

# Paint Means Poo campaign

## Phase 3, Autumn 2017

### Introduction

In June 2017 parishes throughout the District were invited to take part in phase 3 of the district wide 'Paint Means Poo' Campaign. The aim of the campaign was to highlight the problem of dog-fouling and to promote responsible dog ownership across the District. This report gives details of the campaign, the results and recommendations for the future.

### Background

Although dog fouling is often described as a minor issue it is recognised as a rural crime indicator and repeatedly features in local surveys as being a major concern for residents.

In a bid to reduce dog fouling in the Daventry District various initiatives have been undertaken:

- Spray Painting Dog Fouling initiative
- We're Watching You Campaign – targeting night time offenders
- Public Spaces Protection Order (PSPO) – including enhanced new dog control powers such as requiring owners to be armed with a means to pick up after their dogs
- Targeted Patrolling of known dog fouling hotspots by our Dog Wardens
- Action days promoting responsible dog ownership
- Encouraging and enabling local volunteers to report offending behaviour to the Council

The initial spray painting campaign was undertaken in 2014 when 28 Parishes and 7 individuals took part in an 8 week campaign. Volunteers were provided with a can of spray paint, a set of instructions and an electronic recording form in Excel. However, a small proportion of volunteers submitted recording forms, making it difficult to establish if the campaign had a deterrent effect. Whilst some of the results submitted indicated that a reduction in fouling had been achieved, other results were less convincing.

In 2015 parishes were encouraged to contact the Environmental Improvement Service if they had identified a dog fouling hotspot and identified a volunteer willing to undertake a further 8 week campaign. Parishes and groups arranged to undertake their own independent campaigns, having obtained a can of spray and instructions for its use from the Council.

However, a record of results was not required at this time making monitoring effectiveness difficult. Despite this, it was considered that the campaigns raised the profile of the Council's efforts to counter dog fouling across the District and as a result contributed to underpinning a culture of picking up after your dog.

In September 2016, to facilitate the evaluation of the campaign, a 6 week district-wide campaign was run. 33 parishes and interested groups took part in this, with 28 returning their recording sheets for analysis. Results submitted showed a general downward trend of fouling, with a 54% reduction of fouling from 343 in week 1, to 157 in week 6.

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In order to continue to raise awareness of the problem, and enable the Council to monitor and evaluate the effectiveness of the Paint Means Poo campaign, it was decided to hold a further focussed district-wide initiative. This Phase 3 Campaign was undertaken over 6 weeks between 11 September and 16 October 2017.



## Developments to the Existing Spray Paint campaign

Prior to relaunching the campaign:

- The Dog Poo Spraying Campaign Toolkit was revised and updated.
- In order to minimise the impact of the paint on the environment, a chalk-based eco-friendly paint was sourced.
- The risk assessment covering the activity was reviewed and updated and included in the participants' packs.
- The Dog Fouling page on the DDC website was updated to make it more user friendly for participants in the campaign.
- Feedback from last year's campaign highlighted the fact that many dog owners were unaware that they can dispose of dog poo in normal litter bins. For this year's campaign new signage with the text 'Bag that poo – any bin will do' was produced to promote the use of regular litter bins for the disposal of dog waste. Each volunteer received 2 A3 signs and 3 adhesive labels to affix to regular litter bins in their focus area.

## Organisation of the campaign

Parish Councils and existing volunteers were invited to participate in the campaign. A total of 34 Parishes and individuals acting on behalf of residents groups or other organisations expressed an interest in participating in the campaign. Appendix 1 is a list of the 34 interested parishes and areas. 21 of these had participated in last year's campaign.

## Requirements of the campaign

As with the previous year's campaign, each participating Parish or group was asked to provide details of a willing volunteer, committed to undertaking the six-week campaign and to record the results and provide feedback. In return they received an information pack giving the necessary information to run and promote a campaign. Each nominated volunteer received their own pack including a can of eco-spray paint, a toolkit, risk assessment, recording forms, flyers giving details of the campaign, dog fouling leaflets and new signage promoting the disposal of dog waste in regular litter bins.

## Promotion of the Campaign

The aim of conducting a united district-wide campaign was to increase the profile of the campaign and to deliver a consistent message, and enable us to maximise promotional opportunities. This was done in the following ways:

- DDC's Dog Fouling webpage was revised and all campaign documents made available to download.
- Issuing a press release, at the beginning of the campaign, reinforcing the message that 'any bin will do.'
- The campaign was promoted on the front page of the Council's website (and via the Council's social media (Twitter and Facebook)).

