternative Options Considered:**

None.

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**Councillors Barnes and McInnes left the meeting**

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**8. DISABLED FACILITIES GRANT UNDERSPEND AND UPDATE**

The Lead Member for Resources outlined the report which asked Cabinet to approve amendments to the policy and to approve the proposed investment plan. Cabinet were asked to delegate authority to the relevant Director and Lead Member to allocate underspent funds to projects that would benefit the wider community.

An amendment to recommendation one was outlined, to include the Director of Resources in the delegation and to clarify that the relevant Lead Member would be the Lead Member for Resources.

Cabinet was invited to comment on the report:

- The recommendations would ensure maximum benefits for more people in town centres and had long term benefits.

**Resolved:**

1. Once approval for relevant projects had been obtained from the Health and Wellbeing Board, Cabinet delegated authority to the Director of Economic Development and Director of Resources in conjunction with the Lead Member for Resources to allocate unspent Disabled Facilities Grant funds to support Social Care Capital projects that provided wider community benefits.
2. Approved an amendment to the Housing Assistance Policy to formally include Social Care Capital Projects.
3. Approved the proposed Disabled Facilities Grant investment plan.

**Reason for Decision:**

Approving the Council's strategy to reallocate underspent Disabled Facilities Grant funds would improve accessibility and support integrated community projects in Rossendale.

To amend the Housing Assistance Policy to align with the approvals herein.

**Alternative Options Considered:**

None.

**9. VALLEY PLAN UPDATE REPORT 2025/26**

The Lead member for Environment and Corporate Services outlined the report which asked Cabinet to consider the plan and propose amendments prior to formal approval and adoption by Full Council.

The following comments were made and updates provided:

- Officers were thanked for their work.
- The Plan recognised the achievements that the Council delivers which was generally appreciated by residents.
- An illustrator had been commissioned to deliver a roadmap so some of the graphics in the Plan may change.

**Resolved:**

1. Cabinet discussed the Council's proposed Valley Plan 2025-29.
2. Cabinet recommended the Valley Plan 2025-29 for formal approval and adoption by Full Council.

**Reason for Decision:**

By approving the proposed Valley Plan, Cabinet are outlining the Council's priorities for the next four years to address any issues and opportunities to make Rossendale a better place to live, work, and invest.

**Alternative Options Considered:**

None.

**10. FINANCIAL MONITORING REPORT QUARTER 3 2024/25**

The Lead member for Resources outlined the report which asked Cabinet to note the contents of the report.

The following comments were made and updates provided:

- Officers were thanked for their work at a challenging time of year alongside budget setting.
- An update was provided on the purchase of properties for temporary accommodation.
- An update was provided on the sale of public conveniences.

**Resolved:**

1. Cabinet noted the content of the Quarter 3 financial monitoring report.

**Reason for Decision:**

To note the report.

**Alternative Options Considered:**

None.

**11. PERFORMANCE MANAGEMENT REPORT QUARTER 3 2024/25**

The Lead member for Environment and Corporate Services outlined the report which asked Cabinet to consider and note the Council's performance during Quarter 3 of 2024/25.

The following comments were made and clarifications provided:

- Officers and members of the Overview and Scrutiny Committee were thanked.
- Work was taking place in relation to sickness absence.
- The new Risk Matrix will be utilised for 2025/26.
- The appointment of a Technical Support Officer would assist the red RAG rating in relation to Disabled Facilities Grants.

**Resolved:**

1. Cabinet considered and noted the Council's performance during Quarter 3 of 2024-25 as detailed in the report and appendix.

**Reason for Decision:**

Monitoring the Council's performance will enable Cabinet to identify and consider any service actions, projects, performance measures, or corporate risks requiring further action.

**Alternative Options Considered:**

None.

**10. EXCLUSION OF PUBLIC AND PRESS**

**Resolved:**

That public and press be excluded from the following item of business under Section 100 (A)(4) of the Local Government Act 1972 since the item involved the likely disclosure of exempt information under Part 1 Paragraph 3 and 5 of Schedule 12A to the Local Government Act 1972.

**11. COUNCIL TAX, NON-DOMESTIC RATE & HOUSING BENEFIT OVERPAYMENT WRITE-OFFS**

The Lead Member for Resources outlined the report.

Cabinet commented on the report.

**Resolved:**

1. Cabinet approved the recommendations in the report.

**Reason for Decision:**

It is prudent practice to clear any debts from the ledgers which are now deemed to be irrecoverable.

**Alternative Options Considered:**

None.

**The meeting concluded at 7.08pm**

\_\_\_\_\_ CHAIR \_\_\_\_\_ DATE

<b>Subject:</b>	Dog Control Public Space Protection Orders	<b>Status:</b>	For Publication
<b>Report to:</b>	Cabinet	<b>Date:</b>	14 <sup>th</sup> May 2025
<b>Report of:</b>	Public Protection Manger	<b>Lead Member:</b>	Environment & Corporate Services
<b>Key Decision:</b>	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
<b>Equality Impact Assessment:</b>	Required:	No	Attached: No
<b>Biodiversity Impact Assessment:</b>	Required:	No	Attached: No
<b>Contact Officer:</b>	Susan Chadwick	<b>Telephone:</b>	01706 238 648
<b>Email:</b>	susanchadwick@rossendalebc.gov.uk		

## 1. RECOMMENDATIONS

- 1.1 That the attached Public Spaces Protection Order (PSPO) as amended be formally varied and extended for a further 3-year period subject to paragraph 1.2 under Section 59 of the Anti-Social Behaviour, Crime and Policing Act 2014.
- 1.2 That members determine whether they wish to retain the existing maximum number of dogs that can be exercised at any one time (5) or whether they wish to reduce this number to that proposed (4).

## 2. EXECUTIVE SUMMARY

- The draft Public Spaces Protection Orders relating to dog control as attached, consolidates 6 current orders into one Order.
- The draft Order may be cited as Dog Control Orders.
- The draft PSPO proposes that the maximum number of dogs that may be exercised at any one time by a person is reduced from 5 to 4.
- The draft PSPO does not propose any other amendments to the existing Order.

## 3. BACKGROUND

- 3.1 The Anti-Social Behaviour, Crime and Policing Act 2014 introduced a variety of powers for local authorities to deal with anti-social behaviour including Public Spaces Protection Orders (PSPO's).
- 3.2 These are intended to deal with a particular nuisance or problem in a particular area that is detrimental to the local community's quality of life by imposing conditions on the use of that area that apply to everyone.
- 3.3 They are designed to make public spaces more welcoming to the majority of law-abiding people and communities.
- 3.4 The current Orders came into force on 19<sup>th</sup> August 2019 and were varied and extended on 18<sup>th</sup> August 2022.

## 4. DETAILS

- 4.1 The draft PSPO seeks to consolidate the existing orders into one PSPO which may be cited as Dog Control Order.
- 4.2 The draft PSPO does not propose amendments other than the amendment of the maximum number of dogs that can be exercised at any one time.

- 4.3 A 3-week consultation was conducted and residents were urged to provide their feedback on the draft order which is appended at **Appendix A**.
- 4.4 A summary of the consultation responses is appended at **Appendix B**.
- 4.5 Littering and dog-fouling was previously enforced by a third party and that partnership was very successful. The contract was in the main for the enforcement of litter and there was a significant reduction in the number of tickets issued once word spread of enforcement action taking place. This contract ended in March 2023. It is anticipated that the same scenario would play out if another third party were given powers to enforce the PSPO for dog control requirement and this is currently being explored.
- 4.6 The draft PSPO proposes that in line with the recommendations from the Professional Dog Walker's Association (**Appendix C**) and RSPCA guidance, page 10 (**Appendix D**), the maximum number of dogs that may be exercised at any one time be reduced from 5 to 4.
- 4.7 Dog walkers walking dogs in groups as a business argue that this reduction (and even the original limit) is negatively restrictive on their business and has cost implications for them. They argue that they are properly trained and undertake necessary assessments prior to exercising groups of dogs and therefore do not pose a risk to the general public or themselves. They also highlight that they hold the necessary insurance for the activity and walk the number of dogs permitted in that insurance policy.
- 4.8 Professional partners worry about pack mentality which can very quickly set in and also worry about the practical ability of a dog walker to control 5 or more dogs once an incident begins. They also express concerns about how the dog walker can clean up after a dog and control 5 or more dogs at the same time.
- 4.9 Dog walkers as a profession are not currently regulated and there is therefore no standard that can be applied in order to assess someone's suitability to exercise dogs in a group and no legislative tools to monitor their suitability. Many have called upon Government to introduce a licensing regime for the profession and this move would be welcomed by individuals, professional partners and the wider public.
- 4.10 Members should consider whether they wish to reduce the maximum number down from 5 to 4.

## **5. RISK**

- 5.1 Dog control issues are a key concern for residents and the PSPO provides a tool with which matters can be dealt with. There is a risk of these issues becoming overwhelming if the PSPO is not extended, with or without the proposed amendment.
- 5.2 The PSPO and enforcement therefore will mitigate this risk.

## **6. FINANCE**

- 6.1 Any financial implications arising will be contained within existing budget resources.

## **7. LEGAL**

- 7.1 Section 60 of the Anti-Social Behaviour, Crime and Policing Act 2014 states that a PSPO may not have effect for a period of more than 3 years, unless extended. Before the time when an Order is due to expire, the Council may extend the period for which it has effect if satisfied on reasonable grounds that doing so is necessary to prevent:
- a) Occurrence or recurrence after that time of the activities identified in the order, or
  - b) An increase in the frequency or seriousness of those activities after that time.

