

Keep Britain Tidy Campaign - We're Watching You!

Taken from the 'KEEP BRITAIN TIDY' website -

"We know people are less likely to pick up after their dogs when they feel they aren't being watched and dog-fouling increases as the nights draw in. That's why we created our award-winning "we're watching you" campaign. Our innovative, eye-catching, glow in the dark posters help to remind thoughtless dog owners that "we're watching you" and have reduced dog fouling by up to 90%.

Hundreds of partners are already successfully using the campaign and making a real difference in their area."

In 2013 Keep Britain Tidy conducted a series of workshops and an online survey with local authorities and other land manager organisations as part of its Defra-funded *Social Innovation to Prevent Littering* programme. These identified that dog fouling was a priority litter issue for local authorities and other land managers, often due to the volume of complaints from residents. The feedback we received was that incidents of dog fouling tended to be worse at night time or in areas that are not overlooked, such as alleyways. There was a feeling that this could be because some dog owners act irresponsibly when they think they aren't being watched.

Based on the research done, the most effective poster was the one below. This reduced dog fouling by up to 53% in dog-fouling hot-spots.



These posters are printed on a thick corrugated Correx plastic in A3 size. The posters are covered in a luminescent film that 'charge up' during the day and glow in darkened areas at night to increase their visibility. Cable ties are provided to the partners for installing the posters if required, however holes are not punched into the posters prior to distribution. This was at the request of attendees at the briefing workshop, who explained that allowing the partners to punch the holes themselves as per their individual requirements would increase the versatility of the posters without damaging the imagery. Instructions for punching/drilling holes into the posters for fixings are included with the posters instead and a white 15mm border around the edge of the imagery is included on the posters for this purpose.

COSTS

The cost to the JPC would be £250 - £25 per poster and there is a minimum purchase of 10. I would work with the dog warden and local dog owners to discuss where the top 10 dog-fouling hot-spots are around Henley and we would have an official launch date for this initiative.

Alongside this, we need to discuss the possibility of increasing the dog warden's current hours (even on a temporary basis for 3 months) to see if the two interventions together can help reduce this issue in the town.