

CARU CYMRU

Dog Fouling Forum
2019



cadwch keep
gymru'n wales
dacius tidy

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Attachments

Attachment 1: Setting the Scene presentation (Keep Wales Tidy)

Attachment 2: Managing visitors with dogs in the Brecon Beacons National Park presentation (Cardiff University and Brecon Beacons National Park Authority)

Attachment 3: ‘Walk this way’ presentation (Dogs Trust)

Attachment 4: ‘Give dog fouling the red card’ presentation (Monmouthshire County Council)

Attachment 5: ‘Green dog walkers’ presentation (Torfaen County Borough Council)

Caru Cymru has received funding through the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government.



Introduction

This forum was held at Jurys Inn in Cardiff on Wednesday 31 July 2019. It was organised by Keep Wales Tidy as part of the new Caru Cymru project funded by the Welsh Government. Caru Cymru is a new partnership project with communities and local authorities throughout Wales, focusing on the prevention of local environmental quality (LEQ) issues and the promotion of sustainable behaviour change. The agenda is for the event can be viewed in [Annex 1](#).

Lesley Jones, Chief Executive at Keep Wales Tidy welcomed everybody to the event, which was attended by local authorities, Brecon Beacons National Park Authority, British Veterinary Association, Cardiff Harbour Authority, Cardiff University, Dogs Trust, Welsh Government and Keep Wales Tidy (a list of attendees is at [Annex 2](#)). The new 3-year Caru Cymru project provides an exciting opportunity for collaborative working across all sectors with a holistic approach to tackling LEQ. This includes focusing each year on a problem issue and running a national campaign, which in this first year will be on dog fouling. As well as planning the campaign, the forum will allow us to develop a deeper understanding of the issue and identify and share solutions and good practice.

Setting the scene

Jemma Bere, Policy and Research Manager at Keep Wales Tidy, summarised the charity's research, work and learning on dog fouling over recent years.

Our [street cleanliness surveys](#) show that although dog fouling has decreased slightly in recent years, it remains a persistent issue, being present on an average of almost 10% of streets across Wales. Around three quarters of people in Wales think there are no acceptable reasons not to pick up dog fouling.

There is little published work on dog fouling, but [research from 2014](#) provides a useful insight into:

- Factors influencing responsible behaviour - picking up is the 'right thing to do' and aspects relating to disease being the most important of these
- Segmenting dog walkers - those that don't pick up fall into the categories below

Table 1: Segmentation of dog walkers who don't pick up

Category	Description
<i>I have done my job</i>	If there is no bin available will leave the bagged waste to be dealt with by others
<i>Only if I have to</i>	Will only pick up in the presence of other people - likely to discard when no one is looking
<i>Disengaged</i>	Will not pick up in any situation even if they are aware of the environmental consequences of their actions

Source: <https://www.iow.gov.uk/azservices/documents/1376-Dog-waste-behavioural-change-dog-walkers-IJEW13040-2014.pdf>

Human behaviour is complex so a range of approaches are needed to target different behaviours.

In 2016, Keep Wales Tidy trialled some '[nudges](#)' to encourage dog walkers to bag and bin dog fouling. We used by using chalk spray pawprints and a message and posters in three dog fouling hotspots across Wales. Overall the interventions resulted in a 53.4% decrease in dog fouling incidence.

We are a nation of dog lovers, but owners may not know that dog fouling isn't only a danger to people, but also to dogs as we have learned through our work with Cardiff University on the '[BARC project](#)'. Pet health provides is a new angle on the fight against dog fouling.

Enforcement plays an important role, but the number of Fixed Penalty Notices for dog fouling tends to be low as it's a case of having to be in the right place at the right time to catch an offender. Traditionally, campaigns are very enforcement heavy and tend to feature negative imagery and messaging, often with substantial use of red. Enforcement capacity and practice varies significantly across Wales, so we will need to discuss how this should fit into a national campaign or related work.

