



Caru Cymru Local Trial Template

Local Authority:	Monmouthshire	
Project Title:	Dog fouling signage at Castroggi Park, Caldicot	
Issue addressed:	Targeting dog fouling at a playing field	
Brief outline:	This trial set out to measure the success of signage in reducing the dog fouling issue within a defined playing field setting. Monitoring of dog fouling took place before and after the display of signage.	
Timescales:	Start Date: September 2021	End Date: October 2021
Project Outline		
What is LEQ problem?	The issue of dog fouling on playing fields is addressed here, which is a long established LEQ and public health issue.	
Who is the target audience?	The target audience is primarily dog walkers, though the wider public using the space could also be deemed an audience as there had been a public appetite for a dog fouling intervention.	
Where will you run it? (+ What 3 Words location if possible)	Castroggi Park, Chepstow, Monmouthshire	
What is the intervention?	<p>The intervention is the introduction of signage with stern messaging. The messaging and imagery were designed to suggest that people are ‘watching you’.</p> <div style="display: flex; justify-content: space-around;">   </div> <p>Anti dog fouling posters with a harsh message. A survey area map.</p>	
What is the gross cost of intervention to KWT (including vat, postage etc)?	The artwork was procured by Monmouthshire County Council. A local design and print company created the artwork and supplied a small run of prints. This totalled below £1000.	
Who is procuring the intervention?	Monmouthshire County Council	
What are you trying to measure?	Measuring any change in the amount of dog fouling in the sample area.	
Who will be involved?	Monmouthshire County Council, Keep Wales Tidy, Caldicot Town Council	
Monitoring and Evaluation		
What monitoring is in place for the project?	Dog fouling was counted on transects at weekly intervals. This took place before and after the introduction of the signage. The survey was repeated at two locations	

Trial report

Headline results	The signage is shown to have had some success in reducing dog fouling incidents. The impact of the signage differed by location and perhaps waned with time. The public response was broadly positive.																																				
Data and outcomes (including any unexpected outcomes)	<p>Survey results – fouling count in survey areas-</p> <ul style="list-style-type: none"> • Playpark, playing field and surrounding grassed area. • Loop of footpath next to Castle Park Primary School <table border="1" data-bbox="472 472 1452 736"> <thead> <tr> <th><i>dates</i></th> <th>07/07</th> <th>03/09</th> <th>*</th> <th>10/09</th> <th>17/09</th> <th>24/09</th> <th>01/10</th> <th>08/10</th> </tr> </thead> <tbody> <tr> <td><i>Who</i></td> <td><i>Sp,v</i></td> <td><i>Sp,v,twj</i></td> <td></td> <td><i>twj</i></td> <td><i>twj, v</i></td> <td><i>Twj,v</i></td> <td><i>v</i></td> <td><i>Sp, v, twj</i></td> </tr> <tr> <td>Playpark area</td> <td>10</td> <td>7</td> <td></td> <td>7</td> <td>3</td> <td>12</td> <td>5</td> <td>13</td> </tr> <tr> <td>School loop</td> <td>11</td> <td>7</td> <td></td> <td>6</td> <td>1</td> <td>3</td> <td>2</td> <td>6</td> </tr> </tbody> </table> <p>*signs up 07/09</p> <p>The signage seems to have resulted in a drop in incidents after the installation, though some fouling persisted and may have gone back to similar levels in certain areas. It seems to have been more effective in the area near the school than the area by the play park. There did appear to be some locations that were more likely to be fouled such as near the entrance close to the play park, suggesting habits of certain dogs/ owners having an impact.</p> <p>Members of the public including dog owners that engaged with us during surveys were supportive of the use of that signage and felt that it was important to send a firm message to irresponsible owners.</p>	<i>dates</i>	07/07	03/09	*	10/09	17/09	24/09	01/10	08/10	<i>Who</i>	<i>Sp,v</i>	<i>Sp,v,twj</i>		<i>twj</i>	<i>twj, v</i>	<i>Twj,v</i>	<i>v</i>	<i>Sp, v, twj</i>	Playpark area	10	7		7	3	12	5	13	School loop	11	7		6	1	3	2	6
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Lessons	Sue Parkinson of MCC reports: We have now used them on 4 sites. They have proved effective on every site for a short period, especially when combined with a Hi Visibility weekly walk around the area. We feel they are most appropriate where their use can be justified in terms of persistent and serious dog fouling issues, where a quick, sharp intervention can persuade some people to change their behaviour.																																				
Opportunities	There are opportunities to replicate similar interventions, perhaps targeting play areas and school zones, as part of wider awareness and improvements.																																				