

# Transport and Environment Committee

10am, Tuesday, 19 March 2013

## Tackling Dog Fouling in Edinburgh

Item number	7.17
Report number	
Wards	All

### Links

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Coalition pledges	<a href="#">P44</a>
Council outcomes	<a href="#">CO17</a>
Single Outcome Agreement	<a href="#">SO4</a>

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# Executive summary

## Tackling Dog Fouling in Edinburgh

### Summary

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This report outlines the measures used to tackle dog fouling based on a successful and award winning Forth Neighbourhood Partnership Campaign.

This report also proposes the introduction of two further pilot schemes to tackle dog fouling in the City. These are the Green Dog Walkers Scheme developed by Falkirk Council and the Pride campaign developed in Edinburgh by Wastesites Limited.

### Recommendations

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- 1 It is recommended that Committee:
  - a) notes the success of the Forth Neighbourhood Partnership Model and its implementation elsewhere in Edinburgh;
  - b) approve the introduction of the Green Dog Walkers Scheme on a pilot basis in Edinburgh.
  - c) approve of the introduction of the Pride campaign on a pilot basis in Edinburgh.
  - d) agree to receive a further report on the review of these pilots schemes after six months of operation.
  - e) discharge the Motion from Councillor Day remitted to the Transport, Infrastructure and Environment Committee from Council on 20 September 2012.

### Measures of success

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- Reduction in Dog fouling complaints
- Improvement in CIMS and LEAMS scores
- Increased customer satisfaction

### Financial impact

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#### **Forth Neighbourhood Partnership**

The cost of advertising and promotional material will be met through Neighbourhood budgets.

If the Green Dog Walkers Scheme Pilot is approved, it is proposed that the Green Dog Walkers license is purchased centrally by the Community Protection Support Unit at a cost of £500 for use by all Neighbourhoods. All local costs will be met from relevant Neighbourhood budgets which have the provision to support selected campaigns.

The Pride Campaign proposed by Wastesites Limited will cost approximately £1000 for publicity which will be met from central budget within Community Protection Support Unit with Wastesites providing additional match funding.

The costs associated with dog waste bags and the supply, installation and maintenance of the Pride bins will all be met by Wastesites with no additional cost to the Council.

## Equalities impact

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There is no relationship to the public sector general equality duty to the matters described in this report and no direct equalities impact arising from this report.

## Sustainability impact

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The proposals in this report will help achieve a sustainable Edinburgh by promoting social cohesion and inclusion by encouraging a wider community response to dog fouling.

## Consultation and engagement

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The Forth Neighbourhood Partnership consulted with residents on the selection of their Hotspot area around Boswall Parkway. Feedback from the public was extremely positive, with residents generally keen to see the dog fouling problem dealt with so proactively.

Each neighbourhood will work with local communities and identify hot spots to target.

Pride has already carried out initial community consultation and engagement as a key aspect of the project development. To date, Pride has presented at several Community Councils and 'Friends of Parks' groups including:

- Stockbridge and Inverleith Community Council
- Trinity Community Council
- Friends of the Meadows and Bruntsfield Links
- Friends of Corstorphine Hill

Feedback from these consultations has been extremely positive; a full breakdown of survey results is attached as Appendix 1.

## Tackling Dog Fouling in Edinburgh

### 1. Background

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- 1.1 The following motion by Councillor Day was remitted from the Council of 20 September 2012 to the Transport and Environment Committee

“Committee notes the success of the Forth Neighbourhood Partnerships dog fouling initiative in 2011 which won a national award for innovation and creativity.

Committee also notes the continued issues relating to dog fouling and the negative impact which this can have on local communities. While most dog owners dispose of dog fouling responsibly it only takes one or two irresponsible owners to leave the fouling behind to make a neighbourhood look unattractive and uncared for, as well as presenting a potentially serious health hazard to young children.

To build on the successes of the Forth initiative, Committee calls for a report into how this initiative and its successes can be rolled out across the city, targeting irresponsible owners who persistently allow dog fouling, the report to also consider the possible introduction of a Green Dog Walkers scheme, initially on a pilot basis.”