- Participating Parish Councils promoted the Campaign to their residents via websites and in newsletters.
- Via our team of dedicated volunteers, who promoted the campaign in their focus area by displaying posters and handing out information flyers and leaflets.
- Copies of Paint Means Poo promotional materials (posters, flyers and dog-fouling leaflets) were made available at nearby libraries, Daventry pet shops and other local shops.
- Emails were sent to interested organisations and individuals, along with a copy of the poster promoting the campaign, asking for them to promote the campaign via websites, social media and newsletters. These included District Councillors, pet shops, veterinary surgeries, kennels, registered dog walkers, The Ramblers Association, Neighbourhood Watch and schools.
- Via information boards along the Canal Towpaths, with the support of the Canal and River Trust.
- A free poo bag offer was kindly repeated by Pets at Home, and promoted via the press release, on DDC's website and via the Community Safety Partnership. Promotional literature was also emailed to Members of the Council, Parish Clerks, Volunteer Sprayers, and interested organisations.
- Random patrolling was undertaken in notorious 'hot spot' areas during the campaign.
- The Dog Warden and Environmental Improvement Community Projects Officer attended the RSPCA's Big Walkies event at Brixworth Country Park, to promote the campaign to dog walkers.
- Local boat hire companies using the Long Buckby Wharf section of the canal were contacted, with a view to promoting responsible behaviour to boaters.

## Results of Promotion Campaign

- On 12th September 2017 an article entitled, 'Any Rubbish Bin Will Do: Daventry District Council's Message on Dog Fouling as campaign returns.' appeared in the Daventry Express online with a large photograph.



- A similar article and photograph also appeared in the Daventry Express newspaper in the same week.

- On 18th October 2017 our Southbrook volunteer was interviewed by BBC Radio Northampton live on location, and spoke very eloquently about the campaign.
- Three schools within the District advised that they would promote the campaign to parents and children via newsletters and assemblies.
- Brixworth Country Park undertook the campaign and promoted the 'Paint Means Poo' message to visitors by displaying posters and via social media.
- Links were further developed with the Canal and River Trust who, in addition to permitting our Volunteer to spray along the towpath, offered to help promote the campaign via social media.

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- 8 boat hire companies agreed to put copies of our 'Dog Fouling – The Law,' leaflet in to their boaters' packs, and others agreed to do this in the new boating season in 2018.
- The Council's Environmental Health Manager was interviewed by two local radio stations interested in the campaign

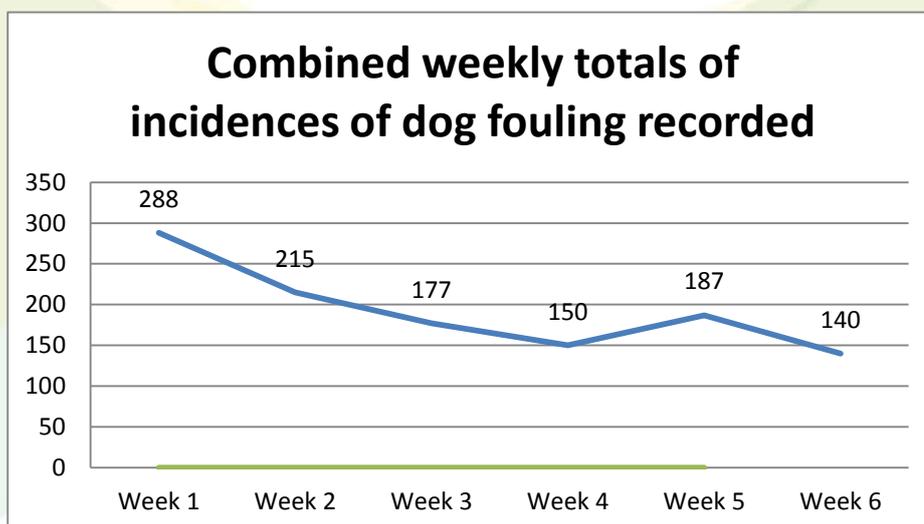
### End of campaign

A total of 28 recording forms were completed and returned in time for inclusion in the analysis. These were completed thoroughly, and many of the Volunteers provided very detailed comments. Comments arising from the campaign have been analysed and responses provided where necessary. These can be viewed in the Response Results Summary (Appendix 2)

