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# WE'RE WATCHING YOU

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**Dog Fouling Campaign Pack**



# CAMPAIGN PACK CONTENTS

This campaign pack is designed to help you deliver the “We’re watching you” campaign easily and simply in your local area. If you have any questions or would like further information about particular aspects of the campaign, monitoring or social experiment, please feel free to get in touch.

## Campaign support

- 1. Introduction to the campaign**
- 2. Summary briefing note** - this two-pager is ideal if you are looking to introduce the campaign to colleagues or Elected Members
- 3. Identifying hotspots and displaying your signs** - guidance on selecting your sites and displaying your signs

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- 5. Monitoring form guidance** - support and further information on suggested campaign monitoring
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- 9. Media lines to take** - background information to help you talk to the media



Thoughtless dog owners  
We're watching you!

Bag that poo, any rubbish bin will do



# 1. INTRODUCTION

## Welcome to the “We’re watching you” campaign

**We are delighted you have decided to join us in our “We’re watching you” dog fouling campaign as we deliver it with partners around the country.**

From the charity’s 60 years of experience, Keep Britain Tidy knows what an emotive issue dog fouling is and how much it matters to people. Cited as a key area of complaint and dissatisfaction from residents, we’re also keenly aware of how much it matters to you as land managers.

That is why we looked for an innovative way to tackle dog fouling while helping to make a positive change to people’s behaviour. Our research showed that some dog owners act irresponsibly when they think they’re not being watched. So, we tested this idea and trialled a way to use it to reduce dog fouling. This social experiment showed a staggering average 46% reduction in dog fouling incidents.

The success of our innovative glow-in-the-dark signs, when trialled with land managing partners, has led us to roll out the campaign nationally. We want you to benefit from our learnings in the social experiment and be able to deliver a campaign in your local area easily and quickly.

By being involved in a national campaign with a well-respected charity, you will have the opportunity to be involved in something that reaches wider than your local area. You will benefit from the PR and publicity generated from our launch of this national campaign. Rather than having the cost and effort of creating materials from scratch, you will be using signs that, through research and rigorous testing, have already been proven successful.

We hope the campaign is a real success for you too and it helps to meet the aims of your organisation. This campaign pack is designed to help you deliver the campaign easily in your area. If you have any questions or would like further information about particular aspects of the campaign, monitoring or social experiment, please feel free to get in touch.

Let us know how you get on with your campaign. If you have any learnings you would be happy to share, we can keep improving our campaigns for the future. We would also love to help you celebrate your successes, so please send us your stories to share as case studies on our website.

Thank you for helping us take a stand against dog fouling and good luck with your campaign.

**The Keep Britain Tidy Network and Campaigns teams**

# 2. SUMMARY BRIEFING NOTE

## We’re watching you ... the background

From the charity’s 60 years of experience, Keep Britain Tidy knows what an emotive issue dog fouling is and how much it matters to people. Cited as a key area of complaint and dissatisfaction from residents, we’re also keenly aware of how much it matters to YOU.

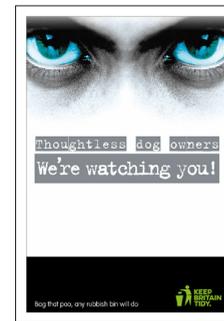
That is why we looked for an innovative way to tackle dog fouling while helping to make a positive change to people’s behaviour. Our research showed that some dog owners act irresponsibly when they think they’re not being

watched. So as part of our Defra-funded “Social Innovation to Prevent Littering” programme we tested this idea and trialled a way to use it to reduce dog fouling.

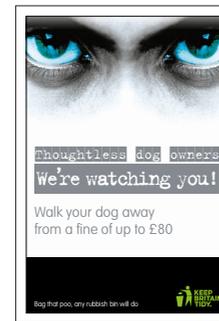
## We’re watching you ... the experiment

We worked with 17 land manager partners, across 120 dog-fouling hot-spot sites, to trial this innovative glow-in-the-dark eyes sign.

We monitored dog fouling incidents both at the target sites, where the signs were displayed, and at displacement sites up to 100 metres away. Overall the experiment showed a 46% reduction in dog fouling.



