



### THE BIG SCOOP – 31<sup>st</sup> AUGUST 2016

- As part of this year's Big Scoop we will be partnering with 9 local authorities across the UK tackling the issues around dog fouling. We will be offering a package of creative installations that will be placed at a target site within the borough in time for the launch on the 31<sup>st</sup> August 2016. These installations will seek to encourage all dog owners to always pick up after their dogs and we will as a result see a reduction in the number of dog fouling incidents at the chosen location.
- The package of installations will include; correx boards, a poo bag dispenser (with limitless supply of poo bags), a bench wrap (or an alternative) and stencils to spray messaging on the ground. Alongside this we will provide bin stickers that will highlight the fact that dog mess can be placed in any public bin, our bag it and bin it posters and flyers and free poo bags. These other free resources are to aid the local authorities with their other activities throughout the campaign and will also be available to all local authorities across the UK by request. All of the installations provided (except the bench wrap) will be installed by the local authority themselves, and the bag dispensers topped up and never left empty. The bench will be wrapped by an external agency.
- To take part in the campaign the local authority is requested to pick at least 3 of the installations offered from the examples listed below for their target site and let us know which they have chosen.

#### Correx Boards



#### Stencils



## Bench Wraps



## Poo bag dispenser (with supply of free poo bags)



- The local authority is required to identify a target site for the installations based on reports from residents and information produced by front line cleansing staff/environmental health on hotspot locations for dog fouling.
- The exact placement of the installations will be determined by the local authority, with the importance of the visibility of the installations at the forefront of their decision. The approximate measurement of this site will be recorded and a photo of the site sent to the campaign representative. At this point any feedback on the chosen site will be given.

- Displacement sites that are defined as locations adjacent to the site or less than 100 meters away from the site that could potentially see an increase in dog fouling during the campaign need to be identified by the local authority and will include any grassed areas, residential streets, alleyways etc.

#### The Big Scoop Evaluation

- The local authority will be required to count the number of dog fouling incidents at the target site and displacement sites for 3 weeks prior to the campaign at least on a weekly basis. The dog foul will need to be cleared once counted so that during the following count there will be no duplicates.
- The site will need to be cleared of dog mess prior to the launch date 31<sup>st</sup> August by which time all the installations will have been assembled.
- Following the launch, dog fouling incidents will need to be counted at the target site and displacement sites at least once a week for a further 4 weeks.
- The reporting from the counts will need to be sent back to us 4 weeks after the launch date. A spreadsheet will be sent that will need to be filled in.
- The local authority will gather information from the public to see what local residents thought about the campaign and what impact it had. A questionnaire will be provided which will be given out and collected back at the time of cleansing/counting.

#### Press coverage and promotion

- Details to follow