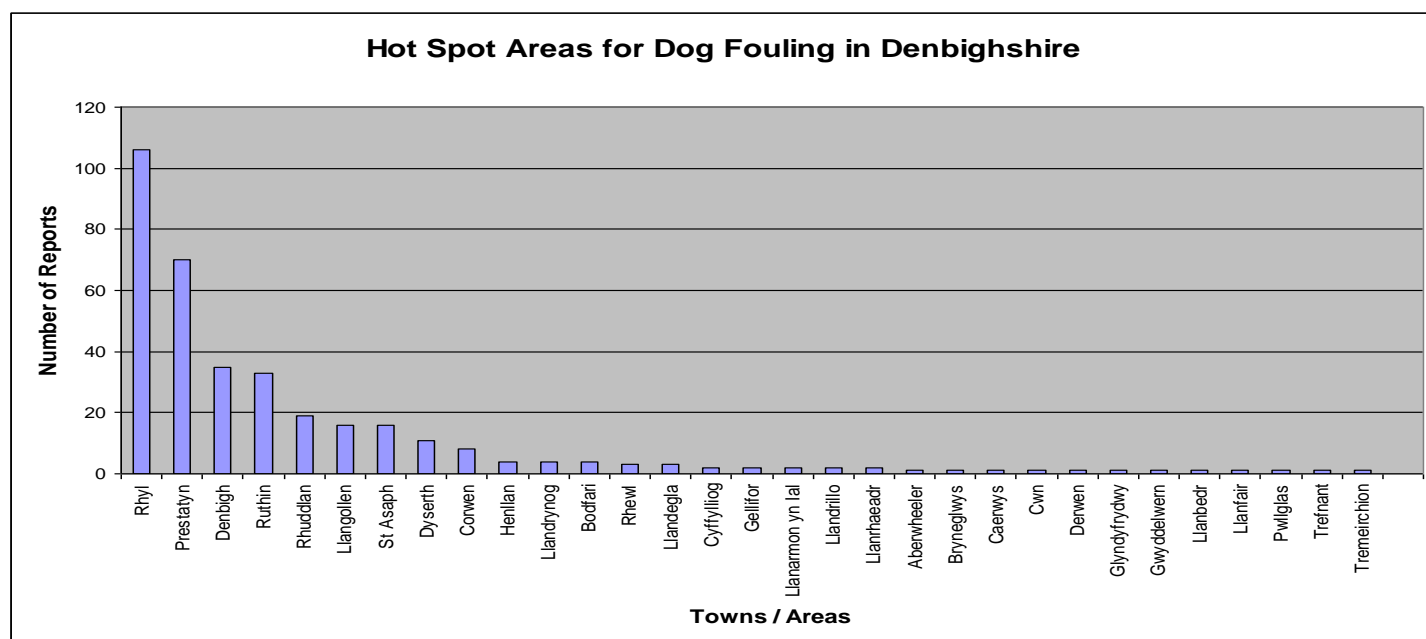


Appendix 3 – Marketing Statistics, Dog Fouling March – October 13

The following charts clearly show a relation in the increase in resident interaction coinciding with marketing activities that have taken place i.e. press releases, attending open days, adverts and so on. For example, when there is an increase in CRM activity, it relates to either a press release being issued, an advert in the local papers or attendance at a Council event/open day i.e. leisure open days.

Hot Spot Areas:

Compared to the top 5 hot spots in February, the top 5 hotspots have not changed other than Prestatyn moving from 4th to 2nd on the list. The top 5 hot spot areas are:

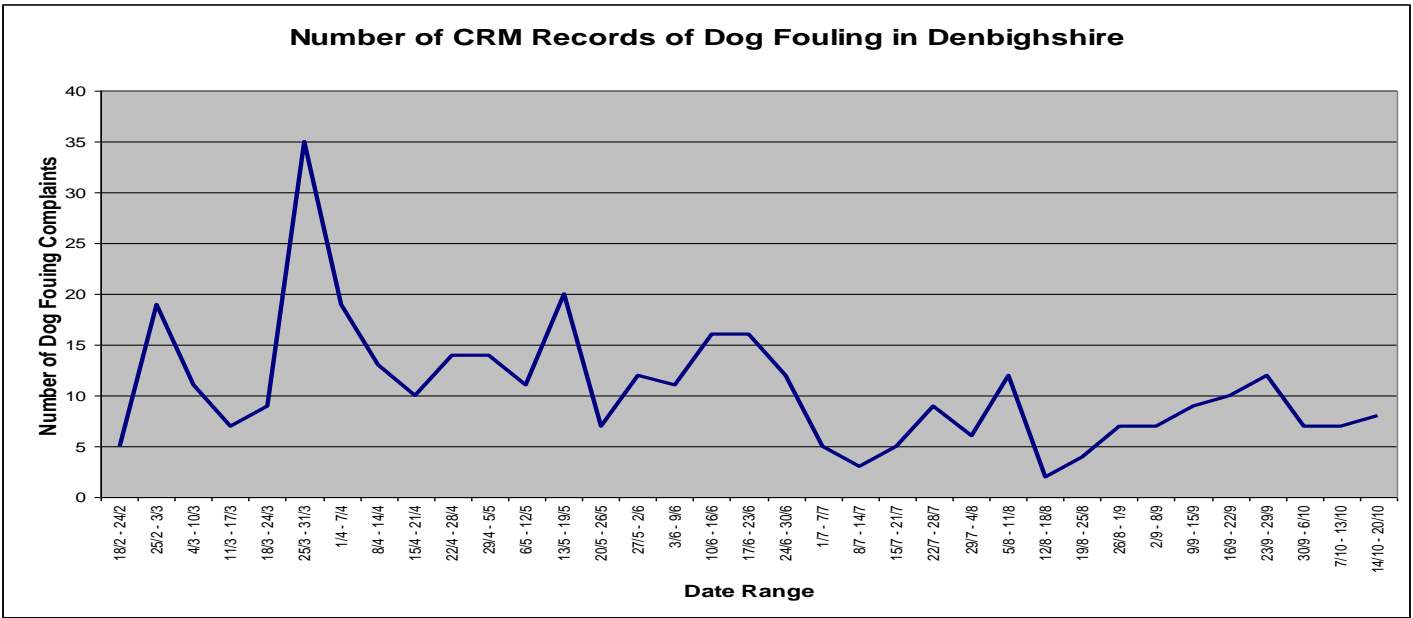


Number of CRM Records:

The Council has received 374 enquiries on the CRM since the campaign started. In comparison to 185 in 2010, 192 in 2011 and 287 in 2012.

Clearly, this shows that the campaign is increasing people's awareness of the issue of dog fouling and that it is no longer acceptable in our communities. We predicted an increase in the number of dog fouling related enquiries to increase due to the high profile marketing and enforcement campaign and these statistics support this.

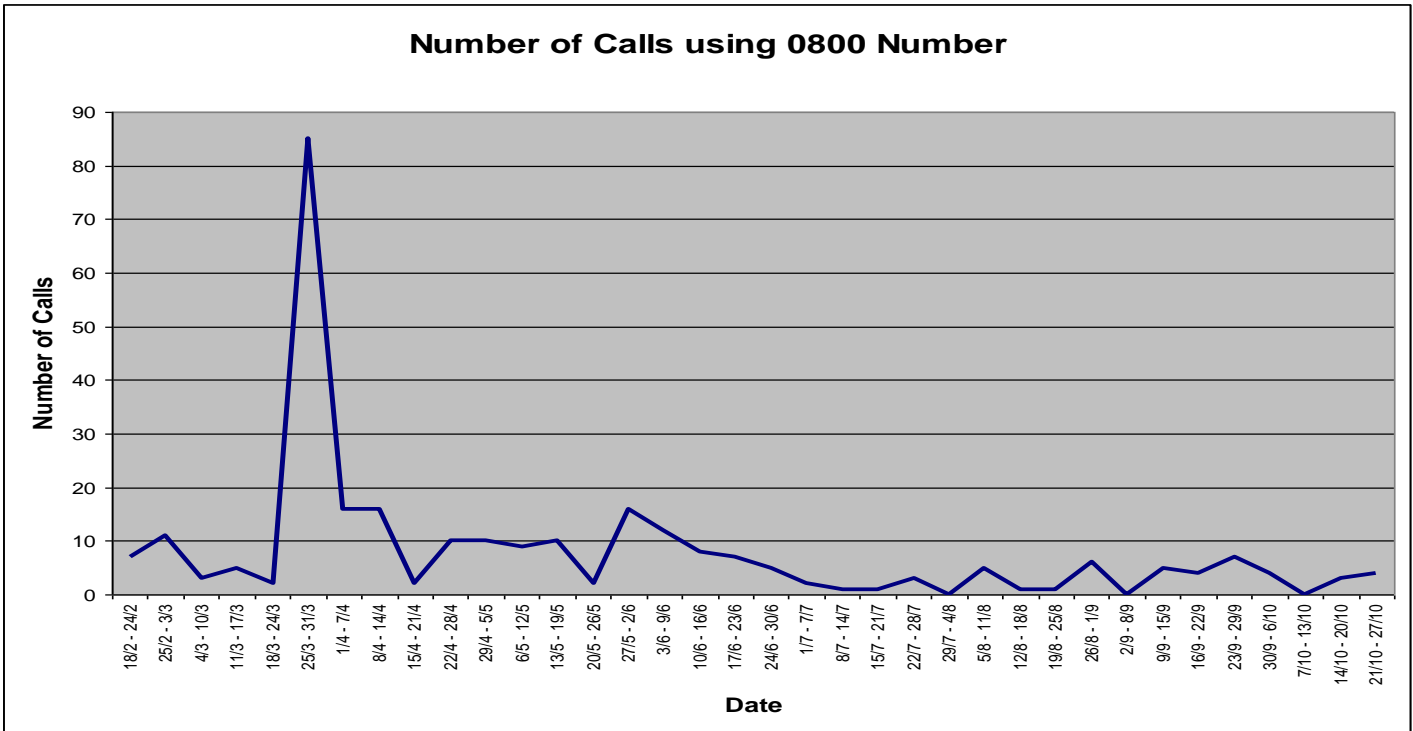
Number of CRM Records of Dog Fouling in Denbighshire



Number of Freephone Calls:

The figures below clearly show that residents are using the 0800 number but I would have expected to see these figures increase during the campaign. However, residents are still contacting customer services via the usual numbers and emails to make the Council aware of any issues. The spike in late March is a result of the snow that hit the County. Residents used the 0800 number as an alternative to the usual lines due to the increase in disruption in the South of the county.

Number of Calls using 0800 Number



Number of Pages viewed on the Council’s website, relating to dog fouling:

The following graph identifies the number of pages that have been viewed on a weekly basis on the Council’s website. Overall, there have been 220 views of ‘Denbighshire says enough is enough’, 114 views of ‘Council and the police joins forces to tackle dog fouling’ and 99 ‘You said we did’ articles.

No. of Page Views on DCC Website

