

Stacey Poole

*Street Scene Manager
Corby Borough Council*

Dog Fouling Campaign

APSE Environmental Services

Seminar November 2014

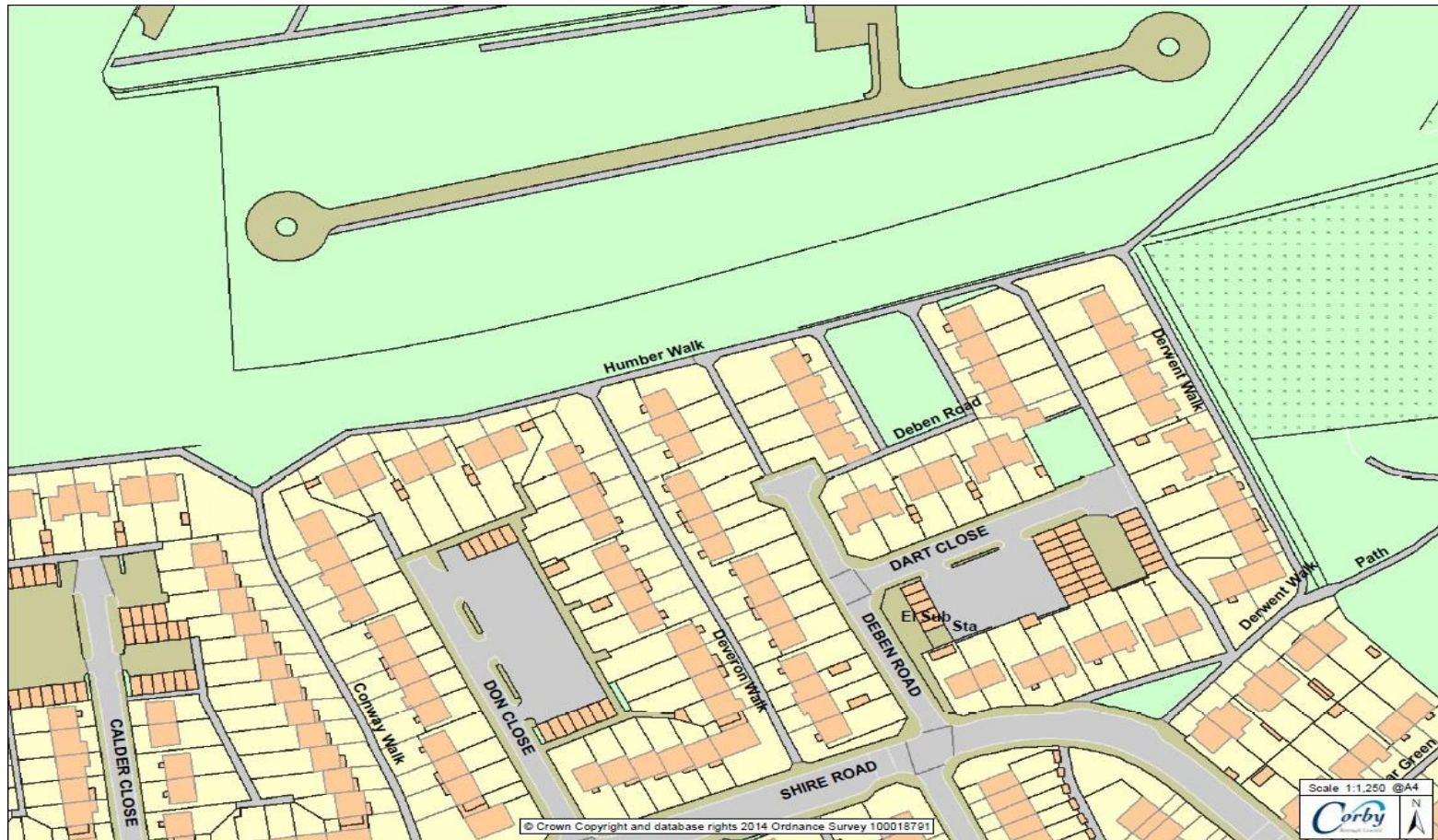
How CBC ran the Dog Fouling Campaign

