1.0 INTRODUCTION

1.1 This report is to inform members of the Mini Dog Fouling Campaign that is being developed for implementation in Ferryhill.

2.0 BACKGROUND

2.1 Members are aware of the constant issues in connection with dog fouling and this is a very worthwhile cause in the action to reduce this very contentious issue. The aims of the mini campaign are to:

a. raise awareness of the need to report dog fouling and particularly of the importance of providing intelligence about probable offenders;

b. encourage responsible dog ownership;

c. increase the number of dogs micro-chipped to make it easier to identify owners if a dog is found straying;

d. increase the number of residents signed up to the Green Dog Walkers scheme;

e. take enforcement action against irresponsible dog owners; and

f. reduce the scale of the problem in the areas targeted.

2.2 Please see the attached document for further information, appendix 1.

2.3 The hotspot areas identified by the officer leading on this are:

- Coniston Road
- Darlington Road
- St Cuthbert’s Terrace around school
- Greenfield – Brancepeth Road – Black Path
- Bottom of King George Playing Field
2.4 However, as all of these are in Ferryhill Village, the officer in charge has requested if any of the town councillors are able to identify hot spot areas in Ferryhill Station/other areas?

2.5 The contact details for this officer are:

Clare Hubbard, Civic Pride Officer, Durham County Council, Chilton Depot, Chilton Industrial Estate, Chilton, County Durham, DL17 0SD.

03000266057
07795826276
Clare.Hubbard@durham.gov.uk

3.0 **RECOMMENDATION**

3.1 That Members note the contents of this report and if they have any areas of concern with dog fouling to contact the Civic Pride Officer with as much information as possible.
<table>
<thead>
<tr>
<th>MINI DOG FOULING CAMPAIGNS</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. THE AIMS OF THE MINI CAMPAIGN</td>
<td>3</td>
</tr>
<tr>
<td>2. ACTIONS AND ACTIVITIES</td>
<td>3</td>
</tr>
<tr>
<td>PUBLICITY</td>
<td>4</td>
</tr>
<tr>
<td>COSTINGS</td>
<td>4</td>
</tr>
<tr>
<td>COSTS COVERED BY DCC:</td>
<td>5</td>
</tr>
<tr>
<td>ELEMENTS THAT CARRY A COST:</td>
<td>5</td>
</tr>
<tr>
<td>GREEN DOG WALKERS BACKGROUND INFORMATION</td>
<td>7</td>
</tr>
<tr>
<td>APPENDIX A</td>
<td>8</td>
</tr>
<tr>
<td>APPENDIX B</td>
<td>9</td>
</tr>
<tr>
<td>APPENDIX C</td>
<td>11</td>
</tr>
</tbody>
</table>
Mini Dog Fouling campaigns

Upon the request of a campaign being made the following will be carried out to confirm the level of problem in the identified area:-

- Checks made through the Customer relations Management system as to the number of complaints made regarding dog fouling in the area
- Discussions with Neighbourhood Protection Coordinators with regards to intelligence for the suggested area and dates when a possible campaign could take place
- A walkabout will be arranged with the lead person who has requested the campaign and partners, this will help to determine specifically where they feel the main hot spots area are and will help to lead the campaign.
- When these three actions have taken place and a problem has been identified by all parties, Civic pride will seek to carry out a campaign in the identified area.

A typical mini campaign would last for a two week period (this period of time can be extended but needs to take into account staff availability) and consist of the following:-

1. The aims of the mini campaign are:
   a. to raise awareness of the need to report dog fouling and particularly of the importance of providing intelligence about probable offenders;
   b. to encourage responsible dog ownership;
   c. to increase the number of dogs micro-chipped to make it easier to identify owners if a dog is found straying;
   d. to increase the number of residents signed up to the Green Dog Walkers scheme;
   e. to take enforcement action against irresponsible dog owners; and
   f. To reduce the scale of the problem in the areas targeted.

2. Actions and Activities to achieve those aims:
   a. High visibility, temporary signage erected to raise awareness of the problem and to encourage residents to report offenders (see appendix 1 for examples).
   b. A responsible dog ownership event organised in a nearby community venue to provide free micro-chipping, allow advice about reporting offenders to be communicated, and to
encourage local people to sign up to the Green Dog Walkers scheme.

c. Education sessions delivered in schools whose catchment area is included the mini campaign area.

d. Intelligence on likely offenders gathered by speaking to dog walkers in the locations.

e. Extensive patrolling of mini campaign area undertaken by the Neighbourhood Wardens to signpost residents and dog walkers to the responsible dog owner event, raise awareness of the Green Dog Walker scheme, reward dog owners seen picking up after their pets with a free golden ticket entry into a prize draw (if applicable see appendix 2), and to allow offenders to be issued with a fixed penalty notice.

