

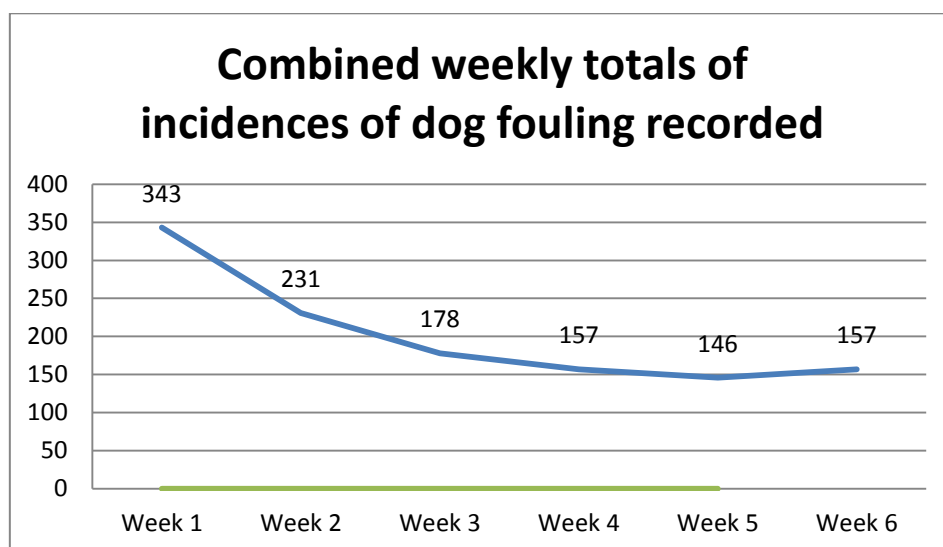
Paint Means Poo Campaign – Phase 2, Autumn 2016 Summary of Results

The Paint Means Poo Campaign ran from 5th September 2016 to 16th October 2016.

In order to enable us to evaluate the effectiveness of undertaking spray paint campaigns our Volunteer Sprayers were asked to spray and record the piles of dog poo found in their focus area on one particular day each week for a period of 6 weeks, and where relevant, to include observations. Once completed, the record sheets were returned to the Environmental Improvement team for analysis. The results are presented in this document. It is hoped that participating parishes will promote their own results to residents.

It is recognised that the Paint Means Poo campaign can only provide a 'snap shot' of the actual situation with respect to dog fouling in certain areas of the District.

The total number of fouling recorded each week by participating Parishes and areas of Daventry can be seen in the line graph below.



This line graph shows a general downward trend, with a reduction of fouling from 343 recorded in week 1, to 157 in week 6. This shows a reduction of 54 %.

The chart shows a slight increase in fouling from week 5 to week 6. This fluctuation can largely be attributed to increases seen in week 6 in two areas: Daventry, Borough Hill and Long Buckby Wharf. Our volunteer for Long Buckby Wharf is of the opinion that the overall situation still varies considerably week by week due perhaps to the fact there is variable passing canal boat traffic. It is not believed that local dog owners are responsible for not clearing up. Comparative data for the same area during the same 6 week period in 2015 shows an average of 16 incidents of fouling, which is double that recorded during this campaign.