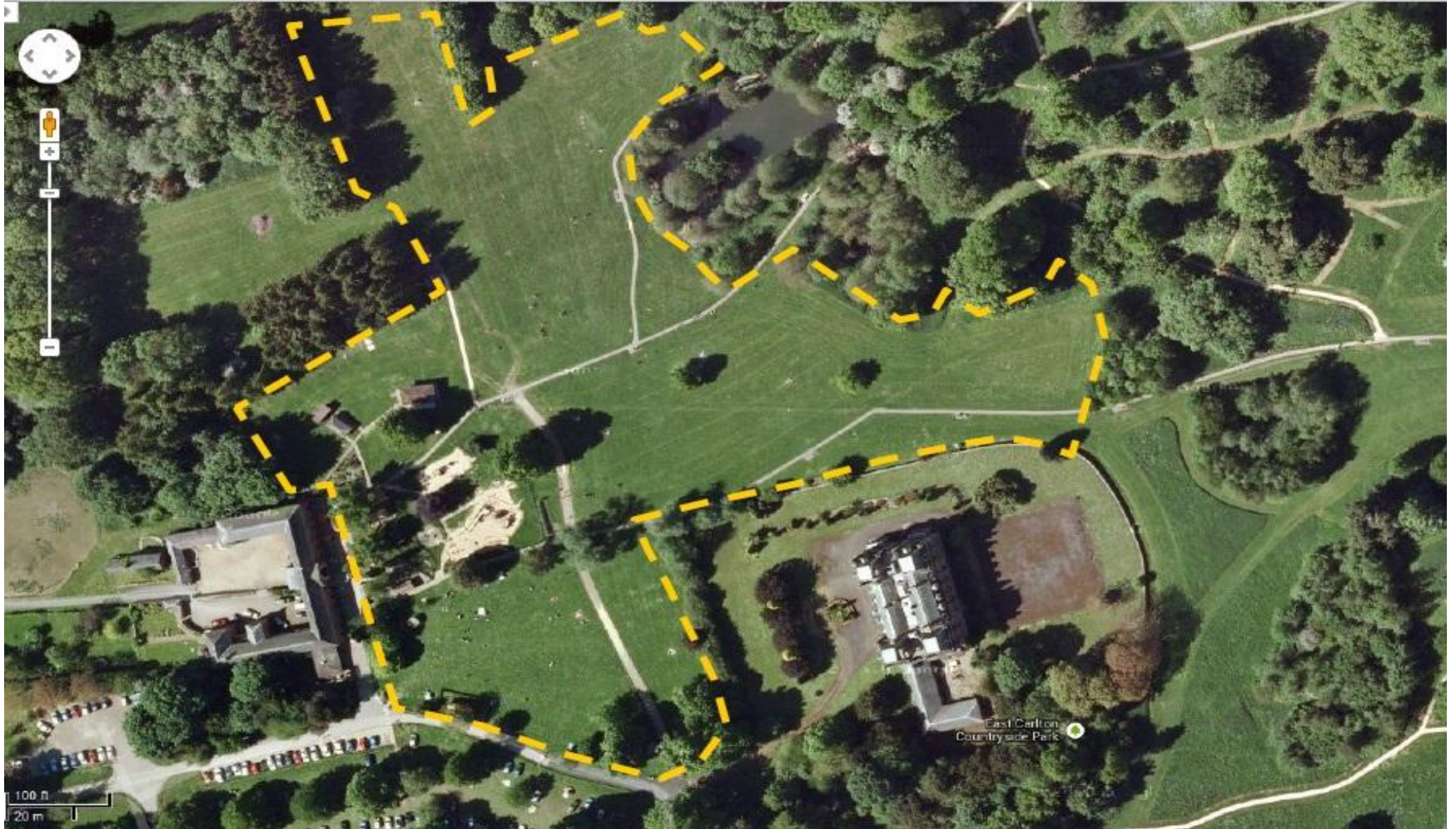
- Identify Hot Spot Areas
- Sponsorship for Event – Kier
- Communication
- Town Centre Information Road Show
- Organising Officer Patrols Over Two Days