An extension under this section may not be for a period of more than 3 years.



7.2 If the Order is not extended, they will lapse on 18<sup>th</sup> August 2025 which would be detrimental to the ongoing education and enforcement of dog control in the Borough.

## **8. POLICY AND EQUALITIES IMPLICATIONS**

8.1 The recommendations of this report have no particular impact on any of the protected Equalities groups. It does not introduce a new service or policy requiring an accompanying EIA.

## **9. REASON FOR DECISION**

9.1 In light of the continued support received in the recent consultation, it is recommended that Cabinet approve the variation of the Order and its extension for a period of 3 years. This will allow the continuation of our effective enforcement of responsible dog ownership.

<b>Background Papers</b>	
<b>Document</b>	<b>Place of Inspection</b>
Appendix A – Draft PSPO	Attached
Appendix B – Consultation Summary	Attached
Appendix C – Professional Dog Walker’s Association Document	Attached
Appendix D – RSPCA dog walker’s guide	Attached

# Public Spaces Protection Order Dog Control



## Anti-Social Behaviour, Crime and Policing Act 2014

### The Order

Rossendale Borough Council ("the Council") in exercise of the powers conferred on it by Section 59 of the Anti-Social Behaviour, Crime and Policing Act 2014 makes the following order.

This order may be cited as the **Rossendale Borough Council Public Spaces Protection Order (Dog Control) Order** and for the purposes of any enforcement proceedings, Notices, documents or correspondence, the short title of **Dog Control Orders** may be given. This Order consolidates the Orders previously cited as 'Means to Pick Up Dog Faeces', 'Dogs on Leads', 'Dogs Exclusion', 'Dogs on Leads by Direction', 'Maximum Number of Dogs', and 'Dog Fouling of Land'. This order came into force on 19<sup>th</sup> August 2019, was extended on 18<sup>th</sup> August 2022 and was varied and extended for a further 3 years from **(date to be confirmed)**.

### Interpretation

In this order, "an authorised officer of the Authority" means an employee of the Authority or any other person who is authorised in writing by the authority for the purposes of giving direction under this Order.

"Authority" means Rossendale Borough Council.

"The Council" means Rossendale Borough Council.

A person who habitually has a dog in his possession shall be taken to be in charge of the dog at any time unless at that time some other person is in charge of the dog.

Any reference in this Order and Schedules to "prescribed charity" shall mean any of the following charities:

The Guide Dogs for the Blind Association	Registered charity number: 209617
Dogs for the Disabled	Registered charity number: 700454
Support Dogs Limited	Registered charity number: 1088281
Canine Partners for Independence	Registered charity number: 803680
Dog Assistance in Disability	Registered charity number: 1178719
Dogs for Good	Registered charity number: 1092960
Hearing Dogs for Deaf People	Registered charity number: 293358

The offences detailed at Sections 1 and 2 of the Order shall not apply to a person who:

- Registered as a blind person in a register compiled under Section 29 of the National Assistance Act 1948, or

- b) Has a disability which affects his mobility, manual dexterity, physical co-ordination or ability to lift, carry or otherwise move everyday objects, in respect of a dog trainee by a prescribed charity and upon which he relies for assistance.

## **Offences**

### **Section 1 - Dog Fouling of Land**

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- 1) If a dog defecates at any time on land specified in Schedule 1 and a person who is in charge of the dog at that time fails to remove the faeces from the land forthwith, that person shall be guilty of an offence unless:
  - a. The person has a reasonable excuse for failing to do so, or
  - b. The owner, occupier or other person or authority having control of the land has consented (generally or specifically) to his failing to do so.
- 2) For the purposes of this offence:
  - a. Placing the faeces in a receptacle on the land which is provided for the purpose, or for the disposal of waste, shall be a sufficient removal from the land,
  - b. Being unaware of the defecation (whether by reason of not being in the vicinity or otherwise), or not having a device for or other suitable means of removing the faeces shall not be a reasonable excuse for failing to remove the faeces

### **Section 2 – Means to Pick Up Dog Faeces**

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- 3) A person in charge of a dog on land specified in Schedule 1 shall be guilty of an offence, if at any time, he/she does not comply with a direction given to him by an Authorised Officer of the Council to produce a device for or other suitable means of removing dog faeces and transporting it to a bin (whether or not the dog has defecated) unless:
  - a. That person has a reasonable excuse for failing to do so

### **Section 3 – Maximum Number of Dogs**

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- 4) A person in charge of a dog on land specified in Schedule 1 shall be guilty of an offence, if, at any time, he/she has under their control more than 4 dogs, unless:
  - a. That person has a reasonable excuse for failing to do so

### **Section 4 – Dogs on Leads by Direction**

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- 5) A person in charge of a dog shall be guilty of an offence, if, at any time, on land specified in Schedule 1, he does not comply with a direction given to him by an authorised officer of the Authority to put and keep the dog on a lead of not more than 2 metres in length, unless:
  - a. He has reasonable excuse for failing to do so, or
  - b. The owner, occupier or other person or authority having control of the land has consented (generally or specifically) to his failing to do so.
- 6) For the purposes of this offence:
  - a. An authorised officer of the Authority may only give a direction under this Order to put and keep a dog on a lead if such restraint is reasonably necessary to prevent

a nuisance or behaviour by the dog likely to cause annoyance or disturbance to any other person (on any land specified in Schedule 1) or the worrying or disturbance of any animal or bird.

## **Section 5 – Dogs on Leads**

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- 7) A person in charge of a dog shall be guilty of an offence, if, at any time, on land specified in Schedule 2, he does not keep the dog on a lead of not more than 2 metres in length, unless:
- a. He has reasonable excuse for failing to do so, or
  - b. The owner, occupier or other person or authority having control of the land has consented (generally or specifically) to his failing to do so.

## **Section 6 – Dogs Exclusion**

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- 8) A person in charge of a dog shall be guilty of an offence, if, at any time, on land specified in Schedule 3, he takes the dog on to, or permits the dog to enter or to remain on land specified in Schedule 2 unless:
- a. He has reasonable excuse for failing to do so, or
  - b. The owner, occupier or other person or authority having control of the land has consented (generally or specifically) to his failing to do so.
- 9) Nothing in this offence applies to a person who:
- a. Is deaf, in respect of a dog trained by Hearing Dogs for deaf people (registered charity number 293358) and upon which he relies for assistance.

## **Section 7 – Requirement to provide identity details**

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- 10) Any person who appears to a duly authorised officer of the authority or to a police officer to be in charge of any dog to which the provisions of this Order apply, shall provide their full and true name and ordinary residential address and date of birth upon any request having been made in that respect whether verbally or in writing by any such officer and within such time as may be stipulated by that officer.

## **Penalty**

- 11) It is an offence for a person without reasonable excuse:
- a. To do anything that a person is prohibited from doing by a public spaces protection order, or
  - b. To fail to comply with a requirement to which a person is subject under a public spaces protection order.
- 12) A person guilty of an offence specified in paragraph 11 is liable on summary conviction to a fine not exceeding level 3 on the standard scale.

- 13) An authorised officer of the Authority or police constable may issue a fixed penalty notice to anyone he/she has reason to believe has committed an offence under section 67 of the Anti-Social Behaviour, Crime and Policing Act 2014 in relation to the Order.
- 14) A fixed penalty notice is a notice offering the person to whom it is issued the opportunity of discharging any liability to conviction for the offence by payment of a fixed penalty to the Council.

THE COMMON SEAL OF ROSSENDALE )  
BOROUGH COUNCIL was hereunto )  
affixed in the presence of:- )

DRAFT

## Schedule 1

Any land which is open to the air and to which the public are entitled or permitted to have access within the Borough of Rossendale.

## Schedule 2

All highways including the public road, pavements, verges, footways and carriageways managed by Lancashire County Council and all locations within the Borough of Rossendale listed below.