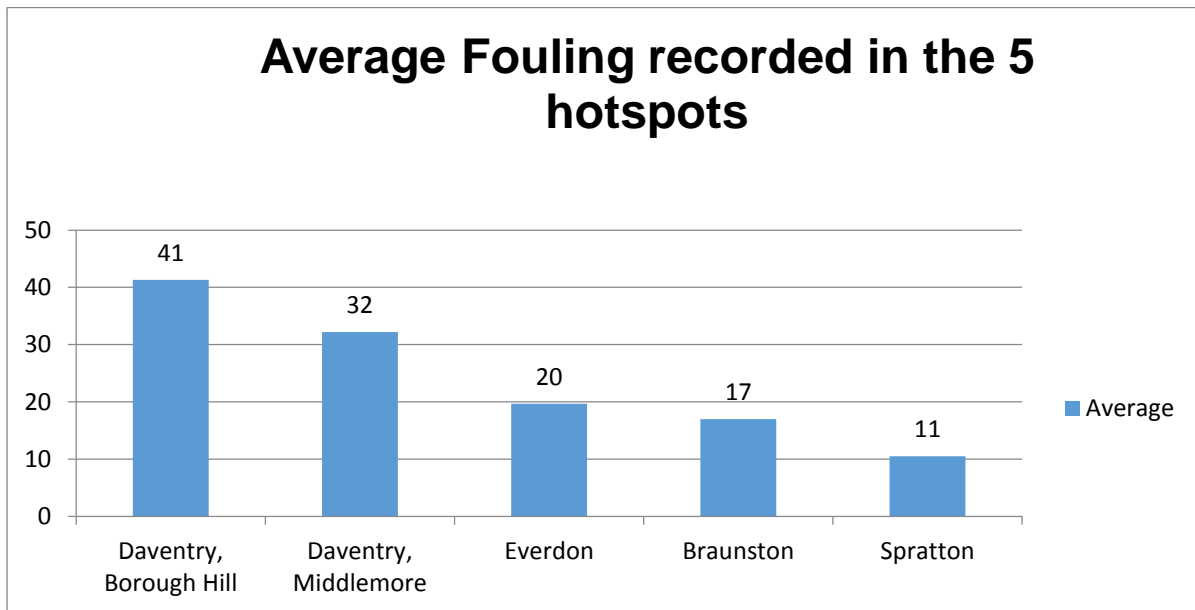
Table to show the number of piles sprayed each week by area during the Paint Means Poo Campaign, in descending order.

Parish	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Total	Average
Daventry, Borough Hill	64	48	41	37	19	39	248	41
Daventry, Middlemore ¹	95	45	15	16	16	6	193	32
Everdon	23	19	19	14	19	24	118	20
Braunston	25	20	13	18	13	13	102	17
Spratton	20	5	11	7	11	9	63	11
Cold Ashby	8	8	9	8	10	9	52	9
Long Buckby Wharf	5	14	2	4	3	20	48	8
Daventry, Southbrook	8	6	8	7	12	7	48	8
Naseby	21	7	4	2	1	0	35	6
Kilsby	9	9	6	4	6	0	34	6
Crick	13	7	2	6	1	1	30	5
Chapel Brampton	3	5	7	2	4	6	27	5
Pitsford	9	7	7	2	0	0	25	4
Daventry, The Grange	6	3	2	3	3	3	20	3
Clipston	2	4	4	2	2	3	17	3
Brixworth	4	2	5	4	0	0	15	3
Holcot	0	0	5	4	4	1	14	2
Daventry, Eastern Way Playing Field	1	1	1	1	5	4	13	2
Scaldwell	2	2	1	2	2	3	12	2
Byfield	4	3	0	1	3	0	11	2
Staverton	3	3	3	1	0	1	11	2
Welton	2	1	1	1	2	2	9	2
Long Buckby	3	2	1	0	0	1	7	1
Weedon	3	2	0	1	1	0	7	1
Ravensthorpe	1	0	0	0	3	0	4	1
Creaton	0	0	2	1	0	0	3	1
Catesby	0	0	0	0	0	0	0	0
Onley	0	0	0	0	0	0	0	0
Total	343	231	178	157	146	157		

The average rate of fouling column indicates 5 main areas experiencing particularly high levels of fouling. Based upon this evidence these areas can be identified as focus areas or 'hot spots'.