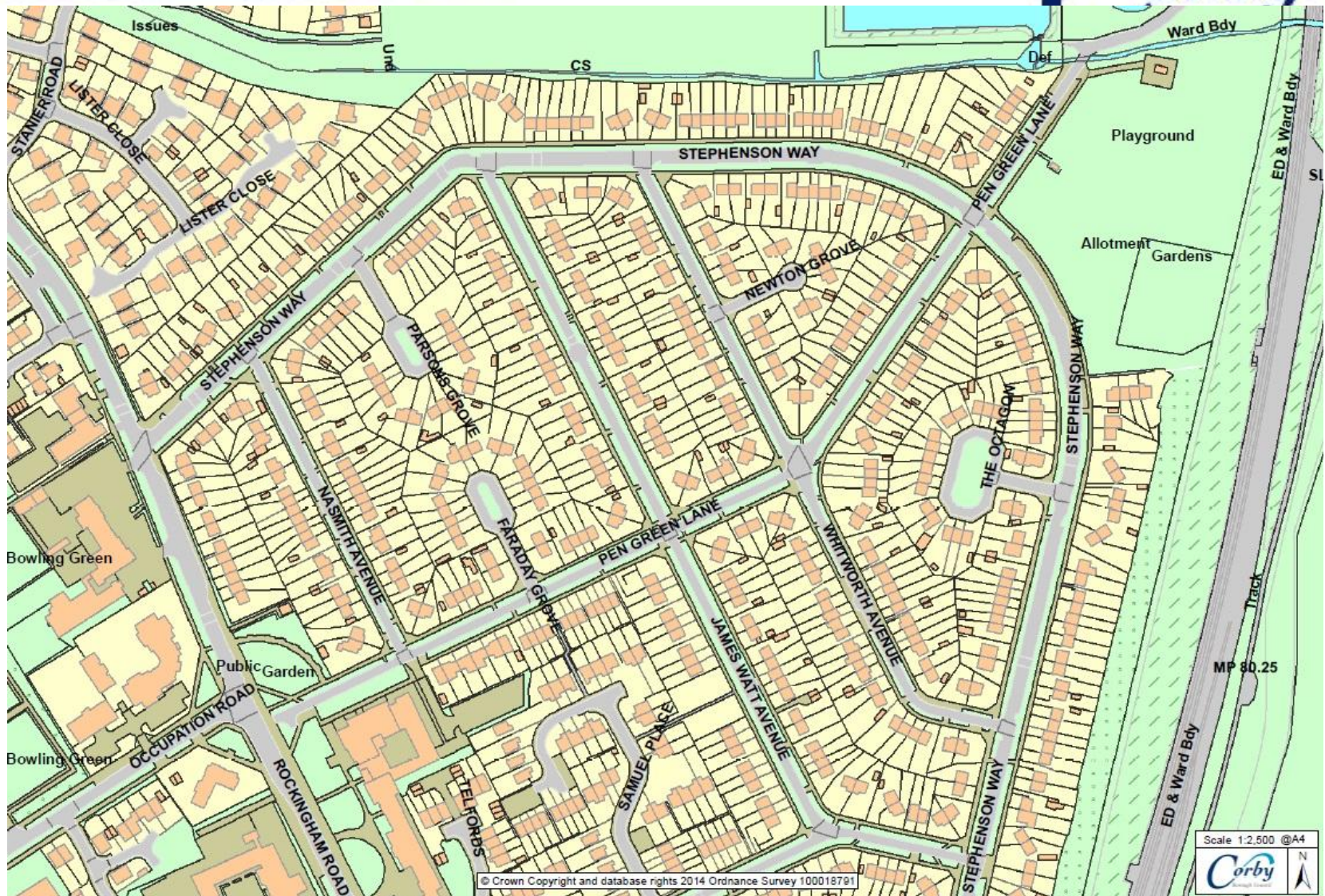
Four Targeted Areas

- Hotspot areas identified via intelligence through our Uniform system – reports of high volume of dog fouling in areas
- Also, by intelligence from Officers who monitor these areas
- And local Neighbourhood Associations

