



## **Dog Fouling Campaign:**

The anti-dog fouling campaign in Stithians ran for just over 6 weeks. The areas of the village that the campaign covered are -

East Road, Crellow Lane, Church Road, New Road and the Crellow Fields amenity area. The purpose of this campaign was to assess the severity of the problem and to tackle it, with awareness, education, and the additional intent to catch perpetrators.

The campaign started with an initial assessment phase, where dog fouling was monitored over a two-week period. Campaign posters were put up advertising the details of the campaign along the selected routes.

During the assessment phase it was noted that the village (along the selected routes) did indeed have problem with dog fouling.

Green Phase. (Ran for two weeks)

This phase of the campaign was to 'Politely' remind people to pick up after their dogs. The initial campaign posters were replaced with the 'Green Phase' posters which were designed to this effect. During this phase any offending areas were highlighted with Green Chalk and a stencil was used wherever possible asking the offenders to clean it up.

**During this phase it was noted that dog fouling was still a problem, although a 40% reduction was noted.**

Amber Phase. (Ran for two weeks)

This phase of the campaign was to 'Educate' offenders and to remind them about the dangers and potential hazards that dog fouling creates in our community especially to our health, the health of our children and to the environment. The 'Green Phase' posters were replaced with new 'Amber Phase' posters which were designed to this effect. Amber coloured chalk and stencils were used to highlight the offending areas.

**During this phase it was noted that fouling had reduced by 90% from the initial assessment phase.**

Red Phase. (Ran for two weeks)

This phase of the campaign was a warning to offenders that they would be fined if caught, and that their anti-social behaviour is not acceptable. The Amber posters were replaced with Red posters which were designed to that effect.

**During this phase, no dog fouling was found. A 100% reduction from the initial assessment phase was noted.**

### Review

#### Where were the problem areas along the designated routes?

Disappointingly the worst areas along the routes for dog fouling are where you might expect your children to walk or enjoy, specifically Church Road and Crelow Lane and the Crelow Fields amenity area. These areas have pavements to walk along or are convenient for dog walkers. The worse effected area was Church Road. This finding is especially disappointing because this is the same road in which the school is situated and would have the largest footfall of children in the area, and as we are all aware children are especially at risk to the worst side effects and long-term health effects from dog fouling.

#### Going Forward

The campaign has highlighted that dog fouling is a problem in Stithians. However, the one thing that this campaign has proven is that this does not need to be the case in our village. Offenders have proven that they will pick up after their dogs especially when they know that their anti-social behaviour is being monitored. Ignorance is clearly not the problem here. The 100% improvement/success rate in the reduction of dog fouling along the routes proves this.

Going forward let's hope the reduction of dog fouling in Stithians stays this low. Dog owners are aware that they should be picking up after their dogs. Let's hope that the awareness bought about by this campaign has educated offenders enough so that they will continue to respectfully pick up after their dogs whilst they enjoy their walks and help to continue to keep our children and environment safe, so that we can all enjoy our wonderful village.

If dog fouling becomes a problem again, the campaign can easily be recreated, or used in other areas of the village

Examples of posters used in the campaign



**DOG WASTE CAN HARM YOUR HEALTH**

IF YOU REUSE THIS POSTER YOU MUST ADD YOUR OWN NAME TO THE BOTTOM OF THE POSTER OR CONTACT US ON 020 7556 1111

**CLEAN UP AFTER YOUR DOG AND STOP MESS. SMELL. DISEASE**

IF YOU REUSE THIS POSTER YOU MUST ADD YOUR OWN NAME TO THE BOTTOM OF THE POSTER OR CONTACT US ON 020 7556 1111

**DOG FOULING!**

**DOG WATCH**  
Dog owners must always pick up after their dog

There is no excuse.  
You will be caught and **PROSECUTED!**

IF YOU REUSE THIS POSTER YOU MUST ADD YOUR OWN NAME TO THE BOTTOM OF THE POSTER OR CONTACT US ON 020 7556 1111

**DOG FOULING!**

**We're watching you!**

9 OUT OF 10 DOG OWNERS CLEAN UP AFTER THEIR DOG  
**ARE YOU THE ONE THAT DOESN'T?**

IF YOU REUSE THIS POSTER YOU MUST ADD YOUR OWN NAME TO THE BOTTOM OF THE POSTER OR CONTACT US ON 020 7556 1111

**DOG FOULING!**

**DOG WATCH**  
Dog owners must always pick up after their dog

IT'S SHAMEFUL, FILTHY AND SELFISH!  
**NO MESSING, CLEAN UP OR PAY UP UP TO £1000 FINE.**

IF YOU REUSE THIS POSTER YOU MUST ADD YOUR OWN NAME TO THE BOTTOM OF THE POSTER OR CONTACT US ON 020 7556 1111

**DOG FOULING!**

**DOG WATCH**  
Dog owners must always pick up after their dog

There is no excuse.  
You will be caught and **fined**

IF YOU REUSE THIS POSTER YOU MUST ADD YOUR OWN NAME TO THE BOTTOM OF THE POSTER OR CONTACT US ON 020 7556 1111

Cllr Claire Sylvester

18<sup>th</sup> August 2021