**Sign 1**  
“eyes only”



**Sign 2**  
“enforcement”



**Sign 3**  
“positive reinforcement”



**Sign 4**  
“peer influence”

We trialled four variations of the sign, all with the same glowing eyes and “thoughtless dog owners, we’re watching you” message, but each with a slightly different angle.

So whether your authority is currently focused on an enforcement message, or would like to use positive reinforcement or peer-led influence to make your point, we have different signs to suit your needs. Each sign type demonstrated a greater than 40% reduction in dog fouling incidents.

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## We're watching you ... the campaign

Now we have done the research we want as many partners as possible to take part in our national campaign to reduce dog fouling around England. By taking part in our "We're watching you" campaign you are:

- Involved in a national campaign, with a much wider reach than simply your local area

- Using signs that are based on research and have been rigorously tested
- Benefiting from the PR and publicity garnered from our launch of this national campaign
- Adding your local authority's logo to the signs and therefore linking yourself to the respected Keep Britain Tidy brand
- Launching a campaign quickly and easily, that has already shown a 46% reduction in dog fouling

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## 3. IDENTIFYING HOTSPOTS AND DISPLAYING YOUR SIGNS

### Identifying dog fouling 'hotspot' areas

There are a whole range of ways to identify hotspot target areas:

- consult dog and neighbourhood wardens
- ask parish and town council members
- talk to park rangers, your local wildlife trust or other local land managers
- take advice from local residents and community groups

It is also worth looking into public complaints records specifically relating to dog fouling. If you are siting your signs based on residents' feedback, complaints or ideas, don't forget to let them know. They'll appreciate knowing you've listened and responded to their ideas.

### Displaying the signs

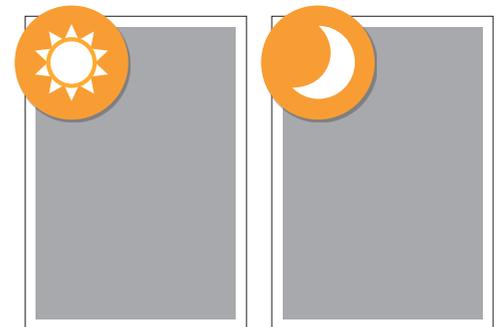
This is advice based upon trialling the signs in our social experiment. You know your local patch better than anyone, so feel free to adapt this guidance based on your local knowledge.

- The number of signs that you display per site will depend on the land use type of your chosen area (e.g. parks, residential, footpaths etc.).
- We recommend using one sign per 25 metres.
- The original trial of this experiment used five signs per site. But the number you use will depend on your area and your resources.
- To maximise the signs' impact, we'd recommend putting up the sign roughly relative to eye height.

### Sign positioning

The sign is designed to 'charge' during the day and glow after dark.

Position the sign so that it can get maximum sunlight during the daytime, is easily visible and ideally out of vandal reach. It will glow in a darkened area at night.



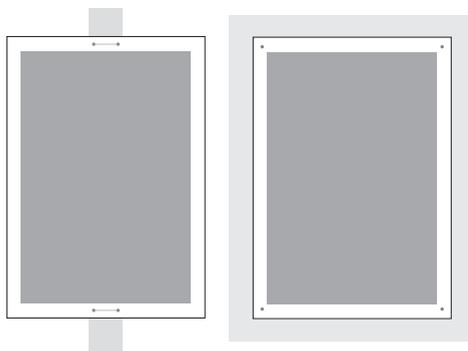
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## Sign fixings

**For posts and lampposts:** punch or drill holes in pairs central to the sign and within margin area, fix to post using plastic ties. (We used 370mm x 7.6mm cable ties for the trial, clear looked better than black, easily available online).

**Tips from the social experiment:** At the briefing meetings, our partners in the social experiment asked us not to punch holes in the signs. They preferred to add the holes themselves, dependent on where the signs will be displayed.

**For walls and fences:** punch or drills holes at the corners, within margin area and use non-rusting tacks or screws and washers to fix.



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## 4. WHY MONITOR?

### Monitoring the impact of the signs

**Monitoring is a vital aspect of assessing the effectiveness of your campaign. It allows you to better understand the impact of your work as well as giving you the opportunity to showcase your success to the public.**

Our methodology is designed to help you obtain data to monitor the impacts of your dog fouling campaign. It was created to be as easy to use as possible, whilst at the same time providing good data.