- 1.2 Dog fouling is an ongoing concern in Edinburgh across every ward and is a priority for all Environmental Warden teams. The number of complaints are on an increasing trend. This can be attributed in part to the raised awareness of dog fouling and its associated problems through high profile enforcement and education. There is a need for new and innovative approaches to be tried to tackle this problem in Edinburgh.

### 2. Main report

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- 2.1 In order to further effectively challenge and reduce dog fouling in Edinburgh the rollout of the following methods is proposed.

#### 2.2 Forth Neighbourhood Partnership Model

- 2.2.1 The Forth Neighbourhood Partnership developed and implemented a successful and targeted Anti Dog Fouling Campaign which won a gold award at the 2011

Chartered Institute of Public Relations (CIPR) Public Sector Excellence Awards. The campaign success was due to a combination of approaches detailed below.

- a) Hot Spot Area Identified and Targeted - A local Hot Spot area around Boswall Parkway was identified in conjunction with residents which was then targeted for an intensive three weeks as the focus for this campaign.
  - b) Hard Hitting Publicity Campaign - The pilot campaign saw the introduction of a number of new hard-hitting advertising deterrents, such as postcards depicting graphic images of dog dirt (examples are attached at Appendix 2). These were sent out to residents in the Boswall Parkway area as part of the drive; urging careless owners to clean up after their dogs and to generally educate people that dog fouling was not socially acceptable. The campaign also saw the introduction of posters installed on lamp posts along Boswall Parkway promoting a cleaner, green Edinburgh. Environmentally friendly biodegradable paint was also used to spray paint a stencil onto pavements at strategic locations. They featured an image of a dog squatting over the words **“Don't make our city EdinBURGH!”** The Forth Neighbourhood Partnership also made use of social media including Twitter and Facebook to spread the publicity campaign to as many of the local residents as possible. During the first week of the initiative, and as a precursor to the follow up enforcement exercise, Environmental Wardens handed out a large quantity of free poop scoops, dog bags and educationally focused advice to local residents.
  - c) Multi Agency Approach and Commitment - The campaign brought together a number of council partners and agencies in a joint working taskforce, which also utilised the CCTV mobile unit. This highly visible deterrent was positioned at various locations throughout the three week campaign, providing visual and technical support to staff on the ground. During the second week, a series of successful joint patrols involving Environmental Wardens and Police officers from the Drylaw Safer Neighbourhood were deployed which demonstrated the positive cross service support for the exercise.
- 2.2.2 Following the success of the Forth Neighbourhood Partnership's Dog Fouling Campaign the model has been implemented in other areas of the City including the South, South West and West Neighbourhoods with remaining Neighbourhoods currently planning similar campaigns.
- 2.2.3 The hard-hitting publicity materials have been distributed to all Neighbourhoods to support expansion of the scheme. These will be used to target specific local hotspots.

### **2.3 The Green Dog Walkers Scheme**

- 2.3.1 The Green Dog Walkers scheme has been developed and implemented by Falkirk Council. The scheme is a non-confrontational, positive way to encourage changes in attitudes about dog fouling. Dog owners and dog walkers are

encouraged to act as ambassadors for responsible dog ownership and are asked to 'pledge' to always:

- Clean up after their dog
- Wear a GDW armband or put a GDW collar on their dog when walking their dog
- Carry extra dog waste bags
- Be happy to be approached to 'lend' a dog waste bag to those without

2.3.2 The scheme has now been adopted by several local authorities with some reporting high levels of success. Results from these local authorities include increases in local LEAMS scores, decreased dog fouling complaints and a positive response from the public following the introduction of the Green Dog Walkers scheme.

2.3.3 The Green Dog Walkers scheme proved so successful for Falkirk Council that it has trademarked the scheme and local authorities wishing to adopt the scheme can purchase a license from them at a cost of £500.

2.3.4 The South and North Neighbourhoods have been involved in researching the Green Dog Walkers scheme and have expressed an interest in piloting this approach. If approved the pilot will be reviewed after six months and a report brought back to Committee.