Bacup	Rawtenstall
<ul style="list-style-type: none"><li>➤ Bacup Cemetery</li><li>➤ Bank Street Car Park</li><li>➤ The Blind Garden, Burnley Road</li><li>➤ Branch Street Car Park</li><li>➤ Britannia Greenway Car Park</li><li>➤ Cowpe Memorial Garden</li><li>➤ Fern Street Car Park</li><li>➤ Greenbridge Car Park</li><li>➤ Hempsteads memorial Gardens</li><li>➤ Henrietta Street Car Park (off Forge Street)</li><li>➤ Maden Centre Car Park also known as Bacup Baths Car Park</li><li>➤ Moorlands Park (Sunken Garden)</li><li>➤ Rochdale Road Car Park</li><li>➤ Stacksteads Peace Garden</li><li>➤ Stacksteads Car Park</li><li>➤ Stubbylee Park (Rose Garden)</li><li>➤ Trough Gate Car Park</li></ul>	<ul style="list-style-type: none"><li>➤ Adelaide Street Car Park,</li><li>➤ Broadley's Garden</li><li>➤ Buller Street Car Park</li><li>➤ Burnley Road Car Park</li><li>➤ Crankshaw Street Car Park</li><li>➤ Crawshawbooth Gardens</li><li>➤ Dale View Allotments</li><li>➤ Haslingden Road Car Park</li><li>➤ Kay Street Long Stay Car Park</li><li>➤ Kay Street Short Stay Car Park</li><li>➤ Library Gardens, Rawtenstall</li><li>➤ Lord Street (TH Upper) Car Park</li><li>➤ Lord Street (TH Lower) Car Park</li><li>➤ Market Car Park</li><li>➤ Millgate Car Park</li><li>➤ Newchurch Road Car Park</li><li>➤ Ormerod Street Car Park</li><li>➤ Phipps Buildings Car Park</li><li>➤ Rawtenstall Cemetery</li><li>➤ Robert Street Car Park</li><li>➤ Tricketts Memorial Garden (Formal Area)</li><li>➤ Town Hall Slabbed Car Park</li><li>➤ Water Street Car Park</li><li>➤ Whitaker Park Car Park</li><li>➤ Whitaker Park, Rawtenstall – Formal Gardens</li></ul>
Waterfoot	Haslingden
<ul style="list-style-type: none"><li>➤ Bacup Road Car Park</li><li>➤ Cowpe Road Car Park</li><li>➤ Greenbridge Car Park</li><li>➤ Miller Barn Lane Car Park</li><li>➤ Spring Garden Lane Car Park</li><li>➤ Warth Old Road Car Park</li></ul>	<ul style="list-style-type: none"><li>➤ Bury Road Car Park</li><li>➤ Coal Hey Car Park incorporating Deardengate Croft</li><li>➤ Dale Street Car Park</li><li>➤ Elm Street Car Park</li><li>➤ Free Lane Allotments</li><li>➤ Greenfield Memorial Gardens</li><li>➤ Haslingden Cemetery</li><li>➤ Helmshore Memorial Gardens</li><li>➤ Hindle Street Car Park</li><li>➤ John Street Car Park</li><li>➤ Kirkhill Allotments</li><li>➤ New Street Car Park</li></ul>

	<b>Haslingden continued...</b> <ul style="list-style-type: none"> <li>➤ Pike Law Quarry Car Park</li> <li>➤ Ratcliffe Fold Car Park</li> <li>➤ Salem Street Car Park</li> </ul>
<b>Edenfield</b>	<b>Whitworth</b>
<ul style="list-style-type: none"> <li>➤ Bank Gardens (also known as Edenfield Memorial Gardens)</li> <li>➤ Stubbins Garden</li> </ul>	<ul style="list-style-type: none"> <li>➤ Hall Fold Churchyard</li> <li>➤ Hall Street Car Park</li> <li>➤ Leavengreen Car Park</li> <li>➤ Market Street Car Park</li> <li>➤ Milner Street Car Park</li> <li>➤ North Street Car Park</li> <li>➤ Station Road Car Park</li> <li>➤ Whitworth Cemetery</li> <li>➤ Whitworth Memorial Gardens</li> </ul>

### Schedule 3

All land within the Borough of Rossendale (all of the land unless otherwise stated; where the phrase *play area* and *pitch area* are used this means that dogs may be walked under close control around the perimeters of these sites; the play area may or may not be fenced-off; if the play is fenced-off then dogs are not permitted within the fenced area.

<b>Bacup</b>	<b>Rawtenstall</b>
<ul style="list-style-type: none"> <li>➤ Britannia Playground – within play area</li> <li>➤ Cutler Lane Playground</li> <li>➤ Fairview Recreation Ground, also known as Sunnyside – play area, pitch area and cricket wicket</li> <li>➤ Gordon Street Playground</li> <li>➤ Hawthorn Road Doorstep Green – play area and Multi-Use Games Area (M.U.G.A)</li> <li>➤ Maden Recreation Ground – pitch areas, play area and bowling green.</li> <li>➤ Moorlands Park – within play area and pitch area.</li> <li>➤ Rossendale Close Play Area – within play area</li> <li>➤ Sharneyford Playground – play area and pitch area.</li> <li>➤ Stacksteads Recreation Ground – pitch area</li> <li>➤ Stubbylee Park – tennis courts, skate park and bowling greens</li> <li>➤ Weir Play Area – within play area and pitch area</li> <li>➤ Western Road Playground – within play area or artificial pitch</li> </ul>	<ul style="list-style-type: none"> <li>➤ Barlow Fold Sports Field – pitch area</li> <li>➤ Crawshaw Grange Play Area – within play area</li> <li>➤ Goodshaw Playground also known as Moller ring – play area and bike track</li> <li>➤ Hall Carr Adventure Playground – play areas</li> <li>➤ Hamer Avenue Playground – within play area</li> <li>➤ Hill Street Playground – play area</li> <li>➤ Loveclough Football Pitch</li> <li>➤ Loveclough Park – within play area</li> <li>➤ Marl Pits Sports Centre – pitches, athletic track, netball courts and all areas except designated dog walk.</li> <li>➤ New Hall Hey Cricket Ground</li> <li>➤ Staghills Road Play Area – within play area</li> <li>➤ Whitaker Park, Rawtenstall – play areas, Multi-Use Games Area (M.U.G.A), bike track, pitch area, tennis courts and bowling green.</li> </ul>

Waterfoot	Haslingden
<ul style="list-style-type: none"> <li>➤ Cowpe Recreation Ground – play area and pitch area.</li> <li>➤ Dean Lane Sports Field, Water</li> <li>➤ Edgeside Park – pitch area, within play area, within Multi-Use Games Area (M.U.G.A) and tennis courts.</li> <li>➤ Lumb Millenium Green – pitch area</li> <li>➤ Lumb Playground</li> <li>➤ Mullards Playground</li> <li>➤ Water gardens Playground – within play area</li> </ul>	<ul style="list-style-type: none"> <li>➤ Alden Close Playground – within play area</li> <li>➤ Clegg Street also known at Pit Pocket Park – play areas</li> <li>➤ Clod Lane Playground – within play area</li> <li>➤ Greenfield Memorial Gardens – in play area, on kick-about area and bowling green.</li> <li>➤ Helmsore Park also known as Snig Hole and Helmsore Memorial Gardens - play area and pitch area.</li> <li>➤ Ratcliffe Street Play Area</li> <li>➤ Rising Bridge Play Area</li> <li>➤ St Peter’s Playing Field – pitch area</li> <li>➤ Victoria Park, Greenfield – from play area, skate park, Multi-Use Games Area (M.U.G.A) and bowling green.</li> <li>➤ Worsley Park, Haslingden – play area, tennis courts and bowling green.</li> </ul>
Edenfield	Whitworth
<ul style="list-style-type: none"> <li>➤ Chatterton Recreation Ground Play Area</li> <li>➤ Edenfield Play Area</li> <li>➤ Edenfield Recreation Ground – pitch area</li> <li>➤ Turn Recreation Ground – play area and pitch area</li> </ul>	<ul style="list-style-type: none"> <li>➤ Festival Park – play area and bowling green</li> <li>➤ John Street Football Pitch – pitch area</li> <li>➤ Knowsley Crescent Play Area – within play area</li> <li>➤ Leavengreave Pitch – pitch area</li> <li>➤ Masseycroft Playground – Multi-Use Games Area (M.U.G.A)</li> <li>➤ Station Road Playground – within play area</li> </ul>



## Appendix B

# Public Spaces Protection Order Dog Control Consultation Responses

- Q1 Are you completing this survey as an individual or as a representative of a group?
- |            |     |
|------------|-----|
| Individual | 98% |
| Group Rep  | 1%  |
| Other      | 1%  |
- Q2 Do you live or work in Rossendale?
- |     |     |
|-----|-----|
| Yes | 99% |
| No  | 1%  |
- Q3 Do you own a dog?
- |     |     |
|-----|-----|
| Yes | 85% |
| No  | 15% |
- Q4 Do you own any other pets?
- |     |     |
|-----|-----|
| Yes | 31% |
| No  | 69% |
- Q5 Are you aware of the existing Dog Control Public Spaces Protection Order in the Borough?
- |     |     |
|-----|-----|
| Yes | 57% |
| No  | 43% |
- Q6 Do you agree that individuals should be required to remove dog faeces immediately from any public space?
- |     |      |
|-----|------|
| Yes | 100% |
| No  | 0%   |
- Q7 If anyone answered no, they were asked to explain their answer.
- Q8 Should dog owners be required to carry a suitable means to pick up and dispose of dog waste when walking their dogs?
- |     |     |
|-----|-----|
| Yes | 99% |
| No  | 1%  |
- Q9 If anyone disagreed with Q8, they were asked to provide an alternative approach. The responses were:
- 1) Yes and if their dog fouls and they're found not to have bags, that should be a matter for a penalty. But don't agree with enforcement officers having the ability to stop people without due suspicion and ask them to show their poo bags. It's over-zealous.
  - 2) people can run out of bags and it doesn't mean they haven't picked up after their dogs.
- Q10 The Professional Dog Walker's Association recommend that no more than 4 dogs should be exercised at the same time. The order limits the number of dogs under one person's control from 5 to 4. Do you agree with this limit?
- |     |     |
|-----|-----|
| Yes | 63% |
| No  | 37% |
- Q11 If anyone disagreed with Q10, they were asked what an appropriate number would be.
- 3 responses suggested 2 dogs
- 3 responses suggested 3 dogs
- 2 responses suggested 4 dogs
- 52 responses suggested 5 dogs (including those that added restrictions such as dog walkers)

59 responses suggested 6 dogs (including those that added restrictions such as dog walkers)

2 responses suggested 7 dogs

3 responses suggested 8 dogs

1 response suggested 10 dogs

1 response suggested any number of dogs

Other comments made are detailed further below in this document.