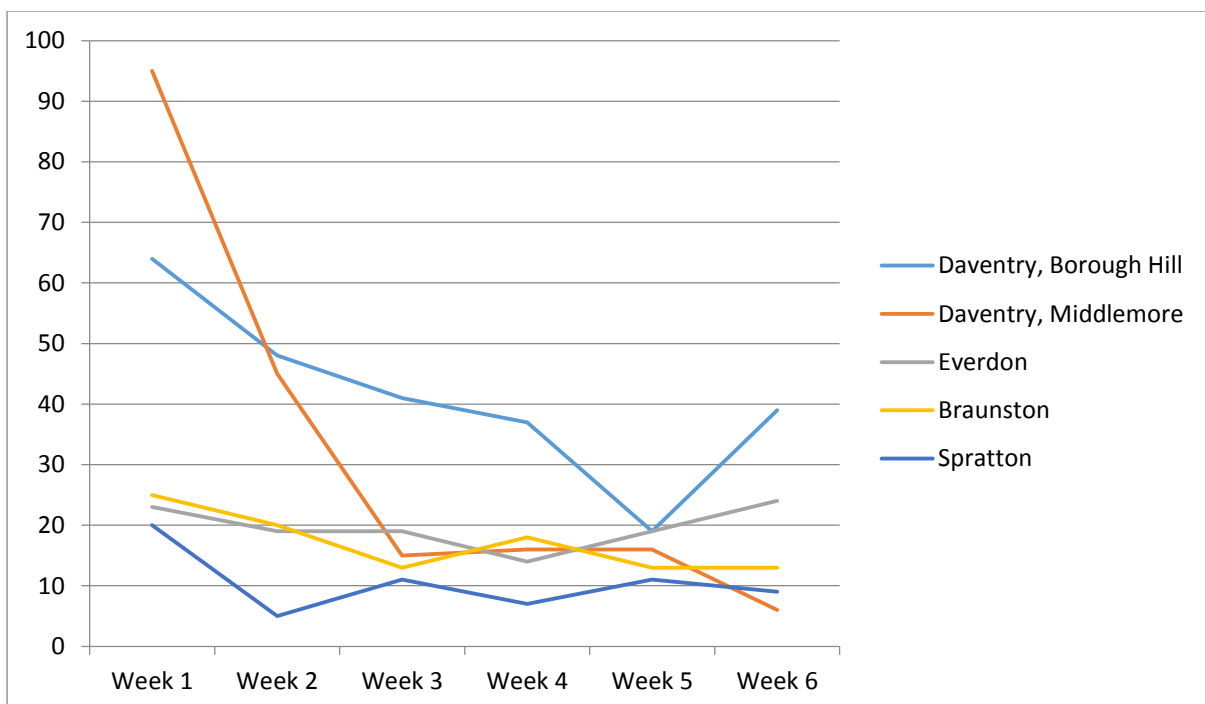
¹ During weeks 5 & 6 figures were not included for Middlemore walk, as the hedges had been cut back and exposed around 60 bags thrown into the trees and hedge.

According to the results provided, the 5 areas with the highest levels of fouling would appear to show our 'hot spots': areas which would benefit from more focussed future action. Average levels of fouling recorded in these areas are represented in the bar graph below.



The line graph below shows the fouling incidences in the 'hot spot' areas over the six week period of the campaign.

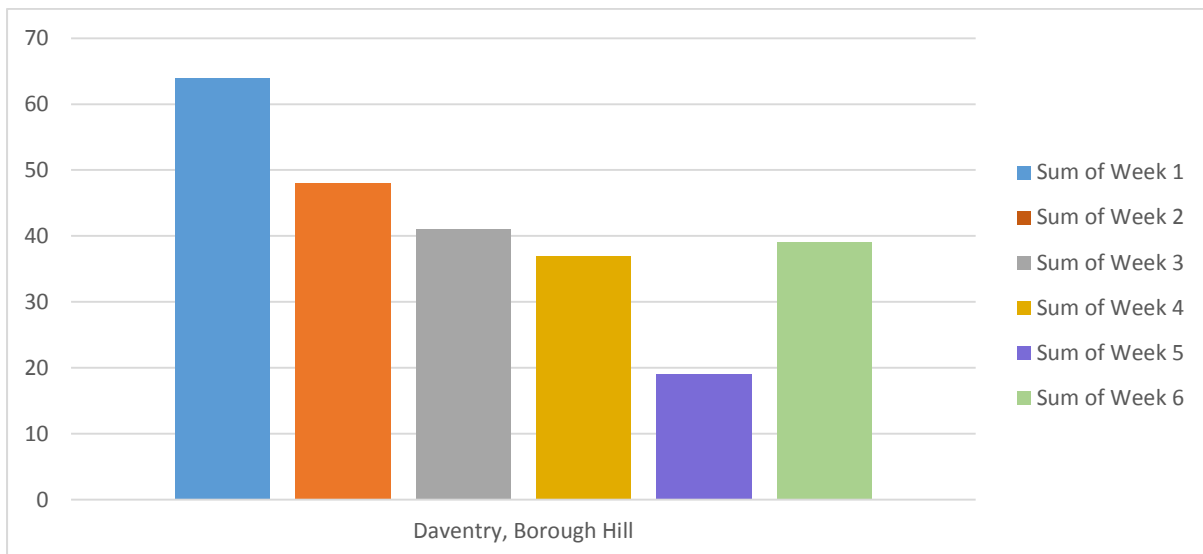
Graph to show incidences of fouling in hot spot areas over a 6 week period.



