



Keep Scotland
Beautiful

Dog Fouling Toolkit

‘We’re watching you!’



A guide to running and evaluating a
campaign to reduce dog fouling

1. Getting Started

1.1 Introduction

We are delighted you have decided to use the materials from the “We’re watching you!” dog fouling campaign.

From Keep Scotland Beautiful’s own experience, we know how much of an issue dog fouling is, and how much it matters. Cited as a key area of complaint and dissatisfaction, we are keenly aware of how much the issue can affect you as a land manager. This is why we continue to look for innovative ways to tackle dog fouling while helping to make a positive change to people’s behaviour. Research has shown that some dog owners act irresponsibly when they think they’re not being watched. When this experiment was first conducted by Keep Britain Tidy, they documented an average 46% reduction in dog fouling incidents. From our experience there was an overall decrease of 52% in dog fouling incidents. This pack is designed to help you deliver the intervention easily at your site and we hope your campaign is a success.

As part of ongoing research into the dog fouling issue we would ask you to share with us the findings from your campaign. We have included a results sheet (Excel format) in this toolkit for you to send us your results.

We have discovered during our work that a number of dog owners are unaware that any bin can be used to dispose of dog waste that has been bagged, so reinforcing this message is also important for the success of your campaign.

If you add any innovations to your project we would like to know what these additions were and if they were successful. It would be useful for you to tell us the following:

- What additional measures you took, for example, a Press campaign, offer of free dog poo bags, school competitions
- How you monitored the success of these additions, and
- How successful these additions were.

1.2 Summary briefing note

In your campaign we recommend that you use two “We’re watching you!” posters, each with a different message. By using two different messages you can assess the impact each has on dog fouling at selected sites. This will also help to reduce message ‘fatigue’ and keep your campaign fresh throughout its lifetime.

On page 3 you will find the two messages that Keep Scotland Beautiful recommends you use during your campaign. Other messages are available and posters can include your logo at an additional cost. If you wish to have your logo included, please contact us for a quote.

The first poster contains a positive reinforcement message, reading “9 out of 10 dog owners clean up after their dog. Are you the one who doesn’t?” The second contains a warning message and reads, “Walk your dog away from a fine of £80.”

The two poster approach has been used to see how they influenced the behaviour of dog owners and to see which of the two messages was more successful. Positive reinforcement of good behaviour has been shown to encourage people to continue to do the right thing, while the negative messaging has also had an impact in cajoling people into lifting their dog’s mess and placing it in a bin.



Thoughtless dog owners
We're watching you!

9 out of 10 dog owners
clean up after their dog.
Are you the one who doesn't?

Bag that poo, any bin will do.

 Clean Up Scotland  PART OF THE Keep Scotland Beautiful CHARITY

Keep Scotland Beautiful is a registered Scottish charity, Number 020000



Thoughtless dog owners
We're watching you!

Walk your dog away
from a fine of £80

Bag that poo, any bin will do.

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2. The campaign

2.1 What you need to do for your campaign

Outlined below are the actions you need to take to create and manage your campaign.

- First decide on the site or sites you want to monitor. Make sure there is an area that can also be used as a control zone to validate your findings.
- Check if you need permission to enter the land and/or place posters in the area.
- Decide which messages you wish to use in your campaign and order the posters. Please email us at leg@keepscotlandbeautiful.org
- Read this guide on how to conduct the monitoring and record your results
- Select your team and provide training to make sure everyone understands how to record findings
- Use the checklist in this pack to keep you and your team on track throughout the project
- Don't forget to send this pack to us at leg@keepscotlandbeautiful.org

3. Poster and site selection

3.1 Identify and display the posters

Even if the areas for displaying the posters have already been identified, the following information should help with how best to display the posters in these areas.

This advice is taken from Keep Britain Tidy who originally trialled the 'We're watching you!' experiment. Naturally, you will know your local area well, so please adapt this guidance based on your knowledge of the sites you wish to target during the campaign.

- The number of posters you display per site will depend on the size of your selected area.
- It is recommended that you use one poster per 25 metres.
- To maximise the posters' impact, we'd recommend putting up the posters roughly relative to eye height.

3.2 Poster positioning

The poster is designed to 'charge' during the day, and glow after dark.

Please position the poster so that it can get maximum sunlight during the daytime, is easily visible and ideally out of vandal reach. By adopting this approach the poster will glow in a darkened area at night and will be less likely to be vandalised.

3.2 Poster fixings

For posts and lampposts: punch or drill holes in pairs central to the poster and within margin area, fix to post using plastic ties. The diagram below illustrates poster fixing.

For walls and fences: punch or drill holes at the corners, within margin area and use non-rusting tacks or screws and washers to fix securely.