Learning from others

Managing visitors with dogs in the Brecon Beacons National Park - Conor John (Cardiff University) and James Lawrence (Brecon Beacons National Park Authority)

People behave differently at home to the way they do when they're outside and on holiday. Examples of irresponsible behaviour in the outdoor environment includes fires, traffic, disturbance to wildlife and littering (e.g. single-use plastics). A quarter of visitors to the national park bring a dog with them and in this natural environment, owners can perceive dog fouling as 'natural' (in the same way as sheep or other animal faeces). However, dog fouling not only spreads disease but can also impact the wildlife and sensitive habitats within the park. It poses a danger to lambs and cattle and animals have been unable to graze on the national monument of Y Garn Goch due to its presence. Unfortunately, there has been a lack of consistency in messaging across land with varying ownership, which causes confusion.

The National Park Authority has been working with Cardiff University to encourage responsible behaviour relating to dog fouling. Structural and information interventions include:

- Dicky bags - these reusable bags not only contain a 'closed space' to carry bagged dog fouling, but also contain dog fouling bags and an air freshener. They can be clipped to leads or rucksacks and branding can be added. They cost £20-£30, and part of the sales cost goes back into managing the National Park. Similar cheap alternatives can also be used, such as a margarine tub with an elastic band.
- Dog poo wormery - this was trialled at Y Garn Goch, a site with one entrance to a circular walk around the hillfort. A special compostable bag dispenser was located near the wormery which dog walkers could take when they arrived. They could then dispose of the bag in the wormery at the end of their walk. This has led to a 95% reduction in dog fouling at the site. This is a very positive result, but the wormery cost £300 and requires maintenance. It would not work in all locations where contamination of other bags could be more likely.
- Signage and interpretation - this includes the message 'Dog owners who care pick up everywhere'. The positive 'social norm' of picking up is being shared on social media and 'influencers' in the field are being engaged and are sharing photos which demonstrate responsible dog ownership.
- [Dogs Code](#) - this has been developed and includes easy-to-read points with some key messaging. It's been framed so that doing the right thing is in the interest of the owner.

The presentation can be seen in **Attachment 2**.

‘Walk this way’ - Rachel Burr (Dogs Trust)

Unfortunately, dog fouling can impact people’s perceptions of the health and welfare of dogs. This dog walking route project was developed to reduce dog fouling while portraying dogs in a positive light. After a successful pilot in 2017, the project was extended with 15 more partners coming on board last year including Bridgend and Caerphilly.

The friendly ‘nudge’ project included infrastructure along the routes, with bins located every 1km - meaning that walkers don’t need to walk for more than 10 minutes until they get to a bin. It also incorporated colour-coded information to raise awareness (welcome sign at the entrance, directional route markers and bin stickers which highlighted that ‘any rubbish bin will do’). The project is extremely positive and has seen results in dog fouling reduction, despite not being explicit on the issue. The result was an average 40% reduction in dog fouling along with high awareness of the routes and positive reactions by owners. Feedback received was that owners enjoyed using them and found them attractive and well-maintained. It’s not known whether these results would continue in the longer term or if the signage was taken away, but the Dogs Trust is hoping to upscale the project.

The presentation can be seen in **Attachment 3**.

‘Give dog fouling the red card’ - Huw Owen (Monmouthshire County Council)

The local authority’s environmental team (which consists of 6.6 officers) covers a wide range of issues, but dog fouling is the most emotive of these, with meetings on this problem being the most well attended. Austerity measures began in 2012-13 but patrolling (to which two officers were dedicated) was not an efficient response as it is so difficult to catch offenders. A Memorandum of Understanding was developed with the Police to help issue Fixed Penalty Notices, but officers were busy and not always keen to do issue notices. There was also mounting pressure to introduce private enforcement, but there were concerns about the impacts of issuing Fixed Penalty Notices in tourist hotspot areas such as the Brecon Beacons National Park. As a result, the local authority decided to work with a few Town and Community Councils to put the responsibility on dog owners and make not picking up after your dog socially unacceptable.

All promotional activity used the same ‘Give dog fouling the red card’ brand to ensure consistent messaging. A two-tier system was used:

- Yellow card - when the witness was not prepared to give a statement. In this case, the Town and Community Council would knock on the offender’s door or write to them to pressure them into changing their behaviour.
- Red card - when the witness was willing to give a statement. This was followed up with a Fixed Penalty Notice by the Environmental Health Team.

This has led to a significant reduction in the number of dog fouling complaints (during a time when complaints on other issues have increased). Although less enforcement action is taken now as part of the campaign, the brand continues to be important. By now, 22 of the 23 Town and Community Council are involved, and meetings on the topic are positive (focused around building pride). It’s been a challenge to keep the campaign fresh, but two or three well-publicised action days are delivered per year which target local hot spot areas.

