

# Transport and Environment Committee

10.00am, Tuesday, 18 March 2014

## Tackling Dog Fouling in Edinburgh

Item number	7.10
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>

### Mark Turley

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# Executive summary

## Tackling Dog Fouling in Edinburgh

### Summary

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This report provides an update on the progress of pilot schemes and other initiatives used to tackle dog fouling in the city and addresses the outstanding remit to report back on the pilot schemes approved by the Transport and Environment Committee on 19 March 2013.

### Recommendations

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- 1 It is recommended that Committee:
  - a) note the content of this report;
  - b) agree to receive a further report on;
    - i. the implementation of the Pride Campaign after six months of operation, if funding is secured by Wastesites Scotland Limited; and
    - ii. other suitable dog fouling initiatives that can be implemented in Edinburgh; and
  - c) discharges the remit from the 19 March 2013 Transport and Environment Committee to receive a further report on the review of the pilot schemes after six months of operation.

### Measures of success

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- Reduction in dog fouling complaints.
- Improvement in the Cleanliness Index Monitoring System scores.
- Increased customer satisfaction.

### Financial impact

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The successful Forth Partnership Dog Fouling Campaign was delivered within existing local budgets for 2013/14.

The Green Dog Walkers (GDW) scheme license and starter packs were purchased centrally, within budget, and distributed to all six Neighbourhoods in June 2013. The total financial cost for this scheme for the 2013/14 period is £2,658.

### 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 measures outlined in this report contributed to 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 Partnership Model utilises community engagement and feedback in identifying hotspot areas of dog fouling in Edinburgh. These areas are then targeted using a combination of education, awareness and enforcement over an agreed period of time to reduce dog fouling in these hotspots. To date there have been 14 specific operations across Edinburgh targeting identified hotspots since March 2013.

The GDW scheme relies on community engagement to adopt and progress the GDW Scheme in Edinburgh. The scheme was promoted at Residents Association meetings, Community Councils and events as well as through local media including the Evening News.

## Tackling Dog Fouling in Edinburgh

### 1. Background

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- 1.1 Dog fouling is a key issue in Edinburgh across every ward and is a priority for all Environmental Warden Teams. In response, to an increasing number of complaints, a report was submitted to the 19 March 2013 Transport and Environment Committee seeking permission to roll out an established successful dog fouling campaign and to pilot two other new and innovative approaches to tackle dog fouling in Edinburgh.
- 1.2 The recommendations in the report were approved by Committee and implemented over the spring/summer of 2013.

### 2. Main report

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#### **Forth Neighbourhood Partnership Model**

- 2.1 The Forth Neighbourhood Partnership's Dog Fouling Campaign won an award for "PR on a shoestring" from the Chartered Institute of Public Relations in 2011. This campaign brought together a number of Council partners and agencies in a joint working taskforce and the successful promotional elements have now been rolled out and reproduced across all Neighbourhoods. In particular, pavement stencilling was used for areas where dog fouling had been identified. Hard hitting postcards, as attached in Appendix 1, were also used in a targeted approach in streets where dog fouling was deemed to be an issue and initiatives were arranged to focus on dog fouling. The scheme has proved popular with both residents and staff, and the model continues to be used for local initiatives across Edinburgh.

#### **The Green Dog Walkers (GDW) Scheme**

- 2.2 The GDW scheme was 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 The GDW scheme license and promotional materials were purchased and distributed to all Neighbourhoods in June 2013. There was a formal launch in conjunction with the Edinburgh Evening News as well as local advertising and promotion at Neighbourhood offices, community meetings and events by local teams.
- 2.4 There are currently two established GDW groups in the East and the South Neighbourhoods. A further group based in the West Neighbourhood, is currently considering involvement.
- 2.5 Overall feedback on the GDW scheme indicates that the uptake has been low in Edinburgh, with a general consensus that it was a good concept but the local community would rather see enforcement and/or better cleansing of dog fouling. Members of the public generally are willing to take the promotional materials but do not wish to get involved, and also are not willing to take on the responsibility of having to cover future costs of setting up their own GDW scheme. The GDW license purchased for Edinburgh will not expire, and so the GDW scheme will continue to be available as a tool for local teams to encourage a community response to dog fouling in their neighbourhood.

### **Pride Campaign**

- 2.6 The Pride ('Promoting Responsibility in Dog Exercise') campaign is a newly developed campaign originating in Edinburgh developed by Wastesites Limited. The project aimed to launch a 12 month pilot in Edinburgh in summer 2013, which included the upgrade and installation of 100 Pride bins across Edinburgh. These bins would have been provided by Pride, and funded through private sector sponsorship from suitable sponsors.
- 2.7 The Pride campaign developed by Wastesites Limited was due to launch in Edinburgh in spring/summer 2013 following Committee approval. Unfortunately sufficient funding was not secured from sponsors, although Wastesites Limited continues to seek secure funding for the 2014/15 financial year. To date this funding has not been confirmed and so the Pride Campaign is currently on hold until further notice.

### **Further Measures**

- 2.8 The following additional measures were also employed to reduce dog fouling in Edinburgh.

#### **'Dish the Dirt' dog fouling hotline**

- 2.9 The Dish the Dirt campaign was a joint campaign between the Council and the Evening News featuring a dedicated dog fouling hotline. The campaign operated between 10 June 2013 and 18 November 2013 and aimed to raise awareness of dog fouling and its implications for communities in Edinburgh. The campaign encouraged members of the public to "Dish the Dirt", and provide information about irresponsible dog owners who do not pick up after their dogs. The scheme was publicised widely by the Evening News, as well as by the Council via

posters (Appendix 2) and other promotional material. A dedicated 0300 number was set up within the existing Contact Centre, which was a low cost number allowing anyone to phone and provide any information which could help to trace and tackle those owners who do not pick up after their dogs. In total the dog fouling hotline received a total of 603 calls during its lifespan.

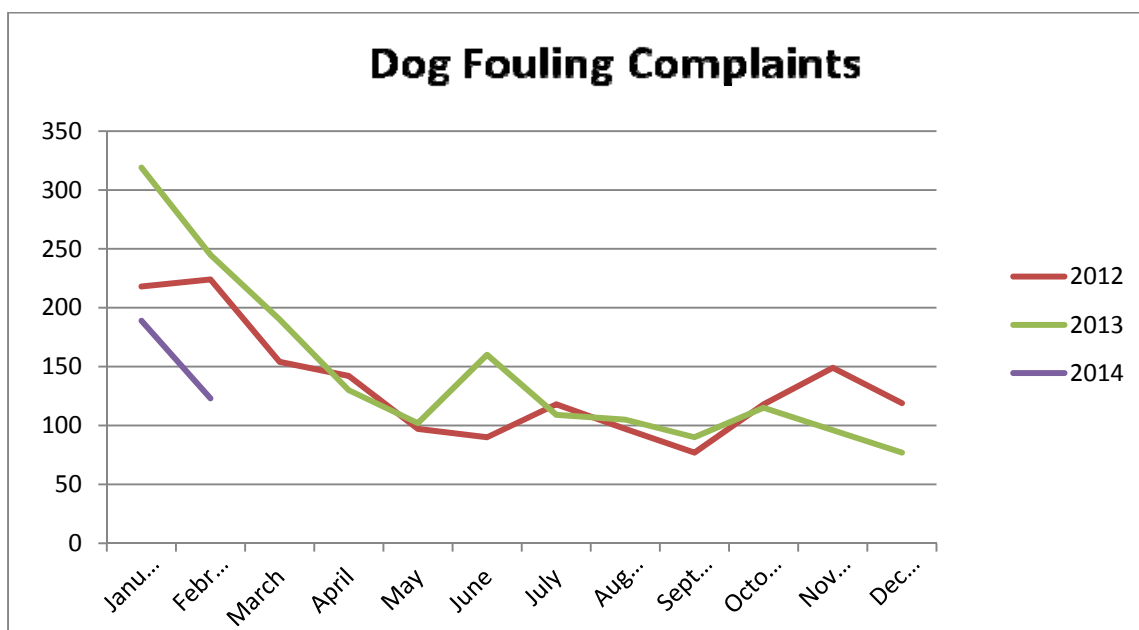
Feedback from the implementation of the hotline was that the dedicated line was perceived to be popular with the public, however the quality of the information reported was no more accurate than already reported over the 529 3030 number already in use.

- 2.10 The Edinburgh Wardens were introduced as a temporary pilot scheme in July 2013 and are an additional team of Environmental Wardens with a specific remit concentrating on littering and dog fouling. The intention of the team was to contribute to an increase in the Cleanliness Index Monitoring System (CIMS) scores across the neighbourhoods and to reduce the amount of waste going to landfill. To date the Edinburgh Wardens have issued over 1,000 fixed penalty notices (FPN's) since implementation. The majority of FPN's issued by this team have been for littering offences

### Measures of Success

#### Dog Fouling Complaints

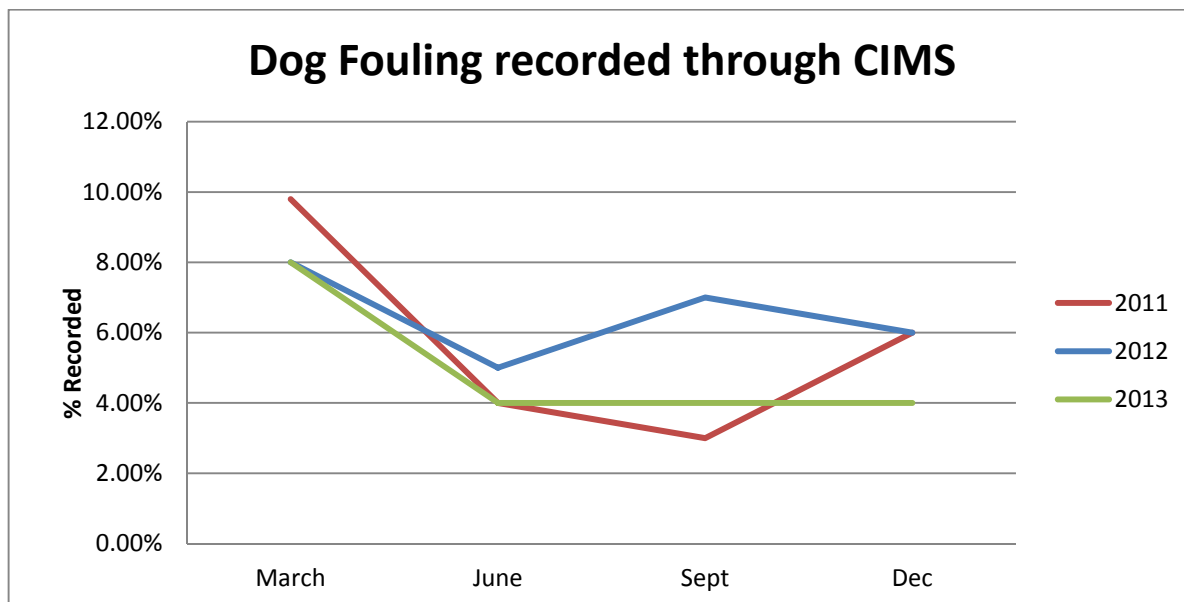
- 2.11 Below is a comparison of the number dog fouling complaints received by the Council by calendar year for 2012 and 2013.



- 2.12 It should be noted that the Dish the Dirt Campaign launched in June 2013, which encouraged the public to report dog fouling, accounts for the large spike in June. The overall trend is decreasing. The latest comparison figures show a reduction in dog fouling complaints of over 50% against the same period in 2012 and a 40% reduction in January 2014 compared to January 2013. This reduction in complaints is a continuing trend in February 2014 .

## CIMS

- 2.13 The CIMS is the method used to assess street cleanliness. Keep Scotland Beautiful (KSB) manages the CIMS scheme nationally and carries out four assessments for the Council each year.
- 2.14 The latest CIMS scores are presented in full to this Committee in a separate report.



- 2.15 The CIMS records if dog fouling is present within the selected sample areas. The results for the last three years are shown above and show a decrease in dog fouling.

## 3. Recommendations

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- 3.1 It is recommended that Committee:
- a) note the content of this report;
  - b) agrees to receive a further report on;
    - i. the implementation of the Pride Campaign after six months of operation, if funding is secured by Wastesites Scotland Limited; and
    - ii. other suitable dog fouling initiatives that can be implemented in Edinburgh; and
  - c) discharges the remit from the 19 March 2013 Transport and Environment Committee to receive a further report on the review of the pilot schemes after six months of operation.

## 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 – Forth Neighbourhood Partnership Model publicity materials Appendix 2 - "Dish the Dirt" poster



Appendix 1 - Forth Neighbourhood Partnership Model publicity materials

Dog Fouling Pavement Stencil



Dog Fouling Postcard



• EDINBURGH •  
YOUR COUNCIL - YOUR CITY



Edinburgh News EVENING  
**DISH THE DIRT**

**Shop lazy dog owners who  
let their pets foul the streets**

**Call Buster on 0300 4563476**

**Hotline open Monday to Friday 8am – 8pm**