4. Monitoring on site

4.1 Why monitor

Monitoring is a vital aspect of assessing the effectiveness of any campaign. It allows you to understand better the impact of your work as well as giving you the opportunity to showcase the success of the campaign.

The methodology in this toolkit is designed to help you obtain data to monitor the impacts of the dog fouling campaign. It was created to be as easy to use as possible, whilst at the same time providing good quality data.

This pack also includes an Excel spreadsheet to record and analyse your monitoring data (we can email the Excel spreadsheet separately so you have an electronic version). This spreadsheet is designed to save you time and effort and can be used to send your results to us so that we can collect a picture of campaign impacts across Scotland.

If you have any questions, or if any issues arise during your monitoring, please do not hesitate to get in touch.

leq@keepscotlandbeautiful.org

5. Monitoring on site

5.1 Monitoring of dog fouling at each of your selected sites

The monitoring process involves counting the number of dog fouls at each of your chosen monitoring sites at least once per week, for two weeks before the installation of the posters and for three weeks once installed.

Note: one dog foul = one count.

Keep to the normal cleansing routine during the monitoring period.

Make sure that the incidents of dog fouling are counted before each cleanse.

For example, if the site is cleansed once a week, simply conduct a count before each cleanse and use this information.

If the site is cleansed more than once per week (e.g. daily), conduct a count before each cleanse. Then add your counts together for the week to give your total.

Important

Whether the monitoring sites are normally cleansed or not, you will need to cleanse the site of dog fouling on two occasions during the monitoring period.

1. Before the monitoring starts.
2. Immediately before the posters are installed at the sites.

The first cleanse will ensure that dog fouling incidents which occur outside the monitoring period are not included in the counts.

5.2 Selecting monitoring and control sites

To make the monitoring as reliable as possible, choose four monitoring sites:

- two target sites where the posters are displayed
- one displacement site, and
- one control site.

5.2.1 Monitoring Site Selection

The area of the monitoring site is the area from which the eyes of the poster are clearly visible. Move around the site to identify the points where visibility of the posters is reduced. Use these reduced visibility points as boundaries for the monitoring site. For example, if the poster becomes harder to see 30 metres down a street, this point would form part of the monitoring site boundary. Visiting the site(s) will determine the size of the monitoring sites and if site selection is best conducted “on the ground”. Selecting sites from a map without an on the ground inspection may reduce the impact of the poster campaign.

Please note: Monitoring sites may be different shapes, sizes and have varying total areas. For example, a poster will be visible across a wider area in an open park compared to a narrow lane. The important thing is to make sure that the monitoring sites stay the same size between counts.

It is possible that other variables may have influenced rates of dog fouling at the chosen sites over the monitoring period, the weather for example. Incorporating control sites helps discount such variables. We recommend you use at least one control site during your monitoring (ideally two but it is at your discretion).

Recording the weather or other variables that have impacted on the monitoring process will help to validate the results and improve the methodology.

5.2.2 Control Site Selection

The control sites should be located in similar locations to one of the four monitoring sites where posters are displayed. Monitoring sites should reflect similar land use and demographics as the monitoring sites where possible. For example, if one of the four target sites was in a high density area, the control site should ideally, be in a high density area.

Note: Where possible, control sites should also be in locations that are unlikely to be visited by dog walkers who encounter the posters elsewhere.

5.3 Monitoring form (Excel spreadsheet)

A template Excel spreadsheet has been provided for recording and reporting the dog fouls during the campaign. An electronic copy of the spreadsheet is available as part of this pack. Please contact us at leg@keepscotlandbeautiful.org.

The monitoring form consists of three tables.

Table 1: Locations

To begin recording using the spreadsheet:

- Enter the name of the locations
- The approximate areas (square meters), and
- Whether the site is on a school route.

Please note: Please record the number of poster that have been displayed and record the number of bins in this area.

Table 2: Dog foul counts

Note: You are not required to enter any data in this table, as the results will be calculated by Excel once you have entered all survey data into Table 2 (date, weather, dog foul counts per site). Again, the cells will contain '#DIV/0!' or a similar error message, but this will change to a number once Table 2: Dog foul counts is completed.

Once the survey data has been entered, the numbers in the cells will represent the percentage change in the amount of dog fouling found at each site, as well as the totals for all the survey areas.

Please note: a minus percentage number means that there has been an increase in dog fouling.

Below is an example of a spreadsheet used during the research undertaken in partnership with NFU Scotland and has been used with their approval for reference purposes only.