The presentation can be seen in **Attachment 4**.

‘Green dog walkers’ - Fiona Ford (Torfaen County Borough Council)

Torfaen is the first local authority in Wales to run this friendly scheme which aims to encourage dog owners to take ownership and responsibility of their local areas while getting a positive message out to others. Assuming that half of the householders in Torfaen own a dog (it’s lower than that, but some have more than 1), if only 1% of dog owners in the county fail to pick up after their dogs, it amounts to almost 140,000 instances a year! Dog fouling not only causes Toxocariasis which can cause blindness (and the eggs can survive in the soil long after the fouling has been washed away), but also the other less well-known problems. This highlights the importance of getting dogs wormed.

Table 2: Problems caused by dog fouling

Name	Effect
Neosporosis	Cattle ingesting the eggs from infected dog fouling causes abortions.
Sarcocystosis	Sheep ingesting the eggs from infected dog fouling causes abortions or meat being condemned at slaughter.
Hydratid cysts	Can develop from tapeworm eggs in sheep and humans, leaving those effected lame or even paralysed. If they rupture, the cysts can cause infection or anaphylactic reactions.

Those signing up to the scheme agree to:

- Use the merchandise every time they walk the dog (bandana or lead for their dog and wear the badge)
- Always pick up after their dog
- Carry spare bags for anybody else that needs one (this is a friendly nudge rather than having an aggressive confrontation with other dog walkers)

Plastic bottles have been used in woodland as cheap alternatives to bag dispensers and signs have been put up in shop windows to encourage people to pick up bags. Instances of dog fouling have also been sprayed and flagged to raise awareness of the problem.

A total of 325 people are currently signed up, which is potentially having a big impact considering the small size of the local authority. The scheme is promoted using path side stalls in hotspot areas and by working with local groups and in partnerships with community council and other events (such as Party in the Park and World Heritage Day). To keep the message fresh, Green Dog Walks are organised as well as other special walks, such as Christmas walks and women only events. The scheme also has a Facebook page and a ‘Pin up pup’ each month!

Information on the scheme is being shared with other local authorities and with the Brecon Beacons National Park.

The presentation can be seen in **Attachment 5**.

Questions

Following the presentations, those who had spoken formed a panel and there was an opportunity for the attendees to ask them questions. The points raised are summarised below.

- Monmouthshire County Council asked the Dogs Trust whether non-dog walkers were asked for feedback on the 'Walk this way' project. Rachel confirmed that feedback involved liaising with those who walked dogs as well as those that didn't. The feedback showed that there were no negative perceptions of the walking routes from the non-dog walkers.
- The Welsh Government asked the panel about the role of enforcement in tackling dog fouling. Huw felt that there must be a stick available as well as a carrot, but that enforcement should be targeted and that more people should be given the ability to issue Fixed Penalty Notices. Jemma agreed that enforcement is a useful tool in the toolbox, but that 'smart' enforcement is needed and that this requires effective use of data as well as sufficient back end resources. The number of Fixed Penalty Notices issued should not be used as a measure of success. Carmarthenshire County Council added that the visible presence of enforcement officers is also used well as a preventative measure.
- Carmarthenshire County Council said that the issue is perceived as a problem which is made political, meaning that there are big expectations in terms of enforcement. Reference was also made to the 'stick and flick' message which is used in forested areas. Lawrence said that this message is only appropriate in forestry areas, so Natural Resources Wales is moving away from using it. The message used in the national park's code is 'bag it bin it' and this is the only appropriate message so should be used consistently.
- Cardiff University asked Torfaen County Borough Council whether the act of spraying or flagging instances of dog fouling would lead to an increase in the issue (as failing to pick up could be seen as the 'social norm'). Fiona said that the message during these events has been 'this is where you walk with your children'.
- Keep Wales Tidy asked whether the Brecon Beacons National Park Authority would do something differently if it was targeting residents rather than visitors. Lawrence said there was scope to change the messages and that the remote site where the wormery was trialled worked well with local residents. The work undertaken to date has been strategic, which has not yet been taken to a more local level. However, some innovative engagement has taken place with social media influencers who have since promoted responsible photos of dogs on leads for example.