### Results of the campaign

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

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

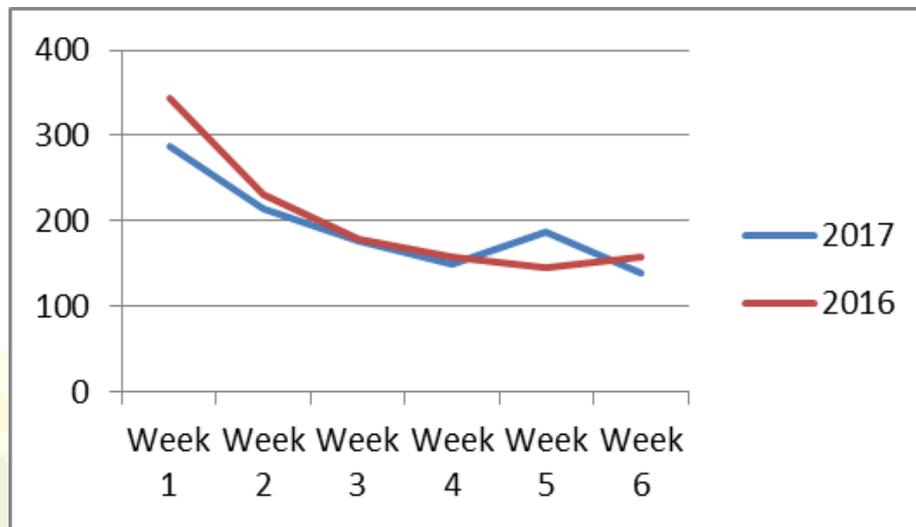


This shows a general downward trend, with a 51% reduction of fouling from 288 in week 1, to 140 in week 6.

The chart shows an increase in fouling during week 5. This fluctuation can partly be attributed to an increase seen in week 5 in Daventry Eastern Way playing field. This may be explained by the presence of a fair during this week, with a noted presence of dogs as part of the entourage.

## Comparison with results from 2016

The combined weekly totals of incidences of dog fouling in 2016 and 2017 can be tracked in the following graph. This shows a similar downward trend. In 2017 the baseline data in week one was lower (288) than in week one of 2016 (343). This could indicate an improvement year on year. The final week also shows an improvement from 157 in 2016 to 140 in 2017.



## Weather implications

The weather in September was fairly unsettled, with above average rainfall, with two-thirds of the average sunshine. This unsettled period continued into the start of October. The rest of October was dominated by warm, moist south-westerly frontal systems, resulting in higher temperatures.

Several volunteers expressed that the unsettled weather experienced during the campaign posed problems including problems spraying in the rain and leaf fall potentially masking the problem. To counter this it is suggested that campaigns are held at different times of the year, perhaps during the spring/summer period.

## Conclusion

The campaign has been successful and has resulted in a decrease in dog fouling of 51%. When viewed alongside similar data from 2016 it suggests that this initiative is a successful means of reducing incidents of dog fouling and it is recommended that this type of campaign continues in order to continue to build on past successes.

Overall, volunteers felt that the campaign had been successful, and those who undertook last year's campaign felt that things had improved, which is likewise reflected in the lower baseline figure compared to 2016 (228 compared with 347).

It is recognised that without a dedicated and reliable team of volunteers, and the support of participating Parishes, this initiative would not have been possible, and the feedback has been invaluable.

## Recommendations

- In 2018 Parishes and interested groups be invited undertake independent campaigns at a time they determine to be appropriate.
- Resources will be provided by DDC for Parishes or individuals wishing to undertake a 6 week campaign, but there will be a requirement for a record of fouling identified to be submitted following the campaign.
- Areas that have experienced high levels of fouling during the campaign will be made priority areas for patrolling undertaken by DDC's Dog Wardens.
- That the offer of 'Dog Waste Also Accepted in this Bin' adhesive labels be extended to all parishes to promote the use of regular bins for disposing of dog waste.