Frequency in fouling in these areas varied from week to week, and does not show a consistent downward trend. Peaks in bagged dog waste found in these areas were associated with poorly lit areas.

Borough Hill, Daventry

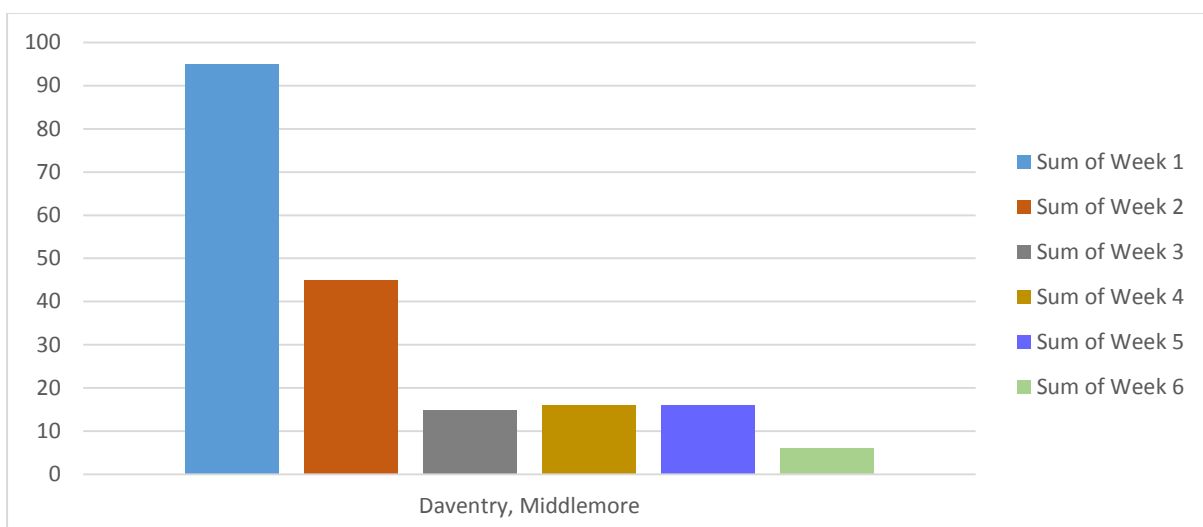
Graph to show the incidences of fouling recorded in a focus area over a six week period in Borough Hill, Daventry



Between week one and week 6 fouling showed a 39% reduction decreased from 64 to 39. During the first five weeks there appeared to be a consistent downward trend in fouling recorded. Disappointingly fouling levels rose during week 6. Our Volunteer Sprayer for the area felt that on the Eastern Way Playing field good practise seems to have been maintained since the last campaign. Bagged dog waste thrown in to hedges was noted in both areas of focus.

Daventry Middlemore

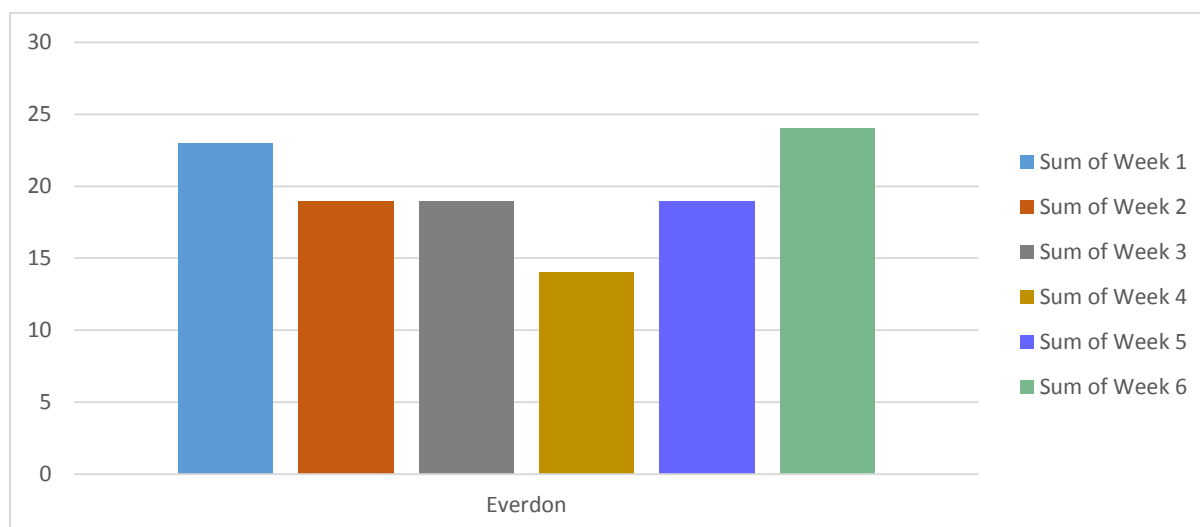
Graph to show the incidences of fouling recorded in a focus area over a six week period in Middlemore, Daventry



