

Review of Gull Strategy in 2016



Bath and North East Somerset – *The place to live, work and visit*

2016 Gull Strategy

3 pronged approach using £85k of funding;

- » Free egg and nest removal treatments plus falconry in Abbey, Kingsmead, Newbridge, Twerton, Westmoreland, Widcombe and former factory site in Midsomer Norton
- » Dedicated waste enforcement resource in Bath city centre
- » Partnership with University of the West of England and Middlesex University to research how our interventions can influence gull behaviour (no financial funding)
- » Dedicated communications resource, publicity materials and project management

2016 Gull Strategy

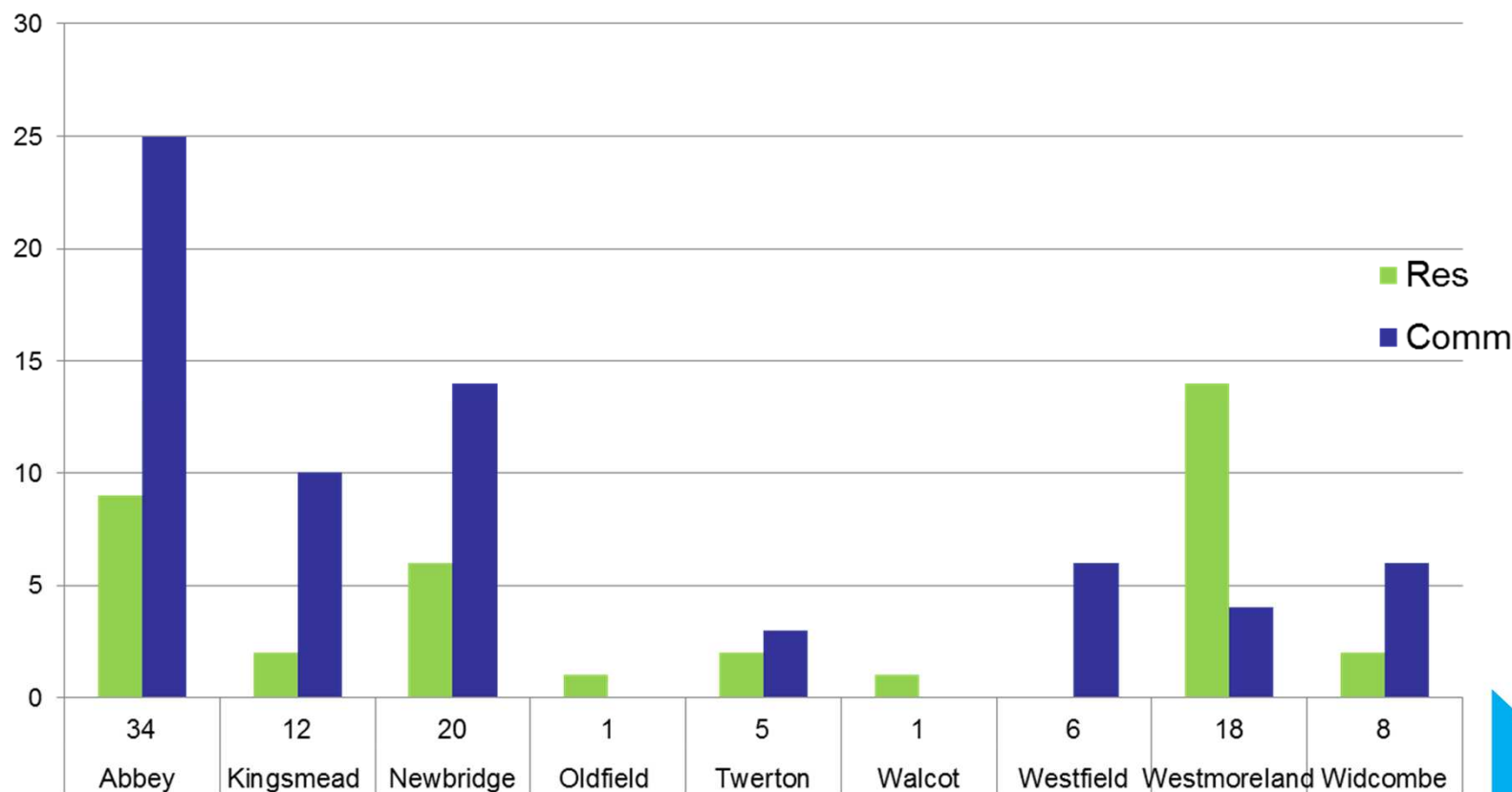


Bath and North East Somerset – *The place to live, work and visit*

Free egg and nest removal- by ward

-105 premises received at least 3 visits throughout the season

-1150 eggs and 469 nests were removed



Waste enforcement

- » Dedicated resource deployed to ensure compliance from businesses in the city centre
- » As well as informal advice, **112** warning letters, **36** Section 47 notices and **8** Fixed Penalty Notices issued
- » Following this work some businesses continue to be non-compliant, which may result in prosecution proceedings

