

Agenda Item 8

Hi All,

I am emailing you all to make you aware of an impending campaign we will be starting in your area.

As a result of a resolution by the Council's Executive earlier this year, we signed up to Keep Britain Tidy's 'We're Watching You' dog fouling campaign. See below for a brief outline of the scheme:

The campaign sets its sights on irresponsible dog owners, with recent research showing that dog walkers are more responsible and pick up after their dogs, when they think that they are being watched.

Last year Keep Britain Tidy conducted a campaign pilot, funded by the Department for Environment, Food and Rural Affairs (Defra), working with land managers across the country. This pilot saw an average reduction of 46% in the levels of dog fouling.

Feedback suggests that dog fouling tends to occur at night time and during the months with shorter days, as some dog owners feel that they can't be seen 'under the cover of darkness'.

Due to the on-going problems we have had with dog fouling at Bullholme, we have chosen it as one of our pilot sites and will be starting the scheme on the 21st November for a period of 5 weeks initially (up to Christmas week). The signs are really clever and have slogans that are designed to play with people's conscience. They glow in the dark and have some fairly scary eyes which are very disconcerting along with three different messages – I have attached two examples of the signs. We will use approx. 10 around the Bullholme site in addition to some bin stickers. We are hopeful that the same reduction experienced elsewhere will happen in Pendle.

A press release will also be going out over the next couple of weeks informing the general public of the scheme so look out for this.

If in the meantime you have any queries regarding the above campaign, please do not hesitate in contacting me.

Regards

Kieron Roberts

Green Spaces Manager

Neighbourhood Services (Pendle Council)