Although the sum totals for Middlemore appear to show that there is a general downward trend in fouling incidences, during weeks 5 & 6 figures were not included for Middlemore walk, as the hedges had been cut back and exposed around 60 bags thrown into the trees and hedge. Our Volunteer Sprayers noted that this was worse in the unlit areas.

Everdon

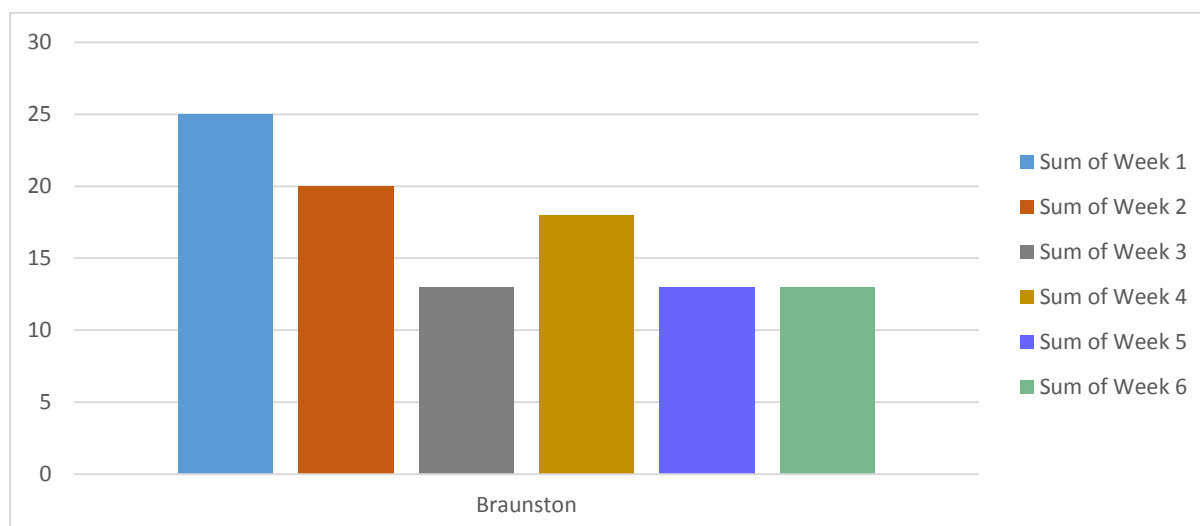
Graph to show the incidences of fouling recorded in a focus area over a six week period in Everdon Parish.



The weekly totals of fouling incidences in the areas of focus show an increase in fouling from 23 in week 1 to 24 in week 6, an increase of 4%. Two particular footpaths in the area of focus had a particularly high level of fouling, the ER13 Footpath from Well Lane to Newnham Road and the field walk behind Everdon Outdoor Learning Centre. This raised the total level of fouling for Everdon. Our Volunteer Sprayers for the area noted that the fouling is repeatedly taking place in the same area, either late at night or in the early morning.

