

Appendix 1 & 2 – Marketing, Communication, Collaboration and Community Involvement

The following is a summary of the activities that have taken place since the dog fouling campaign started in February this year:

Marketing and Communication:

- All promotional material was distributed to City, Town and Community Councils, Leisure Centres, Libraries, vets, dog groomers, farm-store shops and other dog related businesses to clearly communicate that the Council is taking this seriously and needs the communities support.
- Banners and lamppost signs are being put up around the County where hot spot areas are being identified. This element of the campaign is now managed by Tim Wynne-Evans and his team to distribute this material where it is necessary.
- Social media campaigns have been launched on the Council's Facebook and twitter pages. These are supported by many local councillors and shared on their relevant page in their communities i.e. Llangynhafal and Gellifor. The next social media campaign, to include the campaign poster, will start the week commencing the 4th Nov to coincide with the campaign's next press release updating residents of the story 6 months on.
- Four adverts have been placed in the local press since the campaign started. The next advert will be in papers the week commencing the 11th November, in response to nights getting darker earlier and potential offenders taking advantage of not being seen. The campaign has plans for another four adverts to run over the winter months.
- The campaign has been at a number of events over the spring and summer, including the Denbigh and Ruthin Leisure Centre open days. At these events, a stand was set up to raise the awareness of the campaign and the issues surrounding it. The stand included an interactive game to engage with young children about safely picking up dog mess, while also engaging with adults as to hot-spot areas within their communities. The children also told officers of hot-spot areas, particularly along walking routes to schools.
- An online survey was undertaken at the beginning of the campaign to identify resident's opinions on the issue. This survey is being promoted throughout November and December to see how the campaign has performed. The survey will be promoted in the next press release on the 4th November.
- A number of press releases have been issued over the length of the campaign to support key messages, enforcement activities, and campaign progress and so on. The next press release is due the week commencing the 4th November. Future press releases will be drip fed by the enforcement team to continue updating communities and residents of the campaigns successes.
- The campaign's progress will continue to be monitored for hot spot areas by the enforcement team and promotional material distributed accordingly. This was taken over by the team during the summer.
- Any promotional material that is needed to be re-printed i.e. posters, adverts placed, postcards etc will be done by the Communication and Marketing team. It has been recommended that posters, adverts and postcards be organised over the winter months.

Collaboration and Community Involvement:

- The final version of the Anti Dog Fouling Strategy has now been approved and will be printed by the middle of November. Once it has been printed, it will be distributed to the City, Town and Community Council's by the end of November to distribute in their communities and encourage community involvement and support in tackling this issue.

- The education programme to support the campaign will be delivered by Youth Services over November and December to schools and youth centres. The youth workers will engage and visit schools in their respective areas to communicate the key messages of the campaign, show examples of the promotion material and postcards to be taken home, an interactive game to encourage safely disposing of dog mess. This will be
- The Council has been approached by surrounding counties, including community councils in Conwy, asking to use the image of the campaign as it is more effective than the one they currently use. Flintshire County Council has also asked where we got our lamppost signs from to use the same format for their campaign.
- The Council is still waiting for the results of the recent residents survey which should identify any impact that the campaign has had so far on the public perception of the cleanliness of their communities.

The campaign is up and running but there needs to be consideration as to the longevity of the campaign and further resources available in supporting the delivery of this. The primary ongoing costs are the replacement of promotional material and 0800 number, which a budget has been allocated for within the original budget. Further consideration needs to be given to officer time and the 0800 number and how long this remains available.

Key to this campaign is community involvement and support. The Council will continue to work with local communities in clean-up campaigns to improve the area, as well as improving ways that the community can contact the Council about dog fouling issues.

The Council need the community to help support this campaign by:

- Be the Council's eyes and ears
- Tell us where hotspot areas are for dog fouling
- Let us know who is not picking up dog mess
- Encourage friends and family to pick up after their own dog's mess
- Tell us your ideas of how dog fouling can be improved in Denbighshire.