Hotspot Areas







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Scale 1:2,500 @A4

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Press Release

- A bright way to highlight dog fouling
- Residents in Corby may be in for a surprise next week as dog waste becomes a little bit more colourful in some local areas as part of Corby Borough Council's latest Dog Fouling Campaign.
- Officers from Corby Borough Council's Environmental Quality Team will be patrolling the streets of two dog fouling hot spot areas on Monday 28th April and spraying any dog waste they find a bright colour. These areas will then be patrolled again on Friday 2nd May and any further dog fouling found will be sprayed a different colour. This is the Council's latest efforts to raise awareness about just how much dog fouling is left on the streets by irresponsible owners throughout the course of a week and encourage owners to pick up behind their pets.
- The Council recognises that the majority of dog owners are responsible and is using the Dog Fouling Campaign as an opportunity to reward those that do pick up after their pets. Whilst out on their patrols, officers will give those that they see picking up behind their dogs a ticket to enter them in to a prize draw where they could win £50 – the cost of a Fixed Penalty Notice! 4 lucky winners will be drawn throughout the week thanks to Kier Street Services who have sponsored the draw. But that's not all! If you have a four legged friend then make sure you visit Corby Town Centre on Thursday 1st May where Corby Borough Council will also be giving out information on microchipping and handing out free dog waste bags from 10am.
- Corby Borough Council's Lead Member for Environment, Cllr Paul Beattie, said: 'It is only a small amount of dog owners who are irresponsible and don't clean up behind their dogs and we want them to realise just what they are leaving behind in their community by visually highlighting it to them on the streets. We hope that this along with the prize draw and handing out free dog waste bags will give those that 'bag it' the incentive to start to and those that already do the chance to be rewarded for their actions.'

Team Ready for Action



Examples Of Sprays



Identifying Marked Area



Engaging with the Community

Corby Borough Council
Deene House, New Post Office Square,
Corby, Northamptonshire NN17 1GD
01536 464 000
neighbourhood.pride@corby.gov.uk



Dear Resident,

It has been reported that Dog Fouling is becoming an increasing problem in Humber Walk. Most dog owners clean up after their dogs but there are some owners who ignore the rules and do not watch their dog to realise that it has fouled.

Dog faeces constitutes a major risk to health, particularly to children. It may contain eggs of the *Toxocara* roundworm which can cause infections in the body, lead to headaches, nausea and even blindness.

Under the Dogs (fouling of land) Act 1996 a Fixed Penalty Notice charge for dog fouling in the Borough of Corby is £80 with a maximum penalty of £1,000 in court.

Corby Borough Council in partnership with Northants Police
NEED YOUR HELP

In key 'hotspot' areas we are looking to deliver education packs along with enforcement activity. To help us identify the exact locations and times that dog fouling is occurring can you please complete the enclosed form and email the information to us at suzanne.preston@corby.gov.uk with 'DOG MESS' as the subject.

Help us to help keep your community clean

Yours Sincerely,

The Neighbourhood Management Team
and Environmental Services

Rural Pride Officer— Suzanne Preston—01536 463177



- Letter drop
- Education Pack
- Dog Poo Bags
- Intelligence Form
- Dog Fouling Enforcement Signs
- Town centre road show



Intelligence Form

Take a Stand Against DOG MESS



As a resident we want you to report offenders, locations and times that dog fouling is occurring. We can then look at targeted patrols to catch offenders. Please add as much detail as possible and email the details to: suzanne.preston@corby.gov.uk or send this form by post to: Suzanne Preston, Neighbourhood Pride, 1st Floor Deene House, New Post Office Square, Corby, NN17 1GD.

Date & Time	Detailed Location	Identity of dog owner or Description	Any Further Details or other Comments

Date & Time	Detailed Location	Identity of dog owner or Description	Any Further Details or other Comments

Your details

Contact Name: _____

Phone number: _____

Address: _____

Email: _____

Would you like to receive updates about your area from Corby Community Safety Partnership?

- No Yes (please tick one of the following)
 Email Post



Thank you for taking a stand!



Don't leave it

for someone else to take home.



BAG IT, TIE IT, BIN IT

Rewarding Responsible Dog Owners

- The Council recognises that the majority of dog owners are responsible
- Used the campaign as an opportunity to reward those that do pick up after their pets.
- Officers handed out tickets to responsible owners and entered them into a prize draw where they could win £50

Winners

- x3 lucky winners were drawn thanks to Kier Environmental Services who sponsored Campaign.
- Each received £50 the cost of a fixed penalty notice

Results From Campaign

- Rural areas Gretton and East Carlton Park increased in numbers of poop sprayed on the second day
- Residential area of Stephenson Way was the area with the highest number of sprays totalling 55 over both days
- Assessed areas Litter and Dog Bin provision

Feedback

- Positive Feedback from Gretton Parish Council via our Rural Officer
- To run campaign in other areas following requests
- Engage again with the schools
- Increased intelligence from residents after creating awareness and relationship with the local community.
- *'I attended the East Carlton family day yesterday and people were talking about it was good that they are highlighting the problem, and trying to solve the issue'.*
NHP Warden

Thank you

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