## **2.4 Pride Campaign**

2.4.1 Pride ('Promoting Responsibility In Dog Exercise') is a newly developed campaign originating in Edinburgh. Pride has been developed by Wastesites Limited, an Edinburgh start up company specifically set up to introduce and develop the Pride campaign in the United Kingdom. The proposed campaign will be delivered in partnership with the public and private sector in order to effectively address the issue of dog fouling, whilst allowing local authorities to demonstrate a pro-active approach in responding to key community concerns. Wastesites proposes that Edinburgh, as its own local authority, and the Capital of Scotland is the first local authority to pilot this campaign.

2.4.2 Pride have already engaged with and presented the proposed scheme to several Community groups including the Stockbridge Community Council, Inverleith Community Council, Trinity Community Council, Friends of the Meadows and Brunfield Links and the Friends of Corstorphine Hill. The response was favourable.

2.4.3 The project plans to launch with a 12 month pilot in Edinburgh in Spring/Summer 2013 and will include the installation of 100 Pride bins across Edinburgh. Sites include public parks and the Union Canal. The latter is being delivered in conjunction with Scottish Canals, who have already approved the initiative including all relevant permission from Historic Scotland. The bins will be provided by Pride and will be funded through private sector sponsorship from suitable sponsors. (An artists impression of a Pride bin is included within Appendix 2). The sponsors are still to be confirmed.

Pride has four primary objectives:

1. To make a significant, positive contribution to Edinburgh's parks and open spaces by providing improved waste facilities and educational messaging.
2. To promote responsible dog ownership through positive reinforcement and incentivisation.
3. To allow Edinburgh to upgrade its park facilities and services at no cost.
4. To promote pride in our parks, in our pets and in our local communities and environment.

2.4.4 If the Pride Campaign Pilot is approved, Pride will supply:

- a) Up to 100 bins supplied and installed free of charge in Edinburgh at agreed sites (10-20 of these bins will be installed within Edinburgh along the Union Canal, see 2.4.3).
- b) Each bin will replace and upgrade existing bins, incorporating a dog waste bag dispenser and allowing the replaced bin to be used elsewhere as appropriate.
- c) Free supply of bio-degradable dog bags (dispensed from the bins)
- d) Pride will be operating a vandalism and graffiti response team who will respond to any issues with the installed Pride bins, including monthly cleansing and deodorising as well as replacement of any damaged panels or bins.
- e) Dedicated space on the units for Council logo and messaging.
- f) Comprehensive supporting campaign from Pride and its sponsoring partners to educate and raise awareness (pet health, wellbeing and responsible ownership).

All normal servicing of the bins will continue to be carried out by the City of Edinburgh Council.

2.5 Operating costs will be funded through sponsorship fees obtained from Pride's private sector partners. In return, sponsors will receive a number of benefits including relevant messaging and logo placement on the bins. All sponsoring partners will be relevant with a declared interest in dogs and/or the wider community. Messaging carried on the bins will be professional, appropriate and respectful of the surrounding environment. At this time, the private sector sponsors are still to be confirmed.

2.6 Should the pilot be approved, Pride have provisionally agreed that bins will be distributed in the following parks based on Community consultation and agreement with local Neighbourhood teams:

1. Inverleith Park
2. Victoria Park
3. West Pilton Park
4. The Meadows and Bruntsfield Links
5. Ferniehill Community Park
6. Fernieside Park
7. Inch Park
8. Harrison Park
9. Colinton Mains Park
10. Gardner's Crescent Park

The exact number of bins in each park is still to be confirmed. The allocations of bins will be agreed with Neighbourhood teams.

If approved the pilot will be reviewed after six months and a report brought back to Committee.

### 3. Recommendations

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3.1 It is recommended that Committee:

- a) notes the success of the Forth Neighbourhood Partnership Model and its implementation elsewhere in Edinburgh;
- b) approve the introduction of the Green Dog Walkers Scheme on a pilot basis in Edinburgh;
- c) approve of the introduction of the Pride campaign on a pilot basis in Edinburgh;
- d) agree to receive a further report on the review of these pilots schemes after six months of operation.
- e) discharge the Motion from Councillor Day remitted to the Transport, Infrastructure and Environment Committee from Council on 20 September 2012.