UWE/Middlesex University research

- » Project will last until 2018
- » Students are observing gull behaviour and completing night-time and early morning observations
- » Providing valuable feedback on our waste and cleansing operations and residents behaviour in presenting waste
- » Are acting as advocates of the strategy, providing resource for monitoring and helping to engage with our customers

Communications

- » Campaign was crafted to promote the up-take of free treatments and raise awareness of how communities could help to mitigate the impacts of gulls
- » Used traditional media relations, social media activity and stakeholder/internal communications involving Council members, businesses, landlords, Council staff and project partners including NBC Bird and Pest Solutions, UWE, and University of Middlesex. Also community stakeholders - Bath BID, Chambers of Commerce, Residents Associations

Communications

Estimated that at least **50** pieces of media coverage was achieved including reports on BBC national radio (Radio 2 and Radio 4) and in The Times, The Telegraph and The Sun

Partnership with universities was key to securing this media coverage

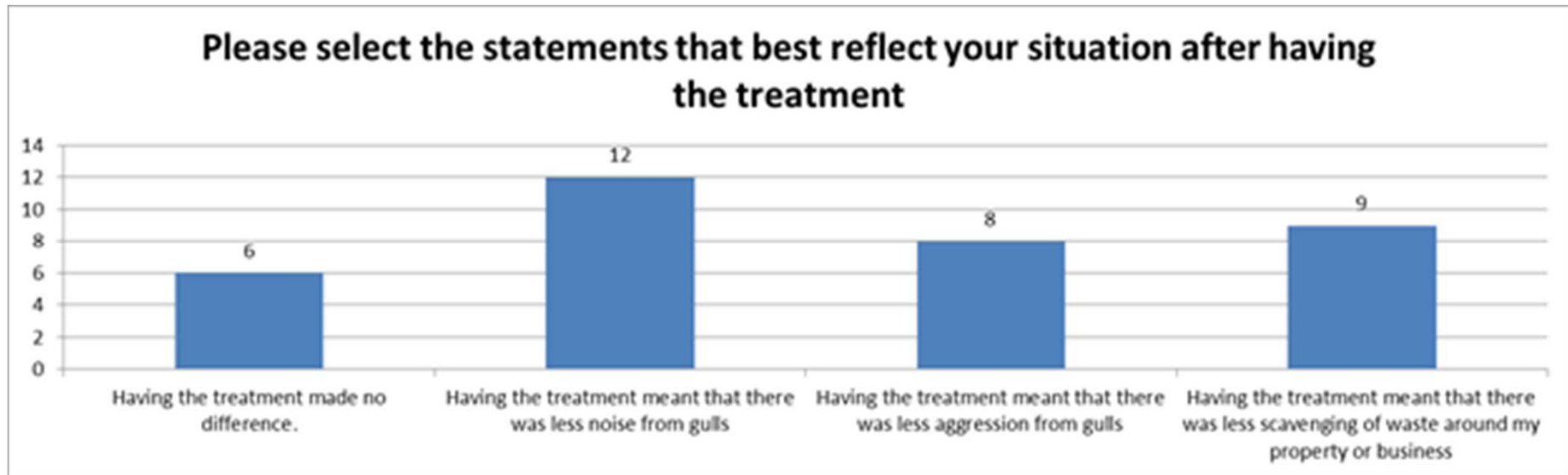


Councillor feedback

- » Positive feedback from Cllrs whose wards were involved and suggestions received on how programme could be improved e.g. earlier communications with communities
- » Requests from Midsomer Norton and Oldfield wards about being included in future egg/nest removal programmes

Customer feedback

» A telephone survey was completed of **32** customers; opinions have been generally positive



Comments from customers

- » *“Brilliant-really good, very helpful with advice”.*
- » *“I am pleased to say that the seagull nest clearance programme with NBC appears to be going ahead successfully, and that the liaison between the contractors who clear the nests and with the end user is good. I have spoken with the technician who clears the nests in our area, and the project manager who provides a survey to link a quotation for remedial works to roofs such as netting and spiking- and both have been quick to respond”.*

What did we learn from the work this year?

- » More detailed information for our customers
- » Need to think about roof accessibility
- » Engagement with communities needs to be early on
- » Collective working by residents works well
- » Less complaints were received by service teams
- » Partnership with Universities is mutually beneficial

2017 and beyond:

- » Opportunity to build upon successes of this year
- » Project is not funded within existing budgets and will require allocation of funding to continue in 2017- this is being considered by Cabinet
- » Partnership with University of the West of England/Middlesex University will continue