Q12 Do you support the rule that an authorised officer can require a dog to be put on a lead if necessary to prevent nuisance or disturbance?

Yes 97%

No 3%

Q13 If anyone disagreed with Q12, they were asked to explain their answer.

Comments made on this question are detailed further below in this document.

Q14 Are there any additional areas where you believe dogs should be required to be kept on leads, or any listed areas where you believe this requirement should be removed?

Comments made on this question are detailed further below in this document.

Q15 The order prohibits dogs from certain public spaces, such as play areas and sports pitches. Do you agree with these exclusions?

Yes 90%

No 10%

Q16 If anyone disagreed with Q15, they were asked to suggest changes.

Comments made on this question are detailed further below in this document.

Q17 Do you have any other comments, concerns, or suggestions regarding the proposed Public Spaces Protection Order for dog control in Rossendale.

Comments made on this question are detailed further below in this document.

### **Q11 Comments:**

- Whatever number that can be reasonably controlled by walker
- As it stands because dog walkers have insurance and training they are very good I've walked out with dog walkers very responsible people doing a good job. Generally they walk up the hills away from crowds
- Any
- If under control, I'd say 6
- Surely it depends on the combination of dogs being walked (size/behaviour/physical ability) and the location being walked. Sometimes a dog walker may need to use a footpath for a short period to access more open land but if restrictions imposed their business may not be viable.
- 4 in parks would be a good idea. 6 in open countryside/moorland.
- Stay at 5 depending on open spaces, where it is restricted
- 5-6 depending on the dogs and walker
- For professional dog walkers i believe 6 is very manageable so i do not agree with any further reductions. It would negatively effect both local businesses but also people that rely on their service.
- I am a dog walker and can control 5 dogs

- Dependant on if the walker can control the dogs
- 5 is fine, although the current guidance is rubbish. Rossendale can't enforce fly tipping penalties so they won't be able to enforce this.
- 6 or as many as the responsible dog walker is able
- it really should be for the qualified dog walker to make this decision as they are the experts
- Five or more of dogs get on
- For dog walkers who are trained as many as they can manage depending on the dogs
- 6 to 8 depending on the dogs and the area
- As an ex professional dog walker I had no problems with 6 dogs .However be far better if you licensed any walker over 3 dogs at a time
- I personally own 6 dogs
- Depends if they have insurance, if so up to 6.
- I think it is down to the individual person who is responsible for the dogs. I.e professional dog walker should be allowed more than Jo public. Some people can't even control 1 dog, yet a professional can control a lot of dogs.
- 5/6 is fine with a good walker
- 6 for professional walkers

### **Q13 Comments:**

- Dogs need exercise
- Too open to subjectivity and lack of experience and knowledge of animal welfare by officer
- Areas where dogs must be put on a lead should be clearly marked, outside of these areas (such as playgrounds and sports pitches as stated in the consultation, then people should be free to take their dog off the lead. We cannot allow a situation where certain individuals or groups of people control when a person may or may not take their dog off a lead.
- If it was only used proportionately, yes.
- Only if the “officer” is sensible about it rather than a jobs worth attitude. Most owners are happy to comply
- This is very vague statement, who are the officers and where would they operate.
- Dogs deserve a good run around in an area, I have been walking my 2 dogs for years local to me and I allow them to have a good walk off the lead. They are doing nobody any harm and if needed I will put them back on if another dog on lead but children running round are as much a nuisance to my dogs.
- Personal responsibility of owner
- what does authorised officer mean

**Q14 Comments:**

There was strong support amongst the responses for requiring dogs to be on leads in public areas, including footpaths, pavements, farmland, parks and near schools. There were concerns over dogs running loose, disturbing others and fouling in public spaces. There were calls for designated off-lead areas where dogs can exercise safely. There were concerns relating to enforcement and the Council's ability to enforce the rules effectively.

**Q16 Comments:**

Responses highlighted a widespread frustration over dog fouling, particularly in parks, paths and urban areas. Responses requested more dog waste bins and better dog waste collections and stricter enforcement.

Many comments suggested that dogs should not be prohibited from open fields and sports pitches that are not in use at the time with the feeling that many of the sports pitches are not used often.

**Q17 Comments:**

There were many comments and the common themes arising highlight that dog fouling, dog attacks on people and dogs and enforcement of dog fouling remain a key concern for residents. There were many comments suggesting that dog walkers be licensed. Many comments highlighted dog walkers being adversely affected by the proposed number of dogs that can be exercised at one time. Professional dog walkers argue that they are responsible and should not be penalised for irresponsible individual owners.



# Professional Dog Walkers Association

Setting the dog walking industry standards since 2016

## Professional Dog Walkers Association Best Practice Guidance

- Ensure the health, welfare and safety of all dog/s in my / our care at all times.
- Always keep all dogs in my / our care under control.
- Always have a genuine care, respect and courtesy for all animals, the public, other dog walkers and environment.
- Ensure security of our clients' premises following all visits, collection and return of dogs.
- Always work within the law regarding all aspects of conducting business.
- Make myself aware and up to date of all laws associated with dogs, control and handling, my local council byelaws, park management rules, outdoor access codes, the highway code.
- Obtain any necessary permits from my local council and comply with their code of practice.
- Ensure all dogs in my / our care have safe and correctly fitted collars and / or harnesses.
- Ensure all dogs in my / our care are ID tagged and microchipped in line with current dog welfare law.
- Clean up after dogs in my / our care and dispose of waste properly in line with current legislation.
- Ensure all dogs in my / our care are transported in a safe and secure manner.
- All dogs should be walked away from and returned to the vehicle on the lead.
- Provide sufficient Public Liability Insurance for my / our dog walking service.
- Provide Employers Liability insurance if I employ / engage volunteer dog walkers.
- Only exercise a maximum of 4 well behaved dogs per person at one time in a public area.
- I / we will carry a dog First Aid kit and fresh drinking water.
- I / we will use kind methods and equipment only for any dogs in my / our care.
- I / we will not disclose any private, personal or confidential information about my clients without prior permission.
- Ensure that all employees or contractors under my / our management abide by this Guidance.
- Ensure that all employees / volunteers receive relevant and appropriate job training.
- I / we will not solicit clientele from any other local dog walking business.
- I / we will not advertise falsely any service or credentials.
- I / will not bring the Professional Dog Walkers Association (PDWA) or the industry into disrepute.





# Professional **Dog Walkers'** Guidelines

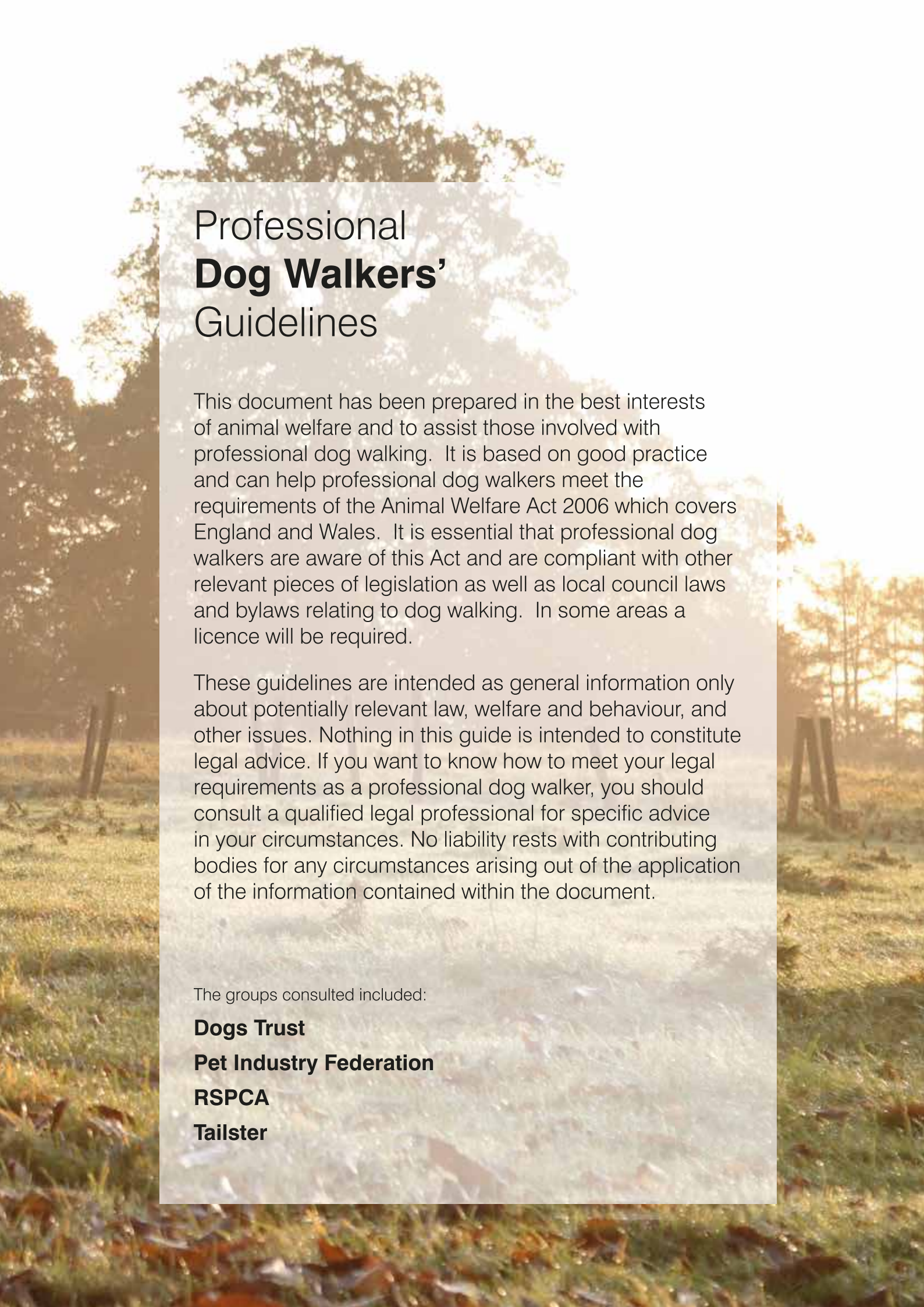
Endorsed by:











# Professional **Dog Walkers'** Guidelines

This document has been prepared in the best interests of animal welfare and to assist those involved with professional dog walking. It is based on good practice and can help professional dog walkers meet the requirements of the Animal Welfare Act 2006 which covers England and Wales. It is essential that professional dog walkers are aware of this Act and are compliant with other relevant pieces of legislation as well as local council laws and bylaws relating to dog walking. In some areas a licence will be required.

These guidelines are intended as general information only about potentially relevant law, welfare and behaviour, and other issues. Nothing in this guide is intended to constitute legal advice. If you want to know how to meet your legal requirements as a professional dog walker, you should consult a qualified legal professional for specific advice in your circumstances. No liability rests with contributing bodies for any circumstances arising out of the application of the information contained within the document.

The groups consulted included:

**Dogs Trust**

**Pet Industry Federation**

**RSPCA**

**Tailster**



# Introduction

Professional dog walking is becoming an increasingly common service due to the changing habits of the general population and a heightened awareness of animal welfare. This document aims to provide guidelines that professional dog walkers should conform to, ensuring standards of welfare for the dog, respect for the environment and peace of mind for the owner.

The Animal Welfare Act sets the minimum standard required in relation to the welfare of animals.

## Animal Welfare Act 2006

As domesticated animals, dogs are protected under the Act. The law says an owner of a dog is always regarded as responsible for him/her. A dog walker is also identified as being responsible for it - whilst he/she is in charge of the dog. So, a dog walker has legal responsibilities and can also be held criminally liable under the Act.



**There is a range of current relevant regulations and legislation which a professional dog walker may find relevant:**

- **Animal Welfare Act 2006<sup>2</sup>**
- **Antisocial Behaviour, Crime and Policing Act 2014**
- **The Control of Dogs Order 1992**
- **Countryside & Right of Way Act 2000**
- **Dangerous Dogs Act 1991**
- **The Dangerous Dogs (Amendment) Act 1997**
- **Dogs (Fouling of Land) Act 1996**
- **Dog Fouling – Clean Neighbourhoods and Environment Act 2005**
- **Dogs Protection of Livestock Act 1953**
- **Environmental Protection Act 1990**
- **Health and Safety (First-Aid) Regulations 1981**
- **Health and Safety at Work Act 1974**
- **Management of Health and Safety at Work Regulations 1999**
- **The Microchipping of Dogs (England) Regulations 2015**
- **The Microchipping of Dogs (Wales) Regulations 2015**
- **Personal Protective Equipment at Work Regulations 1992**
- **Regulation on the protection of animals during transport (EC) 1/2005**
- **Welfare of Animals (Transport)(England) Order 2006**
- **Workplace (Health, Safety and Welfare) Regulations 1992**

<sup>2</sup> This act and the subsequent information in this document applies to England and Wales only. There is separate, but similar legislation that covers Scotland (the Animal Health and Welfare (Scotland) Act 2006) and also Northern Ireland (the Welfare of Animals Act (Northern Ireland) 2011). It is strongly recommended that professional dog walkers are aware and fully understand the legislation within their own jurisdiction.

These guidelines have been divided into three sections to cover all aspects of dog walking and should provide a clear set of procedures, which all professional dog walkers should follow:

Dog welfare  
and behaviour 6

Impact on the  
environment  
and others 12

Professional  
conduct 14

Welfare and behaviour  
- ensuring **dogs** are  
**protected**





### Understanding a dog's individual needs

The dog's physical health and mental wellbeing should be the priority at all times.

Dogs may have individual conditions that will affect their ability to go for walks, as will their age; and all dogs have their own individual personalities and characteristics which will affect how they are walked, who they can be walked with and where they can be walked. This is of particular importance if dogs do not interact well with other dogs, people or other species. Additionally some dogs will become afraid or worried in some situations e.g. with loud noises.

- The dog walker should meet the dog prior to taking them for a walk so that the walker can become familiar with the dog's needs and that a pre-assessment can be made to evaluate their personality and behavioural characteristics.
- The individual needs of the dog should be discussed and agreed with the owner, and the instructions followed, unless they would cause unnecessary suffering to the dog. This discussion should include the timing, knowledge of the dog's training and the cues used and the duration of the walk.
- The dog walker should be familiar with any medical issues for individual dogs. This should include any medication the dog is on, allergies that might be present and the dog's veterinary practice, including contact details.
- Any walks should be planned with consideration of the dog's age, health, behaviour and fitness.
- Any dog that exhibits fearful, anxious or aggressive behaviour towards other dogs or people should be walked independently and on an appropriate lead and lead length at all times. Consideration should be given to avoid walking in areas where meeting other dogs is likely. An appropriate (basket type) well-fitting and secure muzzle which allows panting, drinking and vomiting might be considered if necessary and with the owner's permission.



## Transport

Transporting dogs in vehicles allows an increased variety of walks and interest for the dogs. Dogs can be distracting to the driver and, if loose in a vehicle, can cause accidents. Vehicles are also a source of infection and can result in spread of disease. The interior of vehicles can heat up very quickly, particularly on warm days, and become dangerous to dogs.



- All transport legislation must be followed (Welfare of Animals (Transport)(England) Order 2006).
- Dogs should be transported in vehicles with adequate ventilation and temperature control, with water available.
- Vehicles should be fitted with suitable caging or containment to ensure comfortable and safe transport of the dogs. Restraining with leads or chains must not be used.
- Where more than one dog is transported at the same time, the walker should ensure that the welfare of each dog is safeguarded and that no dog is at risk of injury.
- During extremes of weather consideration should be given to the distance and time travelled in a vehicle and it should be limited, e.g. where a dog is particularly susceptible to heat stroke.
- Dogs should not be left unattended in a vehicle other than for short periods whilst collecting or dropping off. This period should be the absolute minimum time and the vehicle should be locked when unattended.
- All equipment should be capable of being cleaned and be cleaned and disinfected regularly. For example, steam cleaning of upholstery. This is particularly important if there has been an outbreak of disease.





## Providing exercise

The equipment used, the way in which the walker interacts with the dogs and how they are walked can have a significant impact on their welfare.

- The dog walker should not conduct any behaviour modification or offer any advice unless they are, in combination, suitably qualified, experienced and knowledgeable. The walker must obtain the owner's express permission.
- The dog walker should not use any equipment which could cause fear, anxiety or distress. For example, electric shock, prong, spray or choke collars.
- The dog walker should check all equipment is well fitting and fit for purpose at the start of each walk.
- The dog walker should not act in any way which would cause fear, anxiety or distress.
- Dog walkers should try to vary the dog's walk to increase interest and stimulation.
- Dog walkers should give full attention at all times to the dog/s under their control.
- Dogs should only be allowed off the lead if prior written permission is obtained from the owner.
- Dogs that are allowed off the lead should be able to be called back to the walker reliably and immediately. If this is not possible, then dogs should be walked on a lead. When dogs are walked on a lead, ideally they should be trained to walk calmly, on a loose lead. The lead should be held in a secure manner, and be maintained at an appropriate length for the situation.
- Bitches in season should be walked in quiet areas and on the lead and walked alone, unless with prior written consent from the owner detailing which dogs the bitch can be walked with.
- Dogs should be provided with adequate fresh water as needed.
- Feeding of treats/food should only be given with prior agreement by the owner.





## Group walking

Walking dogs, particularly in groups, results in exposure to infections and disease and not every dog is suitable to be walked with others. Steps should be taken to minimise the risk of disease spreading between animals and to ensure all dogs interact amicably.

- The walker should check that all dogs are vaccinated, wormed and treated for fleas regularly, unless, certified exempt by a veterinary surgeon.
- Dog walkers should be familiar with signs of disease, infection and illness so that dogs showing signs of infectious disease, such as kennel cough, are not walked or socialised with other animals.
- Where dogs are to be walked in pairs or groups, the dog walker should assess each dog's suitability and be assured that each dog will be relaxed and happy during transportation and the walk.
- The maximum number of dogs that can be walked at any one time should not exceed the number stated in the walker's insurance policy and comply with local authority requirements regarding the number of dogs. It is recommended that no more than four dogs are walked at any one time. ALL dogs under a dog walker's care should be reliably under control at all times and transported in accordance with the guidance in this document.
- Dog walkers should ensure they have a lead for each dog.

## Returning home

Every effort should be made to ensure the dog is comfortable including towelling down, if appropriate, after the walk.