Braunston

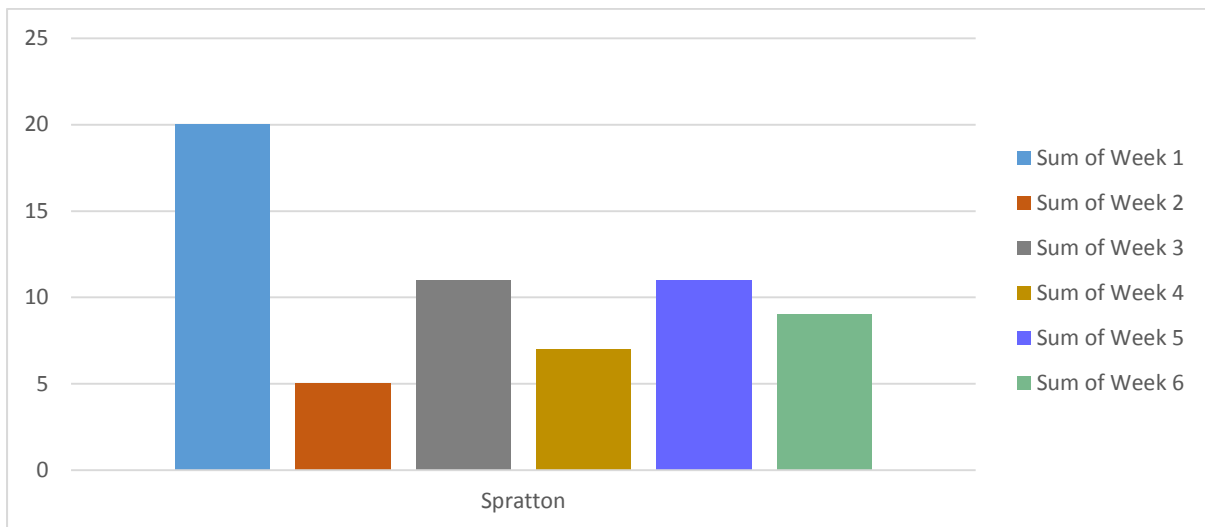
Graph to show the incidences of fouling recorded in a focus area over a six week period in Braunston Parish.



The weekly totals of incidences of fouling in the focus areas in Braunston show a reduction from 25 incidents in week 1 to 13 in week 6. This is a reduction of 48%. Our Volunteer Sprayer for Braunston Parish identified an offender in the Jetty Fields area. This information will be passed to our Dog Warden, in order for it to be followed up. The Green area had little fouling as there were lots of bins in the area, providing a visual reminder.

Spratton

Graph to show the incidences of fouling recorded in a focus area over a six week period in Spratton Parish.



The weekly totals of incidences of fouling in the areas of focus show a decrease in fouling from 20 in week 1 to 9 in week 6. This shows a reduction of 55%. Our Volunteer Sprayer was verbally advised that there is a regular offender with a Labrador dog. If details of the offender can be obtained and forwarded to the Environmental Improvement team, our Dog Warden can follow this up.

Summary of Comments	
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With regard to fouling found in the area of focus, 5 comments indicated that there was no pattern to the fouling	It is more difficult to target or catch offenders for random fouling.
18 different comments indicated that there were specific areas where fouling was prevalent (many specific roads or pathways were cited) for example: <i>mainly on the verges outside of peoples homes; Mostly at the start of the footpath; The area in the middle of the bridleway is worst; fouling is repeatedly taking place in the same area, either late a night or early morning. Suspect it is the same large dog/s.</i>	In areas experiencing a high level of fouling these areas could be highlighted in local newsletters, requesting that residents are vigilant and report any offenders seen to DDC, using the incident report form. Once information has been received our officers will either attempt to contact the suspected offender or arrange to patrol the area at a specific time in an attempt to witness an offence. DDC has two officers who routinely patrol hotspots around the district. Patrols are regularly carried out in the early mornings, evenings and on weekends in addition to office hours. Our officers now wear dog warden uniforms and use a marked van. Dog owners who allow their dogs to foul are notoriously difficult to catch. This high profile approach is aimed at raising awareness so that potential dog fouling offenders are alerted to the presence of enforcement officers. An intelligence based focus is encouraged. The Anti-Social Behaviour, Crime and Policing Act 2014 also allows this power to be extended to other agencies, which is something we shall be exploring.
6 volunteers commented that during the campaign they had seen an improvement in their focus area: <i>Local road used by several dog walkers. Used posters in area which appear to have helped reduce incidents.</i>	This is the desired effect of the campaign.
3 volunteers felt that although they had seen an improvement in their focus area, they noted that other areas had deteriorated:: <i>I have also noticed an increase of dog fouling in other areas, perhaps the irresponsible dog owners have not been walking their dogs at the Heli Park during the dog poo spraying scheme.</i>	This suggests that the campaign has been noted by residents. However, it is not desirable that offenders simply move and cause problems in other areas. <i>This suggests that the campaign has displaced irresponsible dog owners to unmonitored sites.</i>