Workshops

Attendees were split into three mixed groups to share ideas about the upcoming national campaign and to information about tackling dog fouling.

National messaging

The first workshop provided an opportunity for groups to brainstorm ideas for a campaign message under the three themes of social norm/doing the right thing, dog health and personalisation and/or localising. The ideas can be seen in [Annex 3](#).

Interventions

The second workshop provided an opportunity for attendees to learn from one another's experience. The examples discussed can be seen in [Annex 4](#).

To conclude the workshop, each group picked their best message under each theme (see box below).

Next steps

This session began by brainstorming possible stakeholders in groups.

Table 3: Stakeholders list

Group 1	Group 2	Group 3
- Professional dog walkers	- Wales Animal Health and Welfare Framework Group	- Visit Wales
- Dog groomers	- Public Health Wales	- Housing Associations,
- Dog shows	- Sports associations	- NPA's
- Vets	- Schools	- Wildlife Trusts/eNGO's
- Town and community councils	- British Veterinary Association	- Ramblers Cymru
- Rugby and football clubs	- NRW	- Volunteer groups
- Youtubers and other social media influencers	- NHS	- Dog walking companies
- Local access forums	- Housing associations	- Dog charities/rescues/kennels
- Outdoor ambassadors (e.g. Iolo Williams, Ben Fogle)	- Housing developers	- NFU & FUW
- Schools	- Faming organisations – NFU, FUW	- National Sheep Association
- Local businesses and those connected to dogs (e.g. Pets at Home, Burns in Carmarthenshire)	- Youth organisations	- Vet associations
- Sports groups	- County landowner associations	- Animal Welfare organisations
- Local authority leisure departments	- Urban landowners	- Community & Town Councils
- National Farmers Union	- Animal Welfare Network Wales	- Public Health Wales
- Private landowner groups	- Animal charities, dog homes – PDSA, Dogs Trust, Pets As Therapy, Guide Dogs, Cinnamon Trust, RSPC Cymru	- PSB's
- Community events which use sports pitches (and the event companies)	- Ramblers	- Social Media Targeting
- Holiday home areas	- Visit Wales / tourism bodies	
- National Park Authorities	- Association of Small Shopkeepers	
- Areas of Outstanding Natural Beauty	- Federation of Small Businesses	
- Dog rehoming centres and charities e.g. Dogs Trust, PDSA, RSPCA, Guide Dogs, Hope Rescue	- Rotary Clubs	
- Breeders	- High Street Traders Group and other trade associations	
- Kennel Clubs	- Friends of parks groups	
- Natural Resources Wales	- Welsh Water	
- Welsh Water	- Crown estate	
- Coed Cymru	- Dog walkers	
- Running with dogs events	- Kennel club	
- Running clubs	- Doggie day care	
- Conservation groups	- Dog trainers	
	- Breeders	
	- Borrowmydoggie.com and dog walking forums	

Points raised during the final discussion of the day are summarised below:

- At the moment, people moving round from place to place see different messages. These don't go nationwide as partners use different messages locally. The national campaign provides an opportunity to get a simple, positive and consistent message, which can be shared widely by partners. Communication teams will need to get on board. Ideally, the message should go UK-wide. It was suggested that similar messaging is also needed (on caring for the environment) to tackle littering and fly-tipping too.
- As well as the campaign, there will also be opportunities to share information and practical advice.
- Wales has many universities and researchers are keen to make an impact with their work, so this work could provide an opportunity to engage undergraduates.
- The Welsh Government has distributed guidance on Duty of Care. It was suggested that a guidance document on Public Space Protection Orders could also be created to help local authorities deal with dog

fouling which could lead to a more consistent approach. The Welsh Government said that this would be an issue for the Home Officer but agreed to make enquiries.

- The following partners agreed to join an Enforcement Task and Finish Group on dog fouling: Paul (Carmarthenshire), Huw (Monmouthshire), Leighton (Neath Port Talbot), Tim (Rhondda Cynon Taf) and Rachel (Dogs Trust).

Top campaign messages

During this exercise, everybody had an opportunity to vote on their favourite messages from each group's top choices.