## Appendix One

### Parishes, Organisations and areas of Daventry District Participating in the Paint Means Poo Campaign, September 2017

Parish / Area	Area of focus
Arthingworth	Streets around Arthingworth.
Barby	TBA
Boughton	Boughton Pocket Park
Braunston	Church Road, High Street, Canal Tow Path and Pocket Park
Brington	TBA
Brixworth Country Park	All of Country Park.
Church with Chapel Brampton	All roads behind halfway thorn and Jacks Lane.
Clipston	1. High Street. 2. The Jetway and Chapel Lane. 3. Harborough Road. 4. Church Lane. 5. Playing Field. 6. Kelmarsh Road.
Creaton	The whole village including The Green.
Crick	Path between Yelvertoft Rd and the Canal, this runs alongside the new football and cricket pitches and bisects jubilee wood
Daventry (Ashby Fields)	Alongside Ashby Fields School; Wimborne Place.
Daventry (Ashby Fields)	Daneholme Park and the Black Path towards Shackleton Drive.
Daventry (Lang Farm)	Footpath along Welton Lane.
Daventry (Headlands)	Spider Park
Daventry (Southbrook)	Fishponds, Anson Close, Portland Close, Howard Close, Tovey Drive.
Daventry (Town Centre)	To include: High Street, Sheaf Street, Bowen Square, Cemetery
Daventry (Eastern Way)	Eastern Way playing fields.
Daventry (Borough Hill)	South side of Borough Hill
East Haddon	TBA
Everdon (x2)	1. Field walk behind Everdon Outdoor Learning Centre 2. ER13 Footpath from Well Lane to Newnham Road 3.High Street from Village Green to Newnham Rd 4. Village Green 5.Stubbs Rd to

	Village Green. 6. Bethel Lane, Little Everdon Lane.
Guilsborough	High Street from the village green, past the shop and up the hill (particularly on the side of the shop).
Holcot (x 2 volunteers)	Whole Village covered.
Hollowell and Teeton	A circuit incorporating Church Hill, the footpath called The Jetty, the bottom of Guilsborough Hill, the footpath at the back of the church, and the Pocket Park
Kilsby	1. Ashby Road. 2. Chapel Street. 3. Daventry Road. 4. Butts Lane. 5. Esson Lane. 6. Independence Street. 7. Manor Road. 8. The Banks. 9. Main Road.
Lampport and Hanging Houghton	TBA
Long Buckby Wharf	Area adopted by the Whilton and Buckby Locks Association (WBLA) comprising one and a half miles of Canal Towpath between Norton Junction and just below Whilton Marina.
Long Buckby	TBA
Maidwell with Draughton	Pavements; bridleway through a field.
Naseby (x 2 volunteers)	Recreation Ground Allotment Area
Old	TBA
Pitsford	The recreation Ground
Ravensthorpe	Playing field and surrounding paths.
Weedon Bec	1. Bridge Street 2. Harmans Way
Welton	High Street.
Whilton (x 2 volunteers)	TBA
Woodford-Cum- Membris	TBA

## Appendix Two

### Paint Means Poo Campaign – Phase 3, Autumn 2017

Summary of Comments	
Summary of comments	Response
<p><b>11 comments stated that there was an improvement on last year.</b></p>	<p>It is good to have feedback from our volunteers that they have noticed an improvement. This year on year reduction is reflected in the overall statistics.</p>
<p><b>6 Volunteers indicated that where repeat fouling occurred, this was committed by the same culprits.</b></p> <p><b>Comment examples:</b></p> <p><i>'I believe from my observations the fouling is the product of no more than 4 dogs on a regular basis.'</i></p> <p><i>'same locations no idea as to who - early mornings? Not picked up.'</i></p> <p><i>'I suspect the same people each time but cannot catch in process.'</i></p>	<p>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. As stated in one of the comments, catching an offender is extremely difficult.</p> <p>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 wear dog warden uniforms. 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.</p>
<p><b>Comments were made with regard to the location the offence, alluding to the fact that fouling occurs on cut through lanes and away from houses:</b></p> <p><i>'Little way out of village - no houses.'</i></p>	<p>It is apparent that people are more likely to leave their dog mess if they think that no-one has seen. DDC Officers will follow up any intelligence provided by volunteers and residents.</p> <p>We are looking at signage for the Borough</p>

