

Caru Cymru Local Trial Template

Local Authority:	Flintshire	
Project Title:	Glow in the dark bin stickers	
Issue addressed:	<i>Dog-fouling</i>	
Brief outline:	To focus on areas where dog fouling is an issue at night. Glow in the dark stickers will be produced to go on local bins.	
Timescales:	Start Date: October 2022	End Date: May 2023
Project Outline		
What is LEQ problem?	Areas in Flintshire are seeing an increase in dog fouling and waste littering at night. Anything from leaving bags on branches to leaving the dog waste on the ground.	
Who is the target audience?	Local dog walkers.	
Where will you run it?	The agreed locations for using the stickers are Gloftyn Park and Central Park in Connah's Quay.	
What is the intervention?	<p>Glow in the dark stickers tying into messaging and branding from our dog fouling campaign 'Leave Only Pawprints' will be sourced by Keep Wales Tidy's comms team, delivered to Adriana Szostakowska at Flintshire County Council and Wendy.</p> <p>Bins will be located in key hotspot areas where the biggest impact can be had for passing dog walkers.</p>	
What is the gross cost of intervention to KWT (including vat, delivery)?	TOTAL GBP £240	



<p>Who is procuring the intervention?</p>	<p>Guto Williams (KWT)</p>
<p>What are you trying to measure?</p>	<p>We hope to see a reduction in dog fouling in the selected trial areas. As well as raise awareness for the Caru Cymru campaign.</p>
<p>Who will be involved?</p>	<p>Keep Wales Tidy and Flintshire County Council.</p>
<p>Monitoring and Evaluation</p>	
<p>What monitoring is in place for the project?</p>	<p>A pre- and post-survey will be carried out to demonstrate what effect it had as well as level of awareness of the glow in the dark elements of the stickers.</p>

Trial report

Headline results

Local schools fed up with fouling. Glow in the dark sticker trial.

Data and outcomes

Ysgol Bryn Deva and Ysgol Goltyn assisted FCC and KWT to monitor selected Central Park, Connah's Quay and Golfyn Park, Shotton and survey visitors. On the 05.12.22 children from Bryn Deva helped to survey Central park which adjoins their schools. Children held hands and were interspersed by adults, they then walked in a line and shouted when dog fouling was seen. An adult would then place a flag nearby. 147 incidents of fouling were found in 25% of Central Park on the first survey and 130 were found on the second survey which was carried out on the 14.03.23. Children from Ysgol Goltyn carried out the survey on the 07.12.22 and the 27.04.23 107 and 89 incidents of fouling were found in 30% of Goltyn Park. The same area was cleansed following each survey to assess the effectiveness of the glow in the dark stickers and awareness raising activities.



Lessons	It was felt that the impact of signage diminishes over time. During this intervention, it was important to reinforce the message through on the ground engagement, press releases and social media. Anecdotally it was felt that the engagement had a greater effect than the glow in the dark stickers. More broadly, it would be useful to refresh signage over a period of time to maintain impact.
Opportunities	This intervention prompted partners to develop a further local trial: a Green Dog Walkers scheme. The scheme has been adopted in other counties in England and promotes responsible dog ownership. Owners of dogs wearing a green bandana are happy to share bags if other dog owners are caught short, thus creating a positive community of responsible dog owners. Flintshire County Council have since bought a licence for the scheme and plan to begin trialling the scheme.