

# Paint Means Poo Campaign Toolkit

The following step-by-step guide has been developed to assist any persons or groups within a community wishing to carry out a 'Paint Means Poo' campaign to tackle dog fouling problems in a specific area.

## Aim

The aim of a Paint Means Poo campaign is for local communities to highlight the extent of the dog fouling problem in a particular area and to embarrass irresponsible dog owners by spraying sighted incidents of dog fouling with orange paint. If everyone can see how bad the problem is then dog owners should be encouraged to pick up the poo and not leave it behind in the future.

## How

- Identify a volunteer to carry out spraying and recording (this should be agreed by the Parish Council where applicable).
- Register your interest with the Environmental Improvement team by emailing: [environmentalimprovement@daventrydc.gov.uk](mailto:environmentalimprovement@daventrydc.gov.uk) or calling 01327 871100 at least two weeks in advance of the start of the proposed start date. The purpose of registering your interest is to ensure that council services can meet the needs of your campaign. This should include the following information:
  - Nominated volunteer sprayer as a point of contact and their details (name, address, phone number and e-mail)
  - Proposed start and finish dates (a period of six weeks)
  - Locations to be targeted (names of streets, parks, open spaces etc)
  - Await confirmation that the Council can support your campaign, you will be contacted within five working days.
- Before the campaign start date you will receive some eco-friendly orange spray paint and an information pack.
- **Safety:** Each participant must follow the instructions on the spray can and should familiarize themselves with the Paint Means Poo risk assessment.
- If there is more than one volunteer spraying within your parish or area, organise who will spray which streets/areas to avoid duplication. (NB: For consistency it is recommended that volunteers in each parish should spray on the same day).
- On your agreed day / date spray orange paint onto individual dog poos on **public land only** so that anyone walking in the area can easily see the numbers of poos being left behind by irresponsible dog owners. The volunteer spraying the poo should record the location, dates of spraying and the number of poos they have sprayed on the recording form provided (either electronically or on hard copy).
- **Note:** Spray the poo only. There's no need to spray around the pile or use the spray to mark the fouling in any other way. The spray should break down and disappear from grass within about a week, but on tarmac it will remain for some time so it is important to focus the spray on the poo alone.
- 'Paint Means Poo' flyers should be distributed to nearby properties within the target area following your initial spray to promote the campaign to local residents. Dog Fouling information leaflets can be distributed as required.
- Allow one week following the first day of spraying then carry out another day of spraying and counting and then record the number of newly sprayed piles following the procedure outlined above.
- When the campaign is completed the nominated volunteer should email the completed Record Sheet provided to: [environmentalimprovement@daventrydc.gov.uk](mailto:environmentalimprovement@daventrydc.gov.uk) or send it to Paint Means Poo Campaign, The Environmental Improvement Team, Daventry District Council, Lodge Road, Daventry NN11 4FP so that we can monitor the success of the campaign.

## Example Timetable

Mon	Spray poo and record locations, amounts and observations on the recording form.
Tues/Wed	Distribute 'Paint means Poo' flyers to nearby houses.
Thurs/Fri/ Sat/Sun	Allow time for more poo to be deposited.
Mon	Spray new piles of poo and record locations, amounts and any observations on recording form.
Continue for six weeks. Issue more flyers/ leaflets as required.	
Upon completion the Volunteer Sprayer should email the completed recording form to: <a href="mailto:environmentalimprovement@daventrydc.gov.uk">environmentalimprovement@daventrydc.gov.uk</a> , or send it to Paint Means Poo Campaign, The Environmental Improvement Team, Daventry District Council, Lodge Road, Daventry Northamptonshire NN11 4FP	