Keep Scotland Beautiful - National Farmers Union Scotland
Dog Fouling Campaign
Monitoring Form
See 'Guidance' tab for how to use this form



TABLE 1: LOCATIONS

	Name of location	Zone	Approx. area of site (m2)	Location on a school	No. of signs in target area	No. of bins at site
Area 1		9 out of 10' poster				
Area 2		Miscarriage in livestock' poster				
Area 3		Displacement				
Area 4		Control				

Key
Area 1: "9 out of 10." Poster
Area 2: "Miscarriage in livestock" Poster
Area 3: Displacement Zone
Area 4: Control Site

TABLE 2: COUNTS
Surveys (dog poo counts per site)

Week no	(Day before) Week 1	Week 2	Week 3	Week 4 (Count, Cleanse & Poster)	Week 5	Week 6	Week 7	Week 8
Week date								
Weather								
Area 1	Cleanse							
Area 2								
Area 3								
Area 4								
Count Total	Count Average							
0	#DIV/0!							

TABLE 3: RESULTS

	Percentage reductions in dog poo after signs put up	% decrease in target area
Area 1		#DIV/0!
Area 2		#DIV/0!
Area 3		#DIV/0!
Area 4		#DIV/0!
% decrease of total area		#DIV/0!

*The cell will show "#DIV/0" or similar text until results are entered in the cells
*The results are shown as percentages
*A minus sign before the number denotes an actual increase in the amount of dog fouling (i.e. a negative effect)

Table 1 - NFU monitoring form

5.4 What next

Please complete Tables 1 and 2 as surveys are conducted (real time recording).

Tab 2 on the Excel sheet is for recording comments if anything noteworthy is found. Examples of the types of comment have been provided as a guide only.

Important

Please return the results of the survey work undertaken to help us improve the campaign and share the impacts of all campaigns in Scotland. The outcomes of these individual campaigns may be used for wider distribution. By sharing your results you agree to allow us to use your data in this way.

6. Reporting

6.1 Reporting guidance

Within the monitoring form supplied, there is a sheet (Excel) to record any reports or complaints about dog fouling that you may receive during the campaign.

You can choose to use this if it would be helpful, or you may already have forms designed for this purpose. Collate information from online reports and reports made by phone, letter, social media or word of mouth – this data will inform future actions and campaigns that you may wish to undertake.

6.2 Tell us your results

The information you gather during your campaign is valuable and we would welcome having a copy of your results. This information will help us build up a picture of campaign activity across Scotland and inform improvements to the pack for future use.

The results from all over Scotland will also help to show the level of dog fouling and the impact that each campaign has had.

7. Next steps

7.1 You're ready to start!

Armed with this campaign pack, you are now ready to help us start with the “We’re watching you!” dog fouling campaign.

If you have any questions, do not hesitate to get in touch. We look forward to receiving your results!

leq@keepsotlandbeautiful.org

Good luck and please feel free to give us feedback on how we can improve the Toolkit for other users.

Checklist

Action	When	Completed (Date and by whom)
Read Toolkit	Week 1	
Identify suitable sites for each 'zone'	Week 1	
Cleanse	Week 2	
Count	Week 2	
Cleanse and record results in spreadsheet	Week 3	
Count	Week 3	
Cleanse and record results in spreadsheet	Week 3	
Display and fix posters	Week 3	
Count	Week 4	
Cleanse and record results in spreadsheet	Week 4	
Count, cleanse and record results in spreadsheet	Week 5	
Count, cleanse and record results in spreadsheet	Week 6	
Meet to discuss findings	Week 7	
Contact Keep Scotland Beautiful to share findings	Week 8	

8. Suggested questions for further investigation

In addition to attaining the quantitative data from the counts each week, during the analysis phase of the project, the use of a questionnaire for the campaign can give further insights into the behaviour of dog owners in the area, and the perceptions of the intervention, as a whole. Some suggested questions can be found below.

Before the intervention:

- I. Do you think dog fouling is a problem in this area?
- II. What do you think are the causes of this?
- III. What do you think can be done about this?

The answer to these questions could help to establish why the baseline number of dog fouls sits where it does and may help to establish the kind of intervention that may be most successful and the type of dog owner it may make the impact upon e.g. professional, casual etc.

After the intervention:

- I. Did you notice the posters about dog fouling in this area?
- II. What do you think about the posters? Do you think they have been effective?
- III. Do you think this kind of intervention is successful in changing people's behaviour?

The answer to these questions could help to identify whether the intervention had an impact, and the explanations for this. It may also give the opportunity for the provision of behaviour explanations.

For more information, please contact the Local Environmental Quality Team on **01786 471333** or email leq@keepscotlandbeautiful.org

Our family

Keep Scotland Beautiful is the parent brand to a family of activities.



Keep Scotland Beautiful is the charity that provides advice, support and training to others to achieve clean and safe local environments and to change behaviour. It's part of our work to make Scotland clean, green and more sustainable.



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