**Mark Turley**

Director of Services for Communities



## Links

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<b>Coalition pledges</b>	P44 - Prioritise keeping our streets clean and attractive
<b>Council outcomes</b>	CO17 - Clean - Edinburgh's streets and open spaces are clean and free of litter and graffiti
<b>Single Outcome Agreement</b>	SO4 - Edinburgh's communities are safer and have improved physical and social fabric
<b>Appendices</b>	Appendix 1 – Pride Survey Community Feedback Results Appendix 2 – Tackling Dog Fouling in Edinburgh

# Appendix 1



An integral part of the development of Pride has been to engage with Edinburgh's local communities and 'Friends of Parks' groups in order to gain feedback on the initiative.

To date, we have presented at:

- Stockbridge Community Council
- Inverleith Community Council
- Trinity Community Council
- Friends of the Meadows and Brunnsfield Links
- Friends of Corstorphine Hill

The above represents a sample size of approximately 120 people.

Community feedback during these focus groups was extremely positive. Results from an anonymous follow-up survey are detailed below. **(48 respondents)**

1. Do you or your family own a dog and if so, how often do you walk him/her in your local park?

Yes **(21) (43.75%)**

No **(27) (56.25%)**

1-2 times per week **(0)**

3-5 times per week **(0)**

Everyday **(21) (100% of dog owners)**

Other **(0)**

2. How many times each day do you walk your dog?

Once **(5) (23.8% of dog owners)**

Twice **(14) (66.6% of dog owners)**

Three times **(2) (9.5% of dog owners)**

Don't own a dog **(19)**

**\*8 people did not answer this question**

3. (Dog and non-dog owners) How often do you use your local park for recreation?

Never / Rarely **(7) (14.6%)**

1-2 times per week **(19) (39.6%)**

3-5 times per week **(10) (20.8%)**

Everyday **(12) (25%)**

4. How important to you is it that your local area is kept clean and free of dog mess?

Very important **(46) (95.8%)**

Important **(2) (4.2%)**

Not very important **(0)**

Don't care **(0)**

5. How much of a problem do you consider dog fouling to be?

Not a problem

Big problem

1	2	3	4	5	6	7	8	9	10
		<b>(1)</b>		<b>(5)</b>		<b>(2)</b>	<b>(8)</b>	<b>(14)</b>	<b>(18)</b>
		<b>(2%)</b>		<b>(10.4%)</b>		<b>(4.2)</b>	<b>(16.6%)</b>	<b>(29.1%)</b>	<b>(37.5%)</b>

6. Do you think Pride is a good solution to keep parks and public spaces clean and free of dog fouling?

Yes **(45) (93.8%)**

No **(0)**

Other **(3) (6.2%)**

\* **“Not sure”, “doesn't allow for new/more bins”, “not sure about bag dependency culture”**

7. Do you feel that Pride bins would be a welcomed facility in your area?

Yes **(47) (97.9%)**

No **(1) (2%)**

Other **(0)**

8. If present, would you use the Pride bins and degradable liners?

Yes **(41) (85.4%)**

No **(1) (2%)**

I would use the bin but not the liners **(4) (8.3%)**

Other **(2) (4.2%)**

\* **“not a dog owner”**

9. Do you think the Pride bins look stylish and user friendly?

Yes **(46) (95.8%)**

No **(1) (2%)**

Other **(1) (2%)**

\* **“there could be a problem between access for people in wheelchairs and access by children”**

10. How would you feel toward the sponsors and your local council working with Pride to help provide these free facilities?

Very negatively

Very positively

1	2	3	4	5	6	7	8	9	10
				<b>(3)</b>			<b>(5)</b>	<b>(6)</b>	<b>(34)</b>
				<b>(6.25%)</b>			<b>(10.4%)</b>	<b>(12.5%)</b>	<b>(70.8%)</b>

## Appendix 2

### Tackling Dog Fouling in Edinburgh

#### Forth Neighbourhood Partnership Model - Dog Fouling Postcard



Greetings from EdinbURGH!





Forth Neighbourhood Partnership Model - Dog Fouling Pavement Stencil

Don't make our city  
EdinbURGH!



Pride Campaign - Artists impression of Bin



\*Demonstrated to community groups.

\*\*Sponsor Artwork for example purposes only