<p>A total of 7 volunteer sprayers commented on the problem of bagged dog poo that was found in their focus area. This appears to be worse around overgrown hedges and in unlit areas. During weeks 5 and 6 of the campaign approximately 60 bags of dog waste were noted in a single location in Middlemore: these were exposed when hedges were cut back.</p>	<p>Bagged dog waste is visually and environmentally worse than non-bagged dog waste.</p> <p>Leaving bagged dog poo in the open air constitutes both a dog fouling and littering offence. This campaign has highlighted this is a particular problem. DDC will investigate the best way of raising awareness that offenders who do not dispose of bagged dog poo in the correct manner are committing both a fouling and littering offence, and that offenders risk both a littering fine (£75) and a fixed penalty notice (£100) under the PSPO and may be prosecuted.</p> <p>Signage raising awareness of the fact that any litter bin can be used to dispose of bagged dog mess may help to reduce this problem. DDC are currently investigating the cost of producing some adhesive labels to stick on regular litter bins, stating that dog waste may be placed in it. Any signage would need to be erected. This could then be promoted to residents.</p>
<p>3 Volunteers commented that the offences occurred late at night / in the early morning / in an unlit area.</p>	<p>The council has a limited number of 'We're watching you' posters, which are designed to tackle dog fouling in the dark. These posters are visible after dark and use innovative, cutting-edge materials, which 'charges up' during the day to glow in the dark at night. These can be obtained from the Environmental Improvement team.</p>
<p>7 focus areas were found to have no significant problem: <i>Only 6 houses and no mess; Lots of bins on this area so visual reminders!</i></p>	<p>It is encouraging to find that there are areas where residents are being responsible.</p>
<p>One volunteer noted that although the area dog walkers use mainly was fairly clear, there was an issue in the play area where people let their dogs wander whilst children are playing.</p>	<p>Our Public Spaces Protection Order (PSPO) prohibits dogs from entering a fenced-off playground. If a person is found to be in breach of the order, they face a £100 fine and potential prosecution. If the offender is identified, or a regular pattern can be identified this can be reported to the Environmental Improvement team for investigation.</p>
<p>3 comments related to poo from other animals being found: foxes and cats.</p>	<p>No action can be taken as these are considered to be 'wild' animals that roam.</p>

<p>1 volunteer witnessed an offender with two small dogs leaving poo on the ground and claiming their dog has colitis.</p>	<p>If this offender can be identified they can be reported to the Environmental Improvement team, using an incident report form. It is not a valid excuse to state that a dog has a medical problem, and if the owner is taking the dog out they should take appropriate steps to ensure they are able to clean up after their dog. If they fail to pick up after their dog they are committing an offence.</p>
<p>5 comments related to positive comments about the campaign by local residents: <i>8.9.16 Spoke to one dog walker who had bags and cleared up after his dog. He was pleased to see we were out doing this in the area; Parents of children were grateful as the bright orange paint was very obvious; several villagers commented on the campaign and I had a phone call from one resident asking me to spray a deposit outside of their house.</i></p>	<p>It would appear that a visual presence of action being taken in the community has the effect of reassuring the local residents that efforts are being made to reduce fouling. In line with this, DDC has recently taken the decision to make obvious the presence of our dog wardens by providing them with High- vis warden jackets, and signs for their vans.</p>
<p>2 comments related to grass/ hedges being overgrown, thus making it difficult to identify fouling; <i>During weeks 3 & 4 Grass was very long and may have covered other piles; Several passed comments about fouling in this area - however only one sample located - though area very difficult to survey as littered with tree debris/ foliage etc.</i></p>	<p>These comments will be passed to the contract manager for consideration.</p>
<p>2 comments related to bin issues: one to overflowing bins and one to broken bins.</p>	<p>Feedback has been provided to the contract manager for consideration.</p>
<p>The Welton Parish volunteer advised that his findings would be published in the Parish Newsletter.</p>	<p>It is good that information gathered by volunteers is being fed back to residents in their Parish. This will help raise continued awareness of the campaign and the Parishes commitment to combatting fouling It is hoped that other Parishes will feedback to their residents on their own campaigns.</p>