The pages that follow provide an easy-to-use practical guide on the monitoring process. We have also included advice on recording reports from the public.

The campaign pack also includes an excel spreadsheet to record and analyse your monitoring data (we will email the excel spreadsheet separately so you have an electronic version.) This form is designed to save you time, effort (and the need to reach for a calculator). Use our guidance and form if you think it will be helpful for you, or you may prefer to use your own style of monitoring.

If you have any questions, or if any issues arise during your monitoring, please do not hesitate to get in touch - contact details are at the end of this document.

If you do monitor your campaign, please share your results with us. Data from our partners will help us improve the campaign and showcase the benefits on a national scale.

# 5. MONITORING FORM GUIDANCE

This guidance document discusses the monitoring form and methodology we have provided as part of your campaign pack. It is a suggested monitoring style, designed to save you time and effort in your monitoring. You may choose to use a different monitoring style or form if that suits your organisation better. Although we recommend all our campaign partners carry out some monitoring (for your own benefit), this is ultimately your decision.

## Monitoring of dog fouling at each site

The monitoring process involves counting the number of dog poos at each of your chosen monitoring sites at least once per week, for up to two weeks before the installation of the signs and for two weeks once installed. **Note:** one dog poo = one count.

Stick to your normal cleansing routine during the monitoring period. Just make sure that the incidents of dog fouling are counted **before** each cleanse.

- **If the site is cleansed once a week,** simply conduct a count before each cleanse and use this information.
- **If the site is cleansed more than once per week** (e.g. daily), conduct a count before each cleanse. Then just add your counts together for the week to give you a total.
- **If the site is cleansed less than once per week,** conduct one count per week. The idea is that all incidents of dog fouling across a given week should be captured by the monitoring. If you do not cleanse your sites after each count, you will need to make sure the dog poos are not “double-counted” in the next count.

Whether the monitoring sites are normally cleansed or not, you will need to cleanse the site of dog fouling on **two occasions** during the monitoring period.

1. Before the monitoring starts.
2. Immediately before the signs are installed at the sites.

These two cleanses will ensure that dog fouling incidents which occur outside of the monitoring period are not included in the counts.

## Selecting monitoring sites

To make your monitoring as reliable as possible, choose five monitoring sites (four target sites where the signs are displayed and one control site). We understand that this might not be possible for everyone, due to time or resource constraints. If you can only monitor two sites, just do two sites, as the information gleaned is still useful.

You will determine the size of the monitoring sites “on the ground”. The area of the monitoring site is the area from which the “eyes” of the poster are clearly visible. Move around the site to identify the points where the signs reduce in visibility. Use these points as boundaries for the monitoring site. For example, if the sign becomes harder to see 30 metres down a street, this point would form part of the monitoring site boundary.

**Please note:** Your different monitoring sites may be different shapes, sizes and total areas. For example, a sign will be visible across a wider area in an open park compared to a narrow lane. The important thing is to make sure your monitoring sites stay the same size between counts.

## Monitoring control sites

**Please note: the inclusion of a control site is optional.**

It is possible that other variables may have influenced rates of dog fouling at your chosen sites over the monitoring period, one example is the weather. Incorporating control sites helps discount such variables. We recommend you use at least one control site during your monitoring (ideally two but it is at your discretion).

These control sites should be in similar locations to one of the four monitoring sites where signs are displayed, in terms of land use and demographics. For example, if one of the four target sites was in a high density area, the control site can be in a high density area. Control

sites should also be in locations that are unlikely to be visited by dog walkers who encounter the signs elsewhere.

## Recording your monitoring data

A template excel spreadsheet has been provided for you to record your dog poo counts and reports from the public. (The spreadsheet also contains some additional guidance.) This is designed to make your life easier, but feel free to use your existing monitoring forms or create your own if you would prefer.

**Please note:** some information in this spreadsheet is calculated upon entry of other data. **ONLY** enter data into the light green cells.