Publicity

- Local promotion within the target area to encourage residents to say no to dog fouling and to provide information on offenders
- Press release to promote the campaign *optional if it contains enforcement information*
- Report in Civic Pride newsletter
Costings

Costs Covered by DCC:
A mini Green Dog Walkers Campaign can be ran in two ways, initially it can be ran at no cost, covering only the basic aspects of the campaign, listed below:

1. Hi Visibility Patrols (neighbourhood wardens) £0
2. Hi Impact temporary signage £0
   (See Appendix A)
3. Dog Micro chipping £0
   (If venue hire can be sourced for free)
4. Green dog walker recruitment event £0
5. Press Coverage via DCC press releases £0
   (Subject to local media)
6. Education Sessions in local schools £0

Elements that carry a cost:
The following carry a cost, but significantly improve the impact of the Campaign:

1. Dog Micro Chipping Venue Hire + Cleaning charge £80.00-£100.00
   (Dependent upon venue)

2. Golden Ticket Competition (no logo)
   £15.00 print costs, £25.00 prize, see Appendix B
   50 Tickets
   Golden Ticket Competition (Town Council Logo)
   £77.00 print costs, £25.00 prize
   50 Tickets
   TBA

3. Advertising posters for event (no logo) Appendix C
   £0.30 each x 50 posters
   Advertising posters for event (Town Council Logo)
   50 posters
   TBA
4. Poster Competition and 50 litter bin stickers
   £69.00 printing costs £10.00 prize money  TBA

5. Poster Competition Certificate  TBA

The above is not exhaustive, and if you would like to cover a different area, or
have an idea for another aspect of the campaign we would be happy to work
with you to help make it happen.

Green Dog Walkers
Green Dog Walkers background information

Under the Fouling of Land by Dogs (County Durham) Order 2009, dog fouling offences may be dealt with by issue of a fixed penalty notice of £80 or a maximum fine of £1000 on conviction.

It is estimated that the dog population of the UK is 8 million, producing 1,000 tones of excrement each day.

‘Green dog walkers’ is a non-confrontational, friendly way to change attitudes about dog fouling.

To be part of the scheme members of the general public sign a volunteer pledge as follows:-

The Green Dog Walkers Badge indicates that the person wearing it has taken the pledge:

- To wear the badge as often as possible when walking their dog(s)
- At all times clean up after their dog(s) and dispose of the bag in a bin
- When others walk their dog they will encourage them to clean up after their dog
- By wearing the badge it will indicate that they will carry extra doggie bags to distribute to other dog walkers if requested
- At no time when wearing the badge will they aggressively confront other dog walkers about dog fouling and that they understand that Green dog walkers is intended to be a non-confrontational and friendly campaign to change attitudes about dog fouling
- We also ask that Green Dog Walkers give permission to be contacted from time to time to take part in questionnaires or surveys.
Appendix A

Tri Sign
Appendix B

Golden Ticket Competition Background (full terms and conditions apply and can be obtained from Civic Pride Senior Officer)

The Golden Ticket initiative aims to reward positive behaviour rather than just relying on fixed penalty notices to punish negative behaviour. Although the initiative has generally been used in relation to litter, it is flexible enough to be used in dog fouling campaigns.

The aim is to reward residents who deal with their dog’s waste responsibly. Each time a resident is witnessed doing so they are to be offered a Golden Ticket. All golden tickets issued are entered into a prize draw with the winner being chosen at random; at the end of the campaign Vouchers to the value of £25 are presented to them.

Key Points of the Initiative

- The initiative is a way of rewarding residents who deal with their dog’s waste responsibly.
- The initiative is open to all residents except those who have family or close friends who work for Durham County Council.
- A resident can be issued with a golden ticket on each occasion they are seen dealing with their dog’s waste in a responsible manner.
- All tickets issued in a target area will be entered into a prize draw to win a voucher to the value of £25
- The winner for will be selected at random at the end of the mini campaign.
- Winners will be notified as soon possible after the draw and, where the winner agrees, a photo shoot will be arranged shortly thereafter to hand over their prize (a refusal to take part in publicity will not exclude individuals from the prize draw).
**Procedure for issuing Golden Tickets**

- Officer patrolling in and around target area sees resident dealing with their dog’s waste in a responsible manner (i.e. picking the waste up, carrying waste in a bag, or putting the waste into a bin).

- Officer approaches residents and explains the Golden Ticket initiative (as per key points set out above).

- If the resident agrees to take part, they are issued with a numbered Golden Ticket and their details are taken including whether they are willing to have their photograph taken for use in publicity if they win (if the person is under 18, parent or carers details must also be taken and they will be contacted in the first instance if chosen as the winner).

- The completed Golden Ticket forms are then returned to the Civic Pride team to organise the prize draw and the publicity.
Appendix C

Example of advertising poster: