

**Appendix A – Clean Neighbourhood Action Plan**

**Private Enforcement**

Actions	April 2021 Update	Further Action Required	March 2022 Update
Private Enforcement Officers to be considered across MUDC.	Initial contact has been made with a private company that operates a neutral cost contracting arrangement . Information to date outlines a 12-hour monitoring programme 7 days per week operating across the district. There is no cost to MUDC as Fixed Penalty Notice (FPN) income is kept by the company. MUDC would authorise the staff from the private company and MUDC would progress with prosecution decisions in the event of non-payment using the supporting information from the private company. There are some pilot schemes starting with other NI councils. Contact details have been identified if decision is taken to move forward in this direction.	If approved, make further contact with the private company . Wrap round comms. Action plan depending on decisions taken	WISE Enforcement have commenced work on behalf of Mid Ulster District Council on 22nd January 2022. In nine week period from 18th January to 22nd March 651 FPN's issued.

**Enforcement**

Actions	April 2021 Update	Further Action Required	March 2022 Update
Inhouse monitoring and enforcement by Clean Neighbourhood Officers in set areas across MUDC. Programmed monitoring of agreed areas with heavier footfall across the district such as town centers, shopping areas, drive through food outlets.	Information on hotspot areas already available from complaints received. Monitoring programmes are in place across the district based on complaints received, however these would be changed in line with the new focus. Time allocated by CNO to cover PH matters including litter has been increased on the weekly rota. Specific public and Councillor complaints won't be addressed if the area hasn't significant footfall that will result in a FPN.	Monthly FPN targets to be set for CNOs. Currently when 4 posts are filled FTE 0.8. Potential redeployment of furloughed staff in short term to monitor town centres, raise awareness . Challenging monthly FPN targets set	Target set to double FPN's served by Council Enforcement Officers to 50 FPN's. To date (April 21 - March 22) 56 FPN's have been served.
Inhouse monitoring and enforcement by Parks Inspectors in MUDC owned parks. Signage in place re fouling and byelaws e.g dogs on leads indesignated areas	Names of the 3 Park Inspectors and 2 others have been forwarded for authorisation. Some Parks staff already in possession of vehicle recording books for forwarding information to EH	3 Parks Inspectors to be authorised and trained in enforcement matters. If EH in receipt of complaints close to Council parks then allocated to Parks staff for enforcement . Challenging monthly FPN targets to be set.	On hold pending review of JD's and WISE pilot enforcement programme
Monitoring on rural roads by ES staff through forwarding details of any identifying material when cleaning up fly-tipping incidents.	To date minimal referrals from flytipping material being cleaned up.	ES to continue to provide any/all evidence found in fly-tipped waste to help identify offenders and possible prosecution.	Environmental Health continue to react to information regarding fly-tipping from both public and Env. Services.
In-house monitoring by ES staff to assist enforcement	Litter referral books provided to Environmental Services	Referral books to be provided to relevant ES officers and supervisors. Dash cams to be trialled on some ES vehicles. Consideration of incentive scheme to "reward" any employee (excluding authorised officers)	Review ongoing and proposals to be considered. Litter books provided by Env Health. More available if needed
Reporting from the public needs to be readily accessible.	Contact has been made with a number of APP suppliers and information being compiled mainly on functionality, compatibility, usability and cost.	Decision to be taken on the appropriateness of various APPS. Integration costs to be considered by IT .	Decision made to continue with th current Council Binovation App. This has continued.

**ENGINEERING**

Actions	April 2021 Update	Further Action Required	March 2022 Update
Agreed target response to clean areas subject to litter/dog fouling complaints to reduce further reporting and help influence behaviour from others using that area.	Existing schedule in place	Rebalance of cleansing resources on main approach roads into towns to address the increased levels of (primarily takeaway) litter due to lockdown• Utilisation of traffic management contractor to permit cleaning of dangerous rural roads	Hotspot area referred to ES for cleansing when complaint made to Env. Health.
Support for local community clean-ups e.g. Big Spring Clean events	Support provided by loan of litter pickers, provision of refuse bags and the removal/disposal of rubbish	12 No. clean-ups supported to date in 2021. Encourage groups to register with Adopt a Spot Scheme to obtain own litter pickers, PPE etc	Ongoing

**Education**

Actions	April 2021 Update	Further Action Required	March 2022 Update
Continued Live Here Love here programme (LHLH).	New App being developed re "Adopt A Spot" areas, whereby local groups/ charities/ businesses/ individuals can choose an area e.g. street/park/beach and commit to cleaning it 4 times per year. It also encourages businesses to clean up around their businesses. Budget for LHLH already agreed through Council for next year. Billboard signs and TV campaign being rolled out currently.Ongoing support for local community clean-ups including loan of litter pickers, provision of bags and collection of rubbish or further reliance on LHLH programme	Close links developed between ES and LHLH to maximise effect.	Members at the Environment Committee in Dec 2021 resolved to approve £21,000 per annum in funding for another 3 years, 50% of which comes back into MUDC through a small grants programme. Further billboard advertising campaign March 2022- with focus on cigarette litter
Increased financial support of LHLH programme enabling more local groups to receive financial assistance. Base level of funding back into community grants is approx 50%	LHLH will manage a larger small grants programme with management fee. There were at least twice as many applicants for the small grants programme this year	LHLH can be contacted to increase small grants programme	As per above. MUDC £10,500 small grants programme for 2021 has been assessed with 24 successful applications.
Green dog walker initiative or similar Mid Ulster branded researched.	Initiative used by other councils with set materials. It is a pledge to be a responsible dog owner and encourage others to be also.		On hold pending review - as promotion may hamper Council promotion of Don't Mess Mid Ulster message.
Continuation of Education Programme in Primary schools.	Further linkages to be made with re-cycling officers educational programmes to maximise coverage.	This will not take place in the immediate future due to COVID -19	Pending review and resumption with agreement with schools (restrictions imposed by Covid19)
Corporate "rewards" initiative	In conjunction with the Corporate H&WB programme, permit incentive for office based staff to patrol set routes at lunchtimes	Needs to be incorporated into a pilot scheme to assess uptake at each office location	Review ongoing and proposals to be considered
Review of current signage and informative messaging to general public regarding litter and dog control in designated public parklands and openspace.	Current MUDC standard Litter and Dog Foul/Dog Control Signage deployed across public parks and openspaces.	Introduction of portable HOT SPOT temporary signage to focus on problem areas. Introduction of path stencils message to play areas and public paths. PR campaign to reinforce the agreed message.	Review ongoing and proposals to be considered
Erection of watching you signs for fixed period in areas. Removal of signs at end of fixed period.	More signs have been ordered awaiting erection at set locations.	Assessment of signage across the district which is proportionate to the areas. Launch of new design of new illegal dumping signage for erection at hot spots.May wish to consider the effectiveness of signage and associated spend.	These continue to be deployed at hot spot areas.
Promote key messaging on ES vehicles and litter bins	"Don't Mess with Mid Ulster" livery on 5 No.refuse collection vehicles. "Bag It & Bin It" labels placed on all litter bins (exc. EIS bins)	Livery to be placed on new refuse collection vehicles	Review ongoing and proposals to be considered
Continue to support KNIB Eco Schools Programme	Recycling Officers support schools with Eco Schools registration through joint working on waste, litter etc.	Currently 44% of schools have Green Flag status - aim for 50%	Ongoing

## **Appendix B – Targeted Enforcement Pilot Update 18<sup>th</sup> Jan 2022 – 22<sup>nd</sup> March 2022**

In accordance with the pilot working arrangements, WISE officers have been active throughout the DEAs in the District. During previous Committee discussions it has been detailed that WISE have committed to patrol each DEA and to respond to intelligence provided by the Environmental Health Officers in relation to locations and times where offences were likely to occur. This seeks to maximise the efficiency of this element of the service and weekly reports are passed to WISE containing information received from elected members and the general public on targeted “hotspots”.

The below table depicts the numbers of Fixed Penalty Notices issued per DEA area and as anticipated, the majority of these are within the busier urban centres where footfall is much higher which thereby translates in higher likelihood of an offence occurring. These tend to be the areas where large numbers of individuals visit for retail, dining, relaxation, education and therefore a high amenity value should be placed on the cleanliness and appearance of these areas.

It should also be noted that where a particular town/village does not appear with having a Fixed Penalty Notice recorded, this does not mean that the area is not subject to patrols, but rather, that during the time patrolling took place, no offences were detected.

<b>DEA</b>	<b>FPN's Issued (18.01.22 – 22.03.22)</b>
Carntogher	6 (0.9%)
Clogher Valley	4 (0.6%)
Cookstown	307 (47.2%)
Dungannon	266 (40.9%)
Magherafelt	56 (8.6%)
Moyola	3 (0.4%)
Torrent	9 (1.5%)
<b>Total:</b>	<b>651</b>

The types of litter that offenders are observed dropping or leaving comprises a wide range of different types with the majority relating to smoking. Factors such as the ban on smoking in indoor locations, the tendency towards being a stationary activity, the readily observable nature of the activity itself, failure by smokers to realise that smoking components are in fact litter are all likely to be factors. It is important to recall that cigarette litter including butts are a significant source of plastic-based litter which detracts from the cleanliness of the District, may be ingested by wildlife and/or may degrade into micro-plastics which ultimately causes wider environmental damages.

<b>Offence Type</b>	<b>Offence Type Count</b>	<b>Percentage (%)</b>
Dog Fouling-Dog Fouling	5	0.77
Littering-Chewing Gum	1	0.15
Littering-Cigarette Butt	574	88.17
Littering-Fast Food Related	3	0.46
Littering-Other Litter	9	1.38
Littering-Packaging	7	1.08
Littering-Rolled up cigarette	48	7.37
Littering-Snack Packs	1	0.15
Littering-Soft Drink Can	3	0.46
<b>Total:</b>	<b>651</b>	<b>100%</b>



Details of the programme and a series of FAQs are available on the Council website at [www.midulstercouncil.org/litterenforcement](http://www.midulstercouncil.org/litterenforcement)

### **What will the WISE team of enforcement officers do?**

The 5-strong team of litter enforcement officers will undertake patrols across Mid Ulster, working in shifts and providing a 7 day a week operation including mornings and evenings.

The team's focus will be on issuing Fixed Penalty Notices (FPNs) for littering offences, including dog fouling.

As well as general patrols, the team will also engage in 'intelligence-led' work, targeting areas of complaint or those identified as litter hotspots.

### **What authority do the enforcement officers have?**

They have the same authority as the Council's staff and will undertake their enforcement work in line with legislation and the Council's Enforcement Policy.

The law gives the officers the power to ask for a name and address but not to detain a person. It is an offence not to give your name and address if an authorised officer demands it from you or to provide a false name and address.

The officers will show their credentials if asked for them.

### **Are the enforcement officers trained and vetted?**

Yes. The enforcement officers are all vetted. They all receive bespoke, specialist training and work under the supervision of a training officer before they begin to work independently.

### **Do Enforcement Officers wear body worn cameras?**

Yes. These are used to protect the public and the officers themselves, as they record the interaction between the officers and members of the public.

Cameras are only switched on at the point when officers introduce themselves to someone and they will explain that the camera is in operation. The camera is turned on during the conversation only. The recording can then be used as evidence in the event of a dispute or a future prosecution.

### **Do the enforcement officers have a quota or a target for how many Fixed Penalty Notices they issue?**

No. There are no quotas. Enforcement officers are paid an hourly rate and do not receive bonuses.

### **What are fixed penalty notices?**

A Fixed Penalty Notice is like an on-the-spot fine.

Enforcement Officers will issue a notice to anyone they see who drops litter and does not pick it up (including cigarette butts) and who allows their dog to foul without cleaning up.

### **How much is a Fixed Penalty Notice?**

The Fixed Penalty Notice for littering is £80 and for dog fouling is £50.