## Monitoring form

The monitoring form consists of three tables. Screen grabs are provided below to aid the explanations.

|        | Name of location | Land use type                   | Other | Approx. area of site (m2) | Is this location on a school route? Y / N | Poster displayed | No. of posters in target area | No. of bins at site |
|--------|------------------|---------------------------------|-------|---------------------------|---|------------------|-------------------------------|---------------------|
| Area 1 | Main Street      | Main retail and commercial area |       | 25 m2                     | N   | Poster 1: eyes   | 2                             | 4                   |

**Table 1: Locations**

1. Select the land use type for each monitoring site from the drop down list or enter ‘other’ land use types in the next column.
2. Select the version of the sign being displayed at the site from the drop down list. See ‘Signs’ tab in the spreadsheet for examples of each sign.

- Sign 1: “We’re watching you”: eyes only.
- Sign 2: “Enforcement”: walk your dog away from a fine of up to £80.
- Sign 3: “Positive reinforcement”: 9 out of 10 dog owners clean up after their dog, are you the one who doesn’t?
- Sign 4: “Peer influence”: report those who don’t clean up after their dog to the council.

**Table 2: Dog poo counts**

| TABLE 2: DOG POO COUNTS           |                   |            |            |                  |            |            |
|-----------------------------------|-------------------|------------|------------|------------------|------------|------------|
| Surveys (dog poo counts per site) |                   |            |            |                  |            |            |
| Week no                           | Day before Week 1 | Week 1     | Week 2     | Cleanse & Poster | Week 4     | Week 5     |
| Week date                         |                   | 27/10/2014 | 03/11/2014 |                  | 10/11/2014 | 17/11/2014 |
| Weather                           |                   | Raining    | Sunny      |                  | Raining    | Cloudy     |
| Area 1                            | : only            | 15         | 10         | : Poster         | 5          | 4          |

1. Enter the week commencing date in which the survey was carried out.
2. For the weather column, please briefly note the weather e.g. raining.
3. Record the total number of dog poos for the full week for each of the five chosen monitoring areas (see the information above on “Monitoring of dog fouling at each site” for more detail).

**Please note:** Your total and average dog poo counts will be automatically calculated beneath this table. You are not required to enter any data here as results will be calculated by excel once you have inputted all your dog poo counts per site. The cells will contain '#/DIV/0!' or a similar error message, but this will change to a number once you have finished entering dog poo counts per site.

**Table 3: Results**

**Please note:** You are not required to enter any data in this table, as the results will be calculated by excel once you have entered all survey data into Table 2 (date, weather, dog poo counts per site) The cells will contain '#/DIV/0!' or a similar error message, but this will change to a number once Table 2 is completed.

| TABLE 3: RESULTS (For Keep Britain Tidy use only)     |                           |
|---|---------------------------|
| Percentage reductions in dog poo after posters put up | % decrease in target area |
| Area 1  | 64.0%                     |
| Area 2  | 51.2%                     |
| Area 3  | 26.3%                     |
| Area 4  | 61.4%                     |
| Control site  | 10.0%                     |
| % decrease of total area                              | 59.1%                     |

*\*The cell will show '#/DIV/0!' or similar text until results are entered in the cells*

Once the survey data has been entered, the numbers in the cells will represent the percentage change in the amount of dog fouling found at each site, as well as the totals for all the survey areas.

**What next?**

Please complete Tables 1 and 2 when you carry out your surveys, as well as the recording reports form. If you are happy to share this information, please return results to Keep Britain Tidy by emailing [network.enquiries@keepbritaintidy.org](mailto:network.enquiries@keepbritaintidy.org)

Sharing your results with us will help us improve the campaign and share the impacts of our campaigning more widely.

**Please note:** a minus percentage number means that there has been an increase in dog fouling.

## 6. MONITORING PUBLIC REPORTS

### Monitoring dog fouling reports from the public

As well as monitoring actual dog fouling, monitoring and recording reports from the public also gives you insight into the impact of the signs.

Speak with your customer service operators or on-the-ground staff about the information you would like them to collect for your monitoring. This could include:

- the location of the incident, so it can be cross-checked with the location of the signs (and the date, if you are moving your signs around different sites)
- whether the caller was aware you are currently running a dog fouling campaign in your area

- was the report made in response to a particular sign (e.g. did the caller see the 'report it' sign and decide to take action?)
- any other information you consider to be useful.

### Reports recording form

Within the monitoring form we have supplied, there is a sheet for recording any reports/complaints about dog fouling that you may receive during this campaign.

You can choose to use this if you think it would be helpful, or you may already have recording forms that you are happy using. Be sure to collate information from online reports as well as reports made by phone, letter, social media or word of mouth.

## 7. PRESS RELEASE TEMPLATE

### Autumn launch of 'We're watching you' campaign

**Dog fouling campaign sees autumn launch. So far, 130 land managers have joined the campaign since its original take-off in November 2014.**

#### #werewatchingyou

A popular dog fouling campaign sees its autumn launch this week, aimed at dog walkers who don't scoop the poop.

**[Name of land manager]** has joined forces with environmental charity Keep Britain Tidy in a bid to reduce dog fouling in key problem areas in **[name of area/town/borough]**.

The campaign sets its sights on irresponsible dog owners, with recent research showing that dog walkers are more responsible and pick up after their dogs, when they think that they are being watched.

Last year Keep Britain Tidy conducted a campaign pilot, funded by the Department for Environment, Food and Rural Affairs (Defra), working with land managers across the country. This pilot saw an average reduction of 46% in the levels of dog fouling.

Feedback suggests that dog fouling tends to occur at night time and during the months with shorter days, as some dog owners feel that they can't be seen 'under the cover of darkness'.

**[Name of land manager]** has signed up to the edgy and uncompromising campaign to tackle dog fouling hotspots. The 'We're watching you' series of signs are visible after dark, and use innovative cutting edge materials. The social experiment was the first time such a material has been used on a poster.

#### **[Name of spokesperson and job title]**

said, "Feedback from **[residents/the public]** has told us that dog fouling is a key issue in **[name of area/town/borough]**, that they would like to see addressed. We know that the public perceive dog fouling to be by far the most unacceptable and dirtiest type of litter.

"The vast majority of dog owners are responsible people, who habitually pick up after their dog and dispose of the poo bags correctly, either in the nearest bin or by taking home to dispose of in their own household waste bin.

"We are thrilled to be working with Keep Britain Tidy, and being a part of such a cutting edge campaign. We hope that we will see the same results as the local authorities who have already signed up to the campaign."

#### **Ends**

### Notes To Editors

Keep Britain Tidy is a leading environmental charity. We inspire people to be litter-free, to waste less and to live more. We are run programmes including Eco-Schools, the Green Flag Award for parks and green spaces and the Blue Flag/ Seaside Awards for beaches. To find out more about Keep Britain Tidy, our programmes and campaigns visit [www.keepbritaintidy.org](http://www.keepbritaintidy.org).

### Press enquiries

Contact the Keep Britain Tidy press office:  
Helen Bingham 01942 612 617  
[helen.bingham@keepbritaintidy.org](mailto:helen.bingham@keepbritaintidy.org)  
Keep Britain Tidy Mobile 07768 880016

# 8. MEDIA LINES TO TAKE

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## Are dog walkers more responsible when they think they are being watched? Our successful social experiment to combat dog fouling has led to Keep Britain Tidy rolling out a national campaign.

The campaign pack contains further information about both the original social experiment and the subsequent campaign. But the following pages contain information and lines to take which may be helpful in responding to press enquiries. We have also enclosed a template press release to help publicise the campaign in your local area.

Environmental charity Keep Britain Tidy worked in partnership with 17 local authorities and other land managers from across the country, to develop and test different approaches to reducing dog fouling in key problem areas. This social experiment led to an average 46% reduction in dog fouling across the trial areas.

## Who are you working with?

- National environmental charity Keep Britain Tidy in partnership with **[name of local land manager]** and over 20 other local land managers across the country.
- Keep Britain Tidy is a leading environmental charity. We inspire people to be litter-free, to waste less and to live more. We run programmes including Eco-Schools, the Green Flag Award for parks and green spaces and the Blue Flag / Seaside Awards for beaches. To find out more about Keep Britain Tidy, our programmes and our campaigns visit [www.keepbritaintidy.org](http://www.keepbritaintidy.org).

## What are you doing?

- Feedback from local land managers highlighted that dog fouling was a key priority issue for them, often due to the high volume of complaints from their local residents.
  - Feedback suggested that dog fouling tends to occur more at night time and during the winter months as people feel they can't be seen 'under the cover of darkness'. As such, there was a feeling that some dog owners act irresponsibly when they think they aren't being watched.
  - This is an edgy and uncompromising campaign. The 'We're watching you' signs are visible after dark, using innovative and cutting-edge materials. The social experiment was the first time such material had been used on a poster.
  - The 'We're watching you' signs 'charge up' during the day to glow in the dark at night.
  - We have a set of four different signs, utilising four different approaches. Each campaign partner chose which sign or combination of signs they wanted to use in their local area:
1. The 'watching eyes' concept to reduce dog fouling on the ground in its most basic state (i.e. without any supporting messages).
  2. The 'watching eyes' concept to reduce dog fouling on the ground with a supporting enforcement message - "Walk your dog away from a fine of up to £80".

3. The 'watching eyes' concept to reduce dog fouling on the ground with a supporting positive reinforcement message - "9 out of 10 dog owners clean up after their dog. Are you the one who doesn't?"
  4. The 'watching eyes' concept to reduce dog fouling on the ground with a supporting peer influence message - "Report those who don't clean up after their dog to the council".
- Hard-hitting signs are deliberately impactful. Signs are not offensive, unlike the obnoxious nature of dog fouling.
  - This campaign aims to provide a realistic, cost-effective solution for land managers.
  - Keep Britain Tidy's social experiment took inspiration from Newcastle University, who installed 'watching eyes' posters at bicycle racks as part of an anti-crime initiative. The University found a decrease of 62% in thefts where the posters were situated.
  - This campaign supports **[name of local land manager]**'s own work to improve the quality of our local areas. **[Insert detail as to why dog fouling is an issue in your area, what your organisation is doing to address it, etc.]**

## Where are you doing this?

- At numerous dog fouling problem sites across **[name of local land manager]** including **[names of specific hotspot sites]**.

## Why are you doing this?

- Feedback from local land managers identified that dog fouling was a key issue that they would like to see addressed by Keep Britain Tidy's behaviour change experiments. The success of this social experiment in reducing dog fouling has led us to roll out the posters as a national campaign.
- Research shows that the public consider dog fouling to be one of their top priorities. They perceive it as by far the most unacceptable and dirtiest type of litter.
- The vast majority of dog owners are responsible people, who habitually pick up after their dog and dispose of the poo bags correctly, either in the nearest bin (any bin will do!) or by taking it home to dispose of in their own household waste bin.
- There is much more social pressure on dog owners to clean up after their dogs, especially when other people may be around.
- We are targeting those dog owners who are thoughtless and inconsiderate and may think that it is okay not to pick up after their dog when no one else is around. And those dog owners who do pick up their dog's mess but then hang the poo bag from a tree or bush, or leave it by the kerbside.
- People behave better when they think they are being watched. Increased incidences of dog fouling are taking place under the cover of darkness, and particularly during the winter months, when people think they won't be seen.

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- There is an incorrect belief that dog owners can only dispose of bagged dog poo into a designated dog poo bin. This is not true. Keep Britain Tidy's message is 'Bag that poo, any bin will do'.
  - This experiment follows on from Keep Britain Tidy's award-winning successful 'There's no such thing as the Dog Poo Fairy' campaign.
  - Local land managers can't keep cleaning up. **[Name of local land manager]** spends **[figure that is spent on tackling dog poo]** a year OR, the cost of cleansing streets and parks totals £1 billion a year across England. **[Name of local land manager]** spends **[figure that is spent on street cleansing]** a year. This is money that could be spent on our hospitals, our libraries and our parks and recreation.

### When are you doing this?

- After the social experiment in early 2014, Keep Britain Tidy launched the campaign nationally in November 2014, with a re-launch in March 2015.
- After March 2015, we will continue to work with partners in tackling dog fouling, both through this campaign and through using a range of other measures.

### Press enquiries

Contact the Keep Britain Tidy press office:

Helen Bingham 01942 612 617  
helen.bingham@keepbritaintidy.org

Keep Britain Tidy Mobile (24 hours,  
7 days a week): 07768 880 016

## CONTACT DETAILS

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For any questions or queries regarding "We're watching you" please contact the Network team on 01942 612 655 or 01942 612 606 or email [network.enquiries@keepbritaintidy.org](mailto:network.enquiries@keepbritaintidy.org)

