

Title of Report:	Dog fouling “We’re Watching You” Pilot Campaign
Committee Report Submitted To:	Environmental Services
Date of Meeting:	12th December 2023
For Decision or For Information	For Decision
To be discussed In Committee	NO

Linkage to Council Strategy (2021-25)	
Strategic Theme	Improvement and Innovation
Outcome	Reduce dog fouling
Lead Officer	Head of Health & Built Environment

Budgetary Considerations	
Cost of Proposal	TBC
Included in Current Year Estimates	Yes
Capital/Revenue	N/A
Code	2141 62203
Staffing Costs	N/A

Legal Considerations	
Input of Legal Services Required	NO
Legal Opinion Obtained	NO

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	N/A	Date:
	EQIA Required and Completed:	N/A	Date:
Rural Needs Assessment (RNA)	Screening Completed	N/A	Date:
	RNA Required and Completed:	N/A	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	N/A	Date:
	DPIA Required and Completed:	N/A	Date:

1.0 Purpose of Report

- 1.1 The purpose of this report is to seek Council approval to pilot the “We’re Watching You” dog fouling campaign.

2.0 Background

- 2.1 On an annual basis as the darker mornings and nights draw in the Enforcement Team see an influx of dog fouling complaints particularly on Castlerock Promenade, Rugby Avenue Playing Fields, Roe Valley Playing Fields, Market Street/Knock Road Ballymoney and Ballycastle Seafront.
- 2.2 Following a discussion with Ian Humphries, Chief Executive Officer of Keep Northern Ireland Beautiful he highly advocated utilising the “We’re Watching You” initiative by Keep Britain Tidy.
- 2.3 Keep Britain Tidy state “We know people are less likely to pick up after their dogs when they feel they aren’t being watched and dog-fouling increases as the nights draw in. That’s why we created our award-winning We’re Watching You campaign. Our innovative, eye-catching, glow in the dark signs help to remind thoughtless dog owners that “we’re watching you” and have reduced dog fouling by up to 46%.”
- 2.4 Pilots in England have also shown that the campaign did not displace the issue to other areas.
- 2.5 The standard campaign package includes Glow in the Dark A3 signs in a choice of designs, plus digital assets (in one design) for social media purposes which include an email footer and web banner.
- 2.6 Further information on the campaign can be found at <https://www.keepbritaintidy.org/local-authorities/reduce-litter/dog-fouling/solutions/were-watching-you>
- 2.7 Attached as appendix 1 are the signage options. Council’s logo can be added to the signs and they can be customised to reflect the current litter fixed penalty amount, recently increased by Council to £200 with reduced early payment rate of £150.

3.0 Recommendation

- 3.1 It is recommended that the campaign package be purchased and to pilot the ‘We’re Watching You’ initiative in the areas detailed in 2.1 above.

Appendix 1



Thoughtless dog owners
We're watching you!

9 out of 10 dog owners
clean up after their dog.
Are you the one who doesn't?

Bag that poo, any rubbish bin will do



Thoughtless dog owners
We're watching you!

Bag that poo, any rubbish bin will do



Thoughtless dog owners
We're watching you!

Report those who don't clean
up after their dog to the council

Bag that poo, any rubbish bin will do



Thoughtless dog owners
We're watching you!

Walk your dog away
from a fine of up to £80

Bag that poo, any rubbish bin will do