### **How do I pay a Fixed Penalty Notice?**

The Fixed Penalty Notice and any correspondence received will contain all of the information to allow you to make a payment.

You can pay:

Online

By automated telephone service: 0330 333 4382

By cash: by taking the slip to a Post Office or PayZone outlet and scanning the barcode.

### **Can I appeal a Fixed Penalty Notice?**

There are no formal grounds of appeal against a Fixed Penalty Notice.

If you have received a Notice and do not agree that you have committed the offence, then the next step for the Council is to take a prosecution case.

At this point the court will decide, based on all the evidence, whether an offence was committed and whether a penalty should or should not be imposed.

The associated fine and potential court costs are likely to be much greater than the cost of paying the Notice.

If an offender wishes to make a complaint online:

Online

If an offender wishes to contact Operational Support (Admin) they can do so:

By email: [mudc@wasteenforcement.co.uk](mailto:mudc@wasteenforcement.co.uk)

By phone: 0333 577 2949

### **Does there have to be signage in place warning about littering or dog fouling to allow a Fixed Penalty Notice to be issued?**

No. No signage is required to allow a Fixed Penalty Notice to be issued.

### **Why should I pay a Fixed Penalty Notice when there are no litter bins?**

Everyone is responsible for their own litter and you should carry your waste home or wait until you come across the nearest litter bin to dispose of it properly. No bin is not an excuse for littering or dog fouling.

### **Do Enforcement Officers issue warnings?**

No. There are no warnings given. If an enforcement officer witnesses the offence, a Fixed Penalty Notice will be issued.

### **Are there any exemptions?**

Anyone who is under 18 will not be issued with a Fixed Penalty Notice.

### **I have limited funds and I will not be able to pay within the 14 days. What can I do?**

You can contact us to discuss options:

Online

By phone: 0333 577 2949

By email: [mudc@wasteenforcement.co.uk](mailto:mudc@wasteenforcement.co.uk)

### **What happens if I refuse to pay the fixed penalty?**

If you refuse to pay a fixed penalty, the Council will take a prosecution against you.

### **Additional FAQ's (non-website)**

#### **Do the litter enforcement team have the power to detain anyone? What guidance are they following in terms of issuing on the spot fines – ie. is the first option to fine or to rectify the issue? Does the definition of littering include accidental? Can people be given the opportunity to pick up the litter/dog mess to avoid the fine when approached by prosecuting officer?**

The enforcement officers have the same authority as Mid Ulster District Council enforcement officer, operate under the Council's Enforcement Policy with the remit to issue fixed penalty notices where they observe someone dropping litter and failing to pick it up – this includes allowing a dog to foul and not cleaning the mess. The key point is 'failing to pick it up'. If someone drops litter accidentally, and picks it up there and then (as opposed to walking away from the litter they have dropped) they would not therefore be subject to a fixed penalty notice. In terms of the legislation, the offence is to deposit and leave litter. The officer need to be satisfied that they have sufficient evidence that an offence has been committed and their training specifies that they should not approach the alleged offender until they are satisfied of this. The officers have to provide statements with every FPN issued to confirm that the officer witnessed the littering and that the litter was left in a place to which the legislation applies. (Article 3(1) of The Litter (Northern Ireland) Order 1994).

The law gives the officer power to demand a name and address but not to detain. It's an offence not to give the officers a name and address if an authorised officer requests it or to provide a false name and address. The officers need to show their credentials if asked for them.

#### **What exactly does the legislation say and is there a difference between littering/dog foul on private and public land?**

Below are relevant extracts from The Litter (Northern Ireland) Order 1994

##### **Offence of leaving litter**

3.—(1) If any person throws down, drops or otherwise deposits in, into or from **any place open to the air**, and leaves, any thing whatsoever in such circumstances as to cause, or contribute to, or tend to lead to, the defacement by litter of any such place, he shall, subject to paragraph (2), be guilty of an offence.

(2) It shall be a defence for a person charged with an offence under paragraph (1) to prove that the depositing and leaving of the thing was—

(a) authorised by law, or

(b) done with the consent of the owner or other person or authority having control of the place