Message	Number of Votes
<u>Social Norm</u>	
Dog walkers who care pick up everywhere	16
People that care pick up everywhere	3
Leave only pawprints	3
	Total: 22
<u>Pet Health</u>	
aspects of responsible dog ownership: worming, vaccinations and picking up after your dog	0
(Dog speaking) 'I can't pick it up, can you?'	15
Love your dog/healthy dogs have responsible owners	7
	Total: 22
<u>Personalisation/localisation</u>	
Your children <u>play</u> here (make relevant)	4
	Total: 4

Summary

Lesley summarised the key messages from the day as follows:

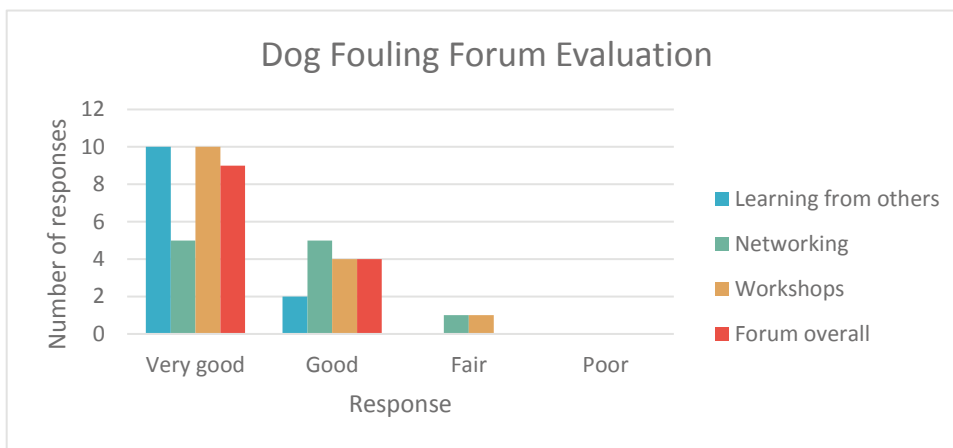
- There's an appetite for a positive message which focuses on doing the right thing, and the inclusion of an image (as this tends to generate more in the way of a response).
- All local authorities are on board, so this will have a national focus which also links to the local level. Caru Cymru and Caru [insert more local area] can help ignite local pride and lead to a more positive view of the local authority.
- A consistent message is needed across all stakeholder groups and land uses.
- Town and Community Councils as well as volunteers have an important role to play. Politicians play a significant role too, and we need to think about how best to influence them.
- We need to maximise the opportunities available to us in terms of the channels for messaging, whether they are physical or media. The message also needs to be kept fresh and consideration should be given to the timing of the work, as there may be certain times that require more focus.

- Messaging alone is not enough. Interventions are also needed, and we need to consider not only how these are linked with messaging but also how we can best measure their impact. Australia have large safe areas for dogs - should we be piloting something like this? There are opportunities to learn from one another.
- Consideration also needs to be given to the role of enforcement and how this is made smart. Enforcement can be preventative as well as being a deterrent.

Evaluation

All attendees were invited to provide feedback on the event. The results are summarised below.

Figure 1: Target evaluation results



The first part of the evaluation asked attendees to rate four elements of the day. This was completed by a maximum of 15 attendees. The most popular response to the learning, workshops and forum overall was very good. All respondents rated the learning and the forum overall as good or very good, with one respondent rating the networking and workshops as fair.

The second part of the evaluation gave respondents the opportunity to provide more detailed feedback. Respondents said they enjoyed learning from external organisations and meeting others with the same aim.

Annexes

Annex 1: Agenda

Amser / Time	Eitem	Item
10.00	Cyrraedd	Arrival
10.30	Croeso a chyflwyniadau	Welcome and introductions
10.40	Cyflwyniad agoriadol - Cadwch Gymru'n Daclus	Opening presentation - Keep Wales Tidy
11.00	Dysgu o eraill: <ul style="list-style-type: none">- Prifysgol Caerdydd/Awdurdod Parc Cenedlaethol Bannau Brycheiniog- Dogs Trust- Cyngor Sir Fynwy- Cyngor Bwrdeisdref Sirol Torfaen	Learning from others: <ul style="list-style-type: none">- Cardiff University/Brecon Beacons National Park Authority- Dogs Trust- Monmouthshire County Council- Torfaen County Borough Council
11.40	Cwestiynau o'r llawr	Questions from the floor
12.00	Cinio rhyngweithio	Networking lunch
12.45	Gweithdai: <ul style="list-style-type: none">- Negeseuon cenedlaethol- Ymyriadau	Workshops: <ul style="list-style-type: none">- National messaging- Interventions
14.05	Egwyl	Break
14.15	Camau nesaf	Next steps
14.55	Crynodeb a gwerthusiad	Summary and evaluation
15.00	Gorffen	Close