- Dog walkers should report any concerns about the health, behaviour or welfare of the dog to the client.
- Dog walkers should ensure they securely lock the property when they leave, as instructed by the client.





## Lone walking

As a lone worker, dog walkers should take extra precautions to ensure their personal safety. When using a vehicle, full breakdown cover should be in place and any valuables kept out of sight. When walking dogs, walkers should not enter any area where there is a perceived threat and should leave the area if a risk becomes apparent.

- There should be a daily schedule in place documenting where and when pickups, drop offs and walks will take place.
- Dog walkers should carry a charged, mobile phone with them at all times and have emergency numbers on speed dial. Various tracking / locating apps are now available and it is recommended that dog walkers make use of this new technology.

## Emergencies

Unforeseen incidents may happen on walks and it is essential that dog walkers are prepared for this eventuality to maintain the welfare of all dogs in their care.

- Dog walkers should have emergency contact details of all owners accessible at all times.
- Prior written agreement should be made between the owner and dog walker over actions if a dog becomes sick or injured during a walk. This should include the authority to seek veterinary attention and the level of decision-making agreed to by the owner, if the owner is not contactable. It should also be confirmed in which veterinary practice this treatment should take place.
- Dog walkers should own a first aid kit designed for dogs and should keep this in a convenient location (ideally the transport vehicle). The dog walker should be trained in canine first aid.



# Dog walking - minimising its impact on the environment, other people and animals.



## Impact on the environment

Taking dogs for regular walks is essential for the mental and physical well-being of the animals by providing exercise, stimulation and interest to their daily routine. However, walking can impact on the local environment and professional dog walkers should minimise this and show care and respect for the environment whilst also meeting all legal requirements.

Dog waste left in the environment is unhygienic, a health and safety risk for humans and other animals and can cause serious damage to plant and animal communities.

- Dog walkers must pick up faeces from all dogs in their care and ensure this is appropriately sealed and disposed of in suitable dustbins following the Dogs (Fouling of Land) Act 1996.
- Dog walkers should have sufficient poo bags on them at all times for the numbers of dogs they are exercising.



### Impact on people

Dog walkers should be aware that some members of the public may feel scared and intimidated by, or dislike dogs. This can particularly be the case around children or if walking groups of dogs.

- Dog walkers should avoid areas that are heavily populated with children e.g. playgrounds. In some cases these areas will be covered by local bylaws preventing access for dogs, which must be followed at all times.
- Dog walkers must follow restrictions on the number of dogs to be walked, for example, in Royal Parks.
- Members of the public should be given right of way at all times and if walking with groups of dogs the dog walker should, wherever possible, avoid bottleneck points and narrow pathways.
- Dog walkers exercising groups of dogs should avoid meeting up with other dog walkers unless they are able to control each and every dog reliably and immediately.

### Impact on other animals

Dog walking will be prohibited in certain locations dependent on local bylaws. These might be at certain times of year if this relates to wildlife or tourism.

- Dogs must not be allowed to frighten, threaten or interfere with wildlife.

Dogs must be kept on leads in this environment but could be released in some emergency situations if chased by cattle as dropping the lead may help dogs and walkers to get away.



Professional  
Conduct – ensuring  
walkers are skilled,  
knowledgeable and  
competent







### Complying with legislation

Professional dog walkers should have the safety, comfort, welfare and security of dogs above commercial interest at all times. Dog walkers should be professional and courteous to members of the public, set good examples of animal welfare and dog walking and comply with the relevant legislation.

As dog walkers are in charge of the dog, they could be found liable for an accident or injury occurring or being caused by the dog whilst in their care. This could result in civil and criminal proceedings by those affected.

- All professional dog walkers should have adequate third party liability insurance, and wherever possible insurance that covers the dog in the walker's custody. Whether the insurance needs to also cover emergency veterinary fees depends on the prior written agreement between the dog walker and dog owner regarding whose responsibility it is to cover veterinary fees in an emergency.
- If a dog under the care of a dog walker is involved in an incident with another dog then the dog walker needs to fully document the incident and inform the owner.

National and local council regulations vary significantly and dog walkers should contact the local council for advice prior to undertaking such activities to ensure they comply with the law.

- Dog walkers must have licences if required by local councils and/or follow local council codes of conduct if present.
- Dog walkers must only walk up to the number of dogs covered by their insurance policy and allowed by the local council authority.
- Dog walkers must keep dogs on a lead in designated areas.
- Dogs must be on a lead on public highways even if the owner has granted permission for the dog to be allowed off lead when in the care of the walker.
- Dog walkers must put dogs on a lead when asked to do so by an authorised officer – this will vary depending on local council bylaws.

It is a legal requirement to have a dog microchipped (unless it has an exemption certificate issued by a veterinary surgeon) and wear a collar and tag with the owner's name and address present, to aid identification if the dog is lost.

- All dogs walked must wear a collar and tag with the dog's owner's name and address. It is recommended this contains the walker's contact details alongside the owner's details.
- The dog walker should check that the dogs in their care are microchipped by checking relevant paperwork and that there is an exemption certificate issued by a veterinary surgeon if not.
- If a dog gets lost, dog walkers should contact the dog's owner and the dog warden immediately.
- Dog walkers should ensure dogs are never left unattended in public places.

## Training of Dog Walkers

All dog walkers who exercise and handle dogs should be adequately trained to ensure the dog's welfare and their safe handling.

- Dog walkers should be suitably trained prior to undertaking dog walking. This should include up-to-date evidence based knowledge of dog behaviour and sound handling abilities.
- Training courses and dog walking certificates of competence are available and should be undertaken. It is recommended that professional dog walkers undertake regular CPD activities to ensure their knowledge is current. Accredited courses are available including the City & Guilds Level 2 Certificate of Competence in Dog Walking.
- Dog walkers should have canine first aid certificates.
- No person under 16 can be in charge of a dog.

## Termination of dog walking arrangements

The owner should be given reasonable notice when a dog walking arrangement is to be terminated. It is recommended that dog walkers have a written cancellation policy and clients are made aware of this prior to booking.

- If keys were provided, appropriate arrangements should be made with the owner for them to be returned in person.
- All of the dog's belongings, such as leads and coats, should be returned.



### Pet Industry Federation

Unit A, Bedford Business Centre  
170 Mile Road  
Bedford  
MK42 9TW

info@petfederation.co.uk  
Tel: 01234 273933

*For further details about each organisation,  
please visit their individual websites*

[www.cfsg.org.uk](http://www.cfsg.org.uk)  
[www.rspca.org.uk](http://www.rspca.org.uk)  
[www.dogstrust.org.uk](http://www.dogstrust.org.uk)  
[www.petfederation.co.uk](http://www.petfederation.co.uk)

<b>Subject:</b>	Acceptance and deployment of the Holiday Activities and Food Programme funding and its use to commission Rossendale Leisure Trust to deliver the programme as an extension to existing arrangements (Spring Holiday Activities and Food Programme)	<b>Status:</b>	For Publication
<b>Report to:</b>	Cabinet	<b>Date:</b>	14 <sup>th</sup> May 2025
<b>Report of:</b>	Director of Resources	<b>Lead Member:</b>	Resources
<b>Key Decision:</b>	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
<b>Equality Impact Assessment:</b>	Required:	No	Attached: No
<b>Biodiversity Impact Assessment:</b>	Required:	No	Attached: No
<b>Contact Officer:</b>	Chris Warren	<b>Telephone:</b>	01706 252409
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## 1. RECOMMENDATIONS

That Cabinet:

- 1.1 Accepts the grant of £195,430 for the Summer and Christmas Holiday Activities and Food (HAF) Programme
- 1.2 To approve the Director of Resources in Consultation with the Lead member for Resources to commission Rossendale Leisure Trust under existing arrangements to enable them to support the children in the borough who are in receipt of free school meals.

## 2. EXECUTIVE SUMMARY

- Since 2018, the Holiday Activities and Food Programme (HAF) has provided support to children in receipt of free school meals through holiday periods. The Government have now confirmed there will be another year of HAF funding for 2025-26.
- RBC will receive £195,429.86 for the Summer and Christmas HAF programme this will come via LCC as the upper tier authority through which funding is channelled.
- The Council has commissioned Rossendale Leisure Trust to deliver the programme since 2021 and it is proposed to continue with this approach delivery which has been successful to date.

## 3. BACKGROUND

- 3.1 Since 2018, the Holiday Activities and Food Programme (HAF) has provided support to children in receipt of free school meals through holiday periods. Following successful pilots between 2018 and 2020, the programme was rolled out to all upper tier local authorities in financial years 2021/22 through 2024/25. The Government has now confirmed there will be another year of HAF funding for 2025-26. The programme will provide activities for up to 800 children in Rossendale.

## 4. DETAILS

- 4.1 The programme has been delivered on behalf of Rossendale Borough Council by Rossendale Leisure Trust since the programme roll out in 2021/22. RLT has employed a part time coordinator to plan and deliver the programme. The coordinator has built up a comprehensive list of local delivery organisations that provide a wide range of activities across the borough,

and has established an excellent relationship with local VCFS groups that are able to provide the meals for the programme.

- 4.2 The HAF programme in Rossendale is steered by a local steering group, of which RBC is a member. Government has announced the roll out of the programme for 2025/26. However, due to the late and single year funding announcement, LCC has offered existing delivery organisations an extended agreement to deliver the programme, as there is insufficient time or future certainty of funding to procure different providers for the service.
- 4.3 As a result of this it is proposed to extend the agreement in place with Rossendale Leisure Trust under the extension procedure of the contract procedure rules given the continuation of existing programme requirements but uncertainty around future funding for the programme.
- 4.4 The continuation of the existing grant agreement with RLT will allow the delivery of the programme which is already in the planning stage.
- 4.5 LCC has advised that districts can continue to commission their existing delivery partner if this is agreed by their finance and legal senior officers.

## **5. RISK**

- 5.1 All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:
  - If the council fails to secure a delivery partner there is a risk that the programme will not be delivered as required and disadvantaged children will miss out on meals and activities.
  - The single year announcement of funding makes meaningful tender processes challenging especially with an incumbent provider who has developed knowledge and contacts in the programme delivery. Should multi year funding not be forthcoming there is a risk that appropriate value for money assessments by way of tendering are undeliverable.

## **6. FINANCE**

- 6.1 All finance issues are included within the report.

## **7. LEGAL**

- 7.1 Due to the value of the funding, Cabinet is required to approve acceptance with delegations to officers to sign all relevant funding agreements in line with the Council's Constitution.
- 7.2 There are no other legal implications arising directly from this report but further reports will be presented as and when required to seek the necessary authorisations.

## **8. POLICY AND EQUALITIES IMPLICATIONS**

N/A

## **9. REASON FOR DECISION**

- 9.1 Cabinet should agree this decision to ensure there is no break to the Holiday Activity and Food programme and to minimise the possibility of disadvantaged children missing out on meals and activities in the school holidays.

No background papers



<b>Subject:</b>	Communications Strategy 2025-2029	<b>Status:</b>	For Publication
<b>Report to:</b>	Cabinet	<b>Date:</b>	14 <sup>th</sup> May 2025
<b>Report of:</b>	Head of People and Policy	<b>Lead Member:</b>	Environment and Corporate Services
<b>Key Decision:</b>	<input type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
<b>Equality Impact Assessment:</b>	Required: No	Attached:	No
<b>Biodiversity Impact Assessment:</b>	Required: No	Attached:	No
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## 1. RECOMMENDATIONS

- 1.1 Cabinet to consider and provide comments on the Council's refreshed Communications Strategy 2025-2029
- 1.2 Cabinet to consider and provide comments on the Communications Strategy annual Action Plan update 2024-2025.

## 2. EXECUTIVE SUMMARY

- The current Council's Communication Strategy 2023-2025 has been refreshed to support the refreshed Valley Plan 2025-2029 – Our Place, Our Plan.
- Effective communications is key to support the delivery of the Council's Valley Plan – Our Place, Our Plan.
- The Communications Strategy provides a framework including the Council's aims, core principles, outcomes and priorities for effective communications
- A Communications Strategy Annual Action Plan will support the delivery of the Communications Strategy 2025-2029 to support the Council's approach to communications, ensuring both internal and external stakeholders are communicated with effectively.
- The Annual Action Plan 2024-2025 outlines the work completed to support the current Communications Strategy 2023-2025.

## 3. BACKGROUND

- 3.1 The Council is required to communicate with stakeholders in the most effective and efficient way. A clear and defined strategy will support the Council to identify stakeholders, communicate effectively, build stronger relationships, and protect the Council's reputation.
- 3.2 A tender exercise was completed to appoint an external contractor to support the Council's communications provision. VivaPR were appointed and a contract commenced 20<sup>th</sup> May 2022 on a four-year contract renewable on an annual basis, supported by internal officers.
- 3.3 In line with the Council's policy review cycle, the current Communications Strategy 2023-2025 is due to be reviewed.



#### **4. DETAILS**

- 4.1 Good communication leads to better services, creates a stronger reputation, and builds positive relationships with internal and external stakeholders including; staff, Members, residents, businesses, partners, and community groups.
- 4.2 The Communications Strategy 2025-2029 aims to provide clear focus to the Council's promotional activity, ensuring communications are planned, co-ordinated, and clear.
- 4.3 The Communications Strategy combines both internal and external stakeholders to embed simplistic, but effective communications across the Council.
- 4.4 Aims within the strategy focus on embracing new technologies and modern communication approaches, whilst ensuring the needs of stakeholders remains at the forefront.
- 4.5 The strategy has been refreshed to define clear and consistent communications. The Council will continue to focus on the five core principles of communication; Engagement, Communication, Stakeholders, Feedback, and Transparency.
- 4.6 The identified principles will be supported by four key priorities:
- Developing a communications function that effectively communicates with external stakeholders to increase understanding of the Council's services and support the delivery of the Council's Valley Plan – Our Place, Our Plan.
  - Improving the use of internal communications to promote staff wellbeing, engagement and effective delivery of the Council's Valley Plan – Our Place. Our Plan.
  - Building and maintaining the Council's identity and reputation with our stakeholders.
  - Embedding two-way communications by engaging and consulting with our stakeholders to support the Council's decision making process.
- 4.7 The delivery of the Strategy will be supported by an annual Action Plan. The Action Plan 2024-2025 in Appendix 2 outlines the work undertaken throughout the year to support the current Communications Strategy 2023-2025.
- 4.8 During the last of the VivaPR contract an options appraisal will be completed to consider the most suitable option to deliver the Communications Strategy for the Council.
- 4.9 No actions or amends were required following the consultation of the Strategy with CMT and Overview and Scrutiny Committee

#### **5. RISK**

- 5.1 Risks are included within the body of the report.

#### **6. FINANCE**

- 6.1 There are no specific finance issues arising from the report.

#### **7. LEGAL**

- 7.1 There are no specific legal issues arising from the report.

#### **8. POLICY AND EQUALITIES IMPLICATIONS**

- 8.1 There are no specific policy or equality issues arising from this report.

## 9. REASON FOR DECISION

- 9.1 A clear and defined Communications Strategy will support the Council is communicating to its stakeholders. Improving the Council's communications and engagement will support the delivery of the Valley Plan 2025-2029 – Our Place, Our Plan.

Background Papers	
Document	Place of Inspection
Communications Strategy 2025-2029	Appendix 1
Communications Strategy – Action Plan 2024-25 update	Appendix 2



# Communication Strategy 2025-2029

Rosendale Borough Council (the Council) believes that good communication leads to better services, creates a stronger reputation and builds positive relationships with our stakeholders including officers, Members, residents, businesses, partners, community and voluntary groups.

## Our Vision

To have a thriving economy built around our changing town centres, creating a quality environment for all and improving the life chances for all those living and working in the borough.

The Strategy sets out how the Council will communicate with our stakeholders to support the delivery of the Council's Valley Plan – Our Place, Our Plan to ensure our vision, priorities and outcomes are clearly understood.

The aim of this Strategy is to provide direction to the Council's communication activity, focusing on both internal and external stakeholders to deliver planned, co-ordinated and clear, communication in the most effective and efficient way.

**Making  
the  
Connection**

## Core Themes

Internal and external communications affect all aspects of our day-to day business and is the responsibility of everyone who works at the Council. The Council's communication should consistently reflect the Council's values – Pride, Passion and People and adhere to the Council's branding guidelines and customer service standards. The following core themes will support and deliver the Council's approach to communications:

### Stakeholders

Recognise the need to tailor communications to include all stakeholders across the borough, reflecting their diverse needs and preferences. Collaborate with our stakeholders to work together effectively and achieve a positive outcome.

### Engagement

Engage, listen and respond. Select different communication channels and offer a variety of options to allow stakeholders to provide their input to the Council's decision making process.

### Communication

Communicate in a manner that works best for our stakeholders. Communicate clearly, providing relevant information regularly.

### Feedback

Respond to enquiries promptly, ensuring information and documents are updated as needed. Ensure that all communications and engagements are effectively targeted and insight led.

### Transparency

Provide clear, consistent and honest information ensuring communication is free from jargon and easy to understand. Information and documents will be factual, accessible and transparent.

# Communication Outcomes and Priorities



Over recent years there has been a significant shift from traditional communication methods towards a greater use of digital and social media platforms to communicate with both internal and external stakeholders. Whilst digital communication is a quick and cost effective way of communicating with our stakeholders, not everyone has access or the skills to use digital and social media platforms, or prefers to use traditional methods. The Council will ensure that communication methods are user friendly and accessible to everyone.

## Priorities to deliver this Strategy

- Increase understanding of the Council’s services and supports the delivery of the Council’s Valley Plan – Our Place, Our Plan.
- Improve the use of internal communications to promote staff wellbeing and engagement
- Build and maintain the Council’s identity and reputation with our stakeholders.
- Embed two-way communications by engaging and consulting with our stakeholders to support the Council’s decision making process.

## Outcomes of this Strategy

- 1 Develop collaborative working relationships with all of our stakeholders.
- 2 Enhance a range of accessible communication tools to effectively engage stakeholders.
- 3 Be recognised as a respected and trusted Council providing effective and efficient services.
- 4 Meet the Council’s digital first approach to customer contact.

This strategy should be used in conjunction with the Communications Annual Action Plan.

## Communications Strategy – Annual Action Plan 2024/2025

Priorities	Actions	Update
Developing a communications function that effectively communicates with external stakeholders to increase understanding of the Council's services and support the delivery of the Council's Valley Plan – Our Place, Our Plan	Provide professional communications advice and support to internal stakeholders; CMT, staff and Members to communicate effectively with stakeholders	<p>The Communications team attend monthly meetings with CEO, CMT, Leader of the Council, and officers delivering corporate campaigns and projects.</p> <p>Weekly CMT updates are provided, Communications team attends monthly SLT and information is shared to all officers via Daily Message.</p> <p>A monthly Community Bulletin is shared with voluntary and community groups.</p> <p>A quarterly Residents Newsletter has been established (first edition September 2024).</p> <p>Strategic advice provided to CEO, Leader, CMT, Cabinet on specific high-profile cases, for example, Waste Transfer Station.</p>
	Provide a responsive and pro-active press office responding to enquiries in a timely and appropriate manner	<p>To date 64 press releases written and distributed throughout 2024-25 (20 in Q1, 14 in Q2, 20 in Q3 and 10 (as of 14.03.25) in Q4). Examples include:</p> <p><a href="#">Rossendale's first business expo resounding success</a></p> <p><a href="#">Rossendale awarded two coveted Green Flag awards</a></p> <p><a href="#">Physical Activity and Sport Strategy launched to create 'active' Rossendale</a></p> <p><a href="#">Rossendale Works empowers resident to secure meaningful employment</a></p> <p><a href="#">RBC increases fixed penalty notice fines to combat environmental crimes</a></p> <p><a href="#">RBC exceeding national planning performance targets</a></p> <p><a href="#">Rawtenstall Masterplan and £20m Long Term Plan for Towns given go ahead</a></p>

	Develop and monitor a protocol for officers and Members for managing contact with the media	<p>A protocol was developed to manage contact with media and shared with officers and Members in November 2024.</p> <p>The protocol is also covered in staff training and annual new Member training in May each year.</p>
	Provide communications training to staff and Members	<p>Annual training for new Members (open to all Members) each May.</p> <p>Two sessions for officer communications training was delivered in September 2024 and included:</p> <ul style="list-style-type: none"> <li>• how to write a communications plan,</li> <li>• know your audience,</li> <li>• effective writing</li> <li>• targets and measurement</li> </ul> <p>Lunchtime Learning session on branding guidelines and accessibility guidance was delivered October 2024.</p>
Improving the use of internal communications to promote staff wellbeing, engagement and effective delivery of the Council's Valley Plan – Our Place. Our Plan	Review internal communication channels to develop more accessible and inclusive internal communications	<p>Monthly CEO Huddle was established May 2024 to provide corporate updates to all officer.</p> <p>A quarterly Your Voice officer working meeting was re-established November 2024. Representatives from each service area attend the meeting to share and listen to views of teams and feedback on the Council's policies and processes.</p> <p>A corporate monthly team meeting agenda has been developed to include all corporate updates, ensuring all officers receive the same information. Team meetings are held in the 1st week of the month.</p> <p>Lunchtime Learn session were initiated March 2024 and are held on the third week of the month. The sessions help officers learn new skills and build relationships. Examples of the sessions include fraud awareness, dealing with difficult conversations relating to suicide, Freedom of Information and AI.</p>

	Refresh the staff engagement framework to support staff satisfaction, wellbeing and motivation	<p>An annual Christmas all staff engagement session was held in December to celebrate successes throughout the year, look forward to the next year's ambitions, and to thank staff for all hard work throughout the year.</p> <p>An annual Health and Wellbeing Day was held in September 2024 to support employee mental health and promote a positive work-life balance. The day also provides officers with an opportunity for staff to connect with colleagues and try new activities.</p>
	Develop two way communications tools to support a collaborative working culture	<p>The Intranet platform was disabled in January 2025 and the information was transferred to the shared area drive. Work is being completed to review options to re-establish a new intranet platform. The intranet is used to ensure staff have access to internal information including; policies, forms, processes, etc.</p> <p>Staff suggestion boxes were re-instated December 2024. Physical boxes are available at Futures Park and Henrietta Street. A suggestions inbox has been created for officers to send suggestions digitally.</p>
	Conduct an annual staff satisfaction survey	An annual staff satisfaction survey carried out during July 2024. The survey received 121 (out of 170) responses increasing by 37% when compared to 2023. The survey showed overall high satisfaction, with 97% of respondents enjoying working for the Council.
Building and maintaining the Council's identity and reputation with our stakeholders	Support staff to promote the Council's activities and mitigate any challenge or negativity	The Communications Team has provided ad hoc crisis support, advice and worked with officers to develop communications plans, to mitigate impact of negative coverage for issues including Rawtenstall gyratory works, Bacup market and regeneration work, and the Waste Transfer Station.
	Refresh the Council's Branding	The Council's corporate branding was reviewed and is in the process of being rolled out gradually. Branding and Accessibility Guidance was developed September 2024 and shared to ensure all officers apply the Council's brand appropriately.



	Develop and submit at least one award submission per year	<p>Although unsuccessful at shortlist stage, the Communications Team has supported officers in the development of four LGA award entries:</p> <ul style="list-style-type: none"> <li>• Rossendale Forest - community involvement</li> <li>• Residents Survey - small campaign of the year</li> <li>• Rossendale Works - Public &amp; Private Partnership</li> <li>• Civic Pride Groups - Community involvement</li> </ul> <p>The Net Zero Terraced Street has been successfully shortlisted in the Local and Public sector net transformation category for the Green Energy Awards.</p>
	Provide support for Elections communications	<p>The Communications Team worked closely with Elections Team providing media relations support with local, regional, and national media for the Local Elections in May 2024 and General Election in July 2024.</p> <p>The Communications Team also supported throughout canvas with social media posts and press releases reminding of voter registration dates, voter ID, etc.</p>
Embedding two-way communications by engaging and consulting with our stakeholders to support the Council's decision making process	Manage positive working relationships with local, regional and national media	<p>Regular contact has been maintained with local press and media to ensure a good working relationships and responses to requests in a timely manner, including local democracy reporters, Free Press, Lancs Live reporter and Radio Lancs.</p> <p>The Communications Team also work with external communication teams on joint projects, such as, Lancashire County Council and regeneration partners.</p>
	Monitor and manage the Council's social media accounts	<p>A weekly schedule of social posts with minimum of three posts a day covering Councils four priorities is completed.</p> <p>A quarterly audit of all social platforms, tracking and monitoring follower numbers and engagement to ensure effective engagement is completed.</p> <p>Follower increase in last 12 months:</p> <ul style="list-style-type: none"> <li>• Facebook – 15.8% to 8,900</li> </ul>



		<ul style="list-style-type: none"> <li>• Instagram – 17.5% to 1,894</li> <li>• Twitter/X - 1.4% decrease to 7,808</li> <li>• LinkedIn – 73.7% to 1,456</li> <li>• Blue Sky – new platform - 108 followers</li> </ul> <p>Performance management data is provided for the quarterly Performance Management Report.</p>
	Conduct the annual Residents Survey	<p>The Communications Team has facilitated the annual Resident Survey in September 2024. The survey included additional questions to support the review of the Council's Valley Plan.</p> <p>Through more effective marketing of target groups and improved visibility the response rate increased by 391% when compared to 2023.</p>
	Develop the Council's Rossendale Panel database to support resident and stakeholder consultation including facilitation of focus groups	<p>The Rossendale Panel (formally known as the Citizen's Panel) has been developed using data collected via the 2023 and 2024 Residents Survey.</p> <p>The Rossendale Panel receive the Council's quarterly newsletter and are contacted to participate in any Council consultations or focus groups.</p> <p>The Rossendale Panel has increased to 1,507 subscribers.</p> <p>The Rossendale Panel were invited to a Resident Focus Group as part of the Valley Plan review. 10 residents participated.</p>

Key Priorities	Actions
Developing a communications function that effectively communicates with external stakeholders to increase understanding of the Council's services and support the delivery of the Council's Valley Plan – Our Place, Our Plan	<ul style="list-style-type: none"> <li>• Provide professional communications advice and support to internal stakeholders; CMT, staff and Members to communicate effectively with stakeholders</li> <li>• Provide a responsive and pro-active press office responding to enquiries in a timely and appropriate manner</li> <li>• Develop and monitor a protocol for officers and Members for managing contact with the media</li> <li>• Provide communications training to staff and Members</li> </ul>
Improving the use of internal communications to promote staff wellbeing, engagement and effective delivery of the Council's Valley Plan – Our Place. Our Plan	<ul style="list-style-type: none"> <li>• Review internal communication channels to develop more accessible and inclusive internal communications.</li> <li>• Refresh the staff engagement framework to support staff satisfaction, wellbeing and motivation.</li> <li>• Develop two way communications tools to support a collaborative working culture</li> <li>• Conduct an annual staff satisfaction survey</li> </ul>
Building and maintaining the Council's identity and reputation with our stakeholders	<ul style="list-style-type: none"> <li>• Support staff to promote the Council's activities and mitigate any challenge or negativity</li> <li>• Refresh the Council's Branding</li> <li>• Develop and submit at least one award submission per year</li> <li>• Provide support for Elections communications</li> </ul>
Embedding two-way communications by engaging and consulting with our stakeholders to support the Council's decision making process	<ul style="list-style-type: none"> <li>• Manage positive working relationships with local, regional and national media</li> <li>• Monitor and manage the Council's social media accounts</li> <li>• Conduct the annual Residents Survey</li> <li>• Develop the Council's Citizen Panel database to support resident and stakeholder consultation including facilitation of focus groups</li> </ul>