<p><b><i>‘Dog walkers mainly on footpath cut through’</i></b></p> <p><b><i>‘Perhaps people think it is agricultural land and there is no requirement to pick up’</i></b></p>	<p>Hill area to advise that this is common land and that dog walkers are required by law to pick up after their dogs.</p>
<p><b>Comments indicated that despite all efforts some residents are simply refusing to pick up or ignoring the problem:</b></p> <p><b><i>‘Poo bin in vicinity. Leaflets dropped. One poo was next to the poo bin! Unbelievable.’</i></b></p> <p><b><i>‘I think owners are letting their dogs off the lead in this area and then not noticing if it poos!’</i></b></p>	<p>It is disappointing that a minority of dog owners are persistently flouting dog fouling laws.</p> <p>If sufficient evidence is provided enabling identification of a particular culprit, our Dog Wardens can follow this up.</p>
<p><b>4 volunteers stated that the signage provided was useful:</b></p> <p><b><i>‘Signs were erected at relevant points and walkers took note and picked up the poo.’</i></b></p> <p><b><i>‘The new signage was a great help. Various walkers commented that they weren’t aware “any bin will do”’</i></b></p> <p><b>However, one commented:</b></p> <p><b>Bins being used but litter around play areas.</b></p>	<p>It is useful to have this feedback from volunteers and will help when planning future signage.</p> <p>It is good that residents are starting to use regular bins to dispose of their dog waste.</p> <p>The Business Team will receive a copy of this report, to advise that litter has been noted around play areas.</p>
<p><b>Two volunteers advised that their signage had gone missing:</b></p> <p><b><i>‘The campaign either hit a nerve with some people or the temptation to remove the signs was just too great either way the signage went missing.’</i></b></p>	<p>It is disappointing that a minority of residents have acted in this way. Unfortunately this has happened occasionally in the past.</p> <p>Metal signage would be less prone to being damaged or removed, but would have a cost implication. This will be considered when ordering further signage.</p>
<p><b>4 Comments related to difficulties posed by fallen leaves:</b></p>	<p>It would be beneficial to undertake the campaign at different times each year. In 2018 we propose to encourage Parishes to undertake independent 6 week campaigns at</p>

<p><b><i>'Lots of fallen leaves so difficult to spot.'</i></b></p> <p><b><i>'Autumn not a good time with all the leaves about.'</i></b></p>	<p>a time they consider to be appropriate to them.</p>
<p><b>Comments were made regarding grass cutting:</b></p> <p><b><i>'Grass verges kept very short in this area, probably by home owners'</i></b></p> <p><b><i>'09.10.17 easier to see after grass mown'</i></b></p>	<p>The schedule for grass cutting is arranged by the business team in conjunction with Amey.</p>
<p><b>Two volunteers commented that residents had spoken to them about the campaign, and were pleased that something was being done.</b></p>	<p>It is good to have feedback that residents have noted the campaign.</p>
<p><b>Volunteers gave reasons for a 'spike' in fouling numbers:</b></p> <p><b><i>Week of 9/10 following after the circus left the field. At least 3 dogs owned by the circus.</i></b></p> <p><b><i>'Totals still vary' (due to canal boats)</i></b></p>	<p>There will always be areas of fluctuation, and it is useful when volunteers note a reason where this can be explained.</p>
<p><b>Comments on the overall effectiveness of the campaign generally indicate that volunteers felt that the campaign had gone well and that awareness had been raised with residents:</b></p> <p><b><i>'Campaign has gone really well and people in the village have been stopping us and talking about what we are doing. It has certainly raised awareness.'</i></b></p> <p><b><i>'After spraying 1 was picked up by someone.'</i></b></p>	<p>This is the desired effect of the campaign. It is good to have feedback that volunteers feel that the campaign has been worthwhile.</p>
<p><b>2 Comments were made about bagged dog waste being left in their area.</b></p>	<p>Bagged dog waste is visually and environmentally worse than non-bagged dog waste. Offenders risk both a littering fine (£75) and a fixed penalty notice (£100) under</p>

	the PSPO and may be prosecuted.
<p><b>One comment addressed the issue of enforcement:</b></p> <p><i><b>'It would be good if during the campaign there was a real push on enforcement to drive home the message and or measures could be taken to catch the offenders based on intelligence from the volunteers.'</b></i></p>	<p>The campaign involves enforcement where appropriate and during this year's campaign our Dog Wardens have patrolled hotspot areas, based on evidence from last year's campaign. Therefore our limited resources have been targeted towards this. Each volunteer was provided with Environmental Crimes reporting forms and where evidence of offenders is submitted these will be investigated.</p>