

Dog fouling campaigns – briefing for members and Head of Service

Dog fouling is a persistent issue that faces local authorities, not just in Scotland and UK but throughout Europe.

Many councils, organisations and community groups have tried different approaches and communications agencies have provided studies on how to change public behaviours.

We have researched what has worked elsewhere and provide recommendations below on what would be of value to Argyll and Bute, at this time and within the resources we currently have available.

Keep Britain Tidy

[Keep Britain Tidy](#) offers three packaged campaign solutions that can be used ‘off the shelf’.



The *We're watching you* campaign trial led to a 46% reduction across the 17 local authorities involved and a 75% reduction in the areas where it was trialled in Portsmouth. The posters feature glow in the dark eyes and messages that focus on enforcement, peer pressure or positive reinforcement.

Cost to buy the campaign: £2,250. This is for 40 signs, which would not be enough to provide one to every community council.

Do it for the dog is a social media campaign and features dogs saying why they are proud



their owners clean up after them. Or why they are disappointed when they don't!

Cost to buy the campaign: £945. None of the videos have Scottish voice overs and would no doubt cost more to have this done.



There's no such thing as the Poo Fairy is a poster and bin sticker campaign.

Cost to buy the campaign: £305 for 50 A3 posters and 50 bin stickers

Approaches taken elsewhere

Below are examples of action taken elsewhere to good effect:

- Councils:
 - issued flyers to homes, had wardens patrolling the area, visited schools, and provided free poo bags to the public,
 - put stencils on the pavement where there had been high levels of dog fouling, and details on their website about reporting incidents.



- Local communities:
 - local residents, supported by a council, took matters into their own hands. In the first two weeks' volunteers cleaned up the area and picked up over 900 deposits, taking 135 hours. The objective of the big clean-up was to get everyone regularly using the area to appreciate the difference and to join in the commitment to keep it looking good.
 - Volunteers continue to patrol designated areas daily but have stopped picking up the dog mess. Instead, they are now using temporary spray paint to highlight new deposits and will be closely monitoring the situation. The idea of using spray paint is to show that new deposits have been noticed so owners get the message that it is disgusting

Also pertinent to Argyll and Bute – agricultural land

Another thing to consider is dogs fouling on agricultural land – which is important in this area. [NFU have campaigned](#) on this in the past. Recommendation: we include this messaging as part of any campaign we run.

Recommendations

R&IS has flagged up that there is limited resource for enforcement. Therefore the aim should be to raise awareness of the issue and use peer pressure and pride in the community/local area to remind people of their responsibilities and change the behaviour dog owners behaving in a thoughtless manner.

The council's Communications Team can deliver a social media campaign and support local community groups/community councils who may wish to get involved campaigning, as outlined below.

What we can offer

Information campaign: invite local groups to join the fight against dog fouling, providing them with some resources to remind people to look after their communities by cleaning up after their pets.

Direct invites: write to community councils

Provide posters to local groups - based on We're watching you, which taps into peer pressure. We would also provide information on how to hang them safely.

Social media campaign - based on Do it for the dog: use photos of dogs, which can be provided by staff, saying how they feel about their owners not picking up after them.

The ask

Ask community groups to help us fight dog fouling and we will help with providing the tools:

- Draft press releases
- Posters
- Social media assets

Costs

- 1000 A3 posters on PVC– £960 + VAT
- 1000 A3 posters on 4mm Corex - £1,820 +VAT
- Postage
- Social media assets – staff time
- Draft press releases – staff time