Annex 2: Attendees

Name	Organisation
John Rees	Bridgend County Borough Council
Jemma Salter	Cardiff Council
Karen Fulham	Carmarthenshire County Council
Paul Morris	Carmarthenshire County Council
Peter Simpson	Gwynedd Council
Jemma Price	Merthyr Tydfil County Borough Council
Paul Jones	Merthyr Tydfil County Borough Council
Huw Owen	Monmouthshire County Council
Susan Parkinson	Monmouthshire County Council

Leighton Case	Neath Port Talbot Council
Phil Davies	Neath Port Talbot Council
Tim Jones	Rhondda Cynon Taf County Borough Council
Fiona Ford	Torfaen County Borough Council
Hannah Sinclair	Vale of Glamorgan Council
Bron Blake-Smith	Vale of Glamorgan Council
James Lawrence	Brecon Beacons National Park Authority
Sarah Carr	British Veterinary Association
Annie Middleton	Cardiff Harbour Authority
Conor John	Cardiff University
Rachel Burr	Dogs Trust
Andy Williams	Welsh Government
Joshua Codd	Welsh Government
Lesley Jones	Keep Wales Tidy
Jemma Bere	Keep Wales Tidy
Amy Lloyd	Keep Wales Tidy
Hanna Jones	Keep Wales Tidy

Annex 3: National campaign messaging ideas

Theme	Group 1	Group 2	Group 3
Social Nom/Doing the right thing	<ul style="list-style-type: none"> - Bag it bin it (Welsh: Bagio binio) - People that care pick up everywhere - X% of people pick up after their dogs (including a figure makes the message more believable) - Be a good dog owner - Love your dog, love your street/park - It's natural to pick up your dog poo - Be a winner, keep streets clean - In Wales, we pick up 	<ul style="list-style-type: none"> - The group liked the message that had been used in the Brecon Beacons trial – 'Dog owners who care pick up everywhere'. - There was a discussion about targeting parents with messages about children and the long-lasting effects on children's health. - The group talked about how to raise awareness of how one moment of thoughtlessness could have life changing effects. They suggested showing the cycle in an infographic. - The 'one health' message was discussed i.e. human, animal and environmental health together. - 'Pick up your dog poo please, otherwise you 	<ul style="list-style-type: none"> - Take only photos, leave nothing but foot (paw) prints - Leave no trace - People who care pick up everywhere - Leave no trace - Any bin will do - Leave only pawprints - 9 out of 10 people pick up after their dog - Dogs are clever, but they can't do that

		spread disease' was suggested as a message.	
Dog health	<ul style="list-style-type: none"> - Love your dog, don't spread disease - Dog faeces spreads diseases (although it was noted that the public may not understand the word faeces, so it may be more appropriate to use poo/poop/mess) - Leave it behind and you'll go blind - Did you know? _____ (e.g. impacts to educate) - No more excuses - (The dog speaking) 'I can't pick it up, can you?' - Dog poo harms your dog (or imagery) 	<ul style="list-style-type: none"> - The idea that picking up after your dog is one of the three pillars of dog health was discussed i.e. worming, vaccinations and picking up after your dog. - 'It's not just a human health issue, it's a dog health issue' was suggested as a message. - More generally, the need for statistics and local case studies of dogs affected was recommended as a way of raising awareness. - The group liked the Torfaen example of dog buddies – making conscientious dog owners more informed and getting them involved in spreading the word, offering dog poo bags etc. Although it was recognised that this needed to be done in a measured way. - There was a discussion about the need to find out who the dog owners are to establish the audience we need to target. 	<ul style="list-style-type: none"> - (Love your dog) Healthy dogs have responsible owners - Healthy dogs – healthy humans (With info from BVA on Wales only human disease) - Healthy humans – healthy dogs?
Personalising and/or localising	<ul style="list-style-type: none"> - Your children play here (can make personal/relevant) - Pick up in our park - Playing in poop - Keep our children safe - Our daddy works here (or similar e.g. child's name/image) 	<ul style="list-style-type: none"> - It was generally agreed that the 'Dog owners who care pick up everywhere' message could be used at a local level. - Involving schools has proved effective in local campaigns. For example, a school in Mountain Ash had designed posters. It was suggested that involving sports clubs could also be effective. - The idea of a local 'puppy pinup' was suggested as a way of increasing the campaign's reach on social media. 	<ul style="list-style-type: none"> - Use of popular (welsh?) dog breeds? (Note: without promotion of pedigree breeding) - Use of local / national landmarks - Social media targeting is a cost-effective way of reaching the most relevant audience, quickly and at scale

Other notes/principles:

- Can signpost to further information

- We need to use social media influencers and ambassadors (e.g. WRU)
- Use an image (or logo) which can be more powerful and overcomes language barriers and can be used as a visual cue
- Consistency in the message is key

Annex 4: Knowledge bank

Theme	Group 1	Group 2	Group 3
Receptacles	<ul style="list-style-type: none"> - The group strongly felt that we shouldn't distribute free poo bags as part of the campaign. The reasons being: If there are none left in the dispensers, people feel they don't have to pick up It's the wrong message as people feel it's the local authority's responsibility rather than the owners It creates a problem when the local authority stop supplying bags They are expensive - Despite this, it would be ok for vets and businesses to have free bags and this could help attract more custom. - The ownership must be with the owners e.g. Torfaen's example of owners carrying an extra bag. - Compostable bags were mentioned, but bags labelled 'biodegradable' or 'compostable' can still be harmful. Using a wormery can work in specific sites (such as the Brecon Beacons example), but in others may lead to problems with contamination. - A Malvern Hills example was mentioned where dog poo was collected in paper bags which lights a street light. - There are dog poo bins in local authorities all over Wales to help dog owners act responsibly. These may have led some owners believing that litter bins 	<ul style="list-style-type: none"> - It was generally agreed that giving out poo bags for free was not sustainable due to the cost. It has been hard to manage expectations, with some local authorities facing pressure from politicians to make them available. - Vale of Glamorgan has been selling poo bags at community centres, libraries and dog friendly cafes. - Monmouthshire has been working closely with town and community councils. One council has acquired sponsorship from a local veterinary practice for the bags. This led to a discussion about possible sponsorship opportunities at a national level, including drug companies (making vaccinations etc) or dog food companies. - The lack of visibility of poo bags on sale was discussed, with retailers generally limited to pet stores and supermarkets. It was suggested selling them at tills at local shops could be effective. Welsh Government highlighted that there is an Association of Small Shopkeepers. - It was agreed that dispensers are often abused and can become an LEQ issue themselves. 	<p>Bag dispensers:</p> <ul style="list-style-type: none"> - Bridgend CC – Ticspak, Swedish company. Successful trial of dog poo bag dispensers. Seen a big decrease. £1000 per year for 3 years contract supplies all bags but LA maintains supply and infrastructure. - Dispensers need to be in the vicinity of bins. - Mini dispensers (giveaways) can be effective too. - Could use Keep Wales Tidy community hubs to distribute and promote. - Not ideal for all locations. <p>Dog bins:</p> <ul style="list-style-type: none"> - Message/symbol on all bins where it's ok to dispose of dog poo. - Waste contamination/recycling concerns as LA attempt to meet recycling targets through public bin collections. - Not feasible in all locations but car parks at popular routes are a key location. - Resources to manage. - Innovative bin designs (can promote use) – dog poo wormery. - Explore idea of dog poo waste bins for homes like the food waste bins.

	<p>don't accept dog fouling. It's too late to revert back to only litter bins, but the use any bin signage is important.</p> <ul style="list-style-type: none"> - People move around from place to place, so it's important that the message used is consistent. 		
Community	<ul style="list-style-type: none"> - Carmarthenshire has a local environmental quality campaign called 'Pride in your patch'. Under this umbrella, following the success of Keep Wales Tidy's Pawprints to Bins Project, they are about to launch packs to allow the community to run similar projects. These will include posters, stencils, paint, leaflets and poo bags. They will also try to include an element of monitoring. - The local authority has also taken videos of speaking with children, which have also done interviews with Radio Wales. - Monmouthshire have promotional items which are championed by individuals in the community. - Stigma is a barrier with dog fouling, so celebrity endorsement may be a way of reaching the target audience them more effectively as it can be somebody they can relate to. - Cardiff is about to start the Green Dog Walkers campaign. 	<ul style="list-style-type: none"> - The involvement of sports clubs was discussed. Monmouthshire have previously got their Sports Development Officers involved, utilising their large networks of clubs. - Making use of local veterinary practices was suggested as an option. Most in Wales are owned by a few corporate organisations, with very few independent practices. - In Neath Port Talbot, Litter Champions and Community Groups have chosen to focus on dog fouling themselves. - In Carmarthenshire, PCSOs were empowered to issue FPNs but this wasn't effective. - There was a discussion on how littering interventions could be adapted for dog fouling. Barry's '5-minute beach clean' was highlighted. This involves a tannoy announcement encouraging beach goers to do a clean-up. 	<ul style="list-style-type: none"> - Green Dog Walkers initiative (Torfaen CC) - Community managed dog poo bins (Torfaen CC) - Bottle DIY Dog poo bag dispensers for individual and public use (Torfaen CC)
Types of spaces	<ul style="list-style-type: none"> - We started by considering the problem. What are the profile characteristics we are trying to target? (Segmentation study). Dog fouling is everywhere, but hotspot areas include sports pitches, cemeteries, playing fields, beaches, urban fringes (e.g. farm and common land) and routes to schools. People tend to be angrier 	<ul style="list-style-type: none"> - Neath Port Talbot have used unused tennis courts as dog areas. - There have been dedicated dog toilets. These are used around the world, including Hong Kong, but also used to exist at Cosmeston. There was also a discussion about 'long drop' bins which break down the faeces and bags. 	<p>Interventions need to be categorised to location – suggested categorisation:</p> <ul style="list-style-type: none"> - Rural - little management, no existing infrastructure, interventions must be kept to a minimum, low resident population, fluctuating user levels residents and visitors <p><i>Eg: National Park attractions (mountain routes), AONB's,</i></p>

when dog fouling is on streets.
It's not appropriate on the street, it's not appropriate anywhere.
Groups members were doubtful about the ways adapted by some local authorities e.g. Caerphilly requires owners to carry 3 dog fouling bags and anybody caught not doing so can be issued with a Fixed Penalty Notice.

- All local authorities have moved away from specific bins. The 'pawprints to bins' was highlighted as a good example of how to raise awareness that any bin can be used.
- There was a discussion about the difficulties of tackling the issue on private land or land not yet adopted by local authorities e.g. new housing developments.
- The need for a consistent approach was discussed, perhaps in a similar way to the Duty of Care?
- Examples of incentives were highlighted, including raffles and competitions. These have proved effective, albeit in the short-term. This led to a discussion about a social media 'picker of the week' competition.

common land, remote beaches

- Semi-rural - some management, minimal infrastructure, small scale interventions dependent on maintenance, pockets of medium resident population, consistent resident users, potential high visitor numbers in season.

Eg: country parks, nature reserves, wales coast path, paths and parks in proximity to towns and villages, recreational grounds and play areas, bathing beaches

- Urban - high levels of management, existing infrastructure, intervention potential at scale, high resident population, high levels of consistent use by residents and visitors

Eg; City Parks and gardens, streets and walkways, city beaches and promenades

Other points raised:

- It's the behaviour of owner, not dogs that is the problem. People's opinions about dogs in parks and on beaches as well as action taken by local authorities (e.g. bans or having to be on the lead) can often make the dog walking community feel excluded. Therefore, for owners to change their behaviour, the messages need to be friendly and inclusive.
- Lots of areas already run their own projects to tackle dog fouling, so this campaign should be one consistent 'umbrella' message, under which the other projects are run.
- The National Parks are trying to apply a national (UK-wide message) and it would be great if we aim to achieve this.
- The campaign must be intelligent led and measurable.
- There are issues with bins including restrictions on where they can be placed to allow for easy collections e.g. bins can't be placed on certain beaches/stretches of the coast path due to the lack of access for waste collection vehicles. Because of limited resources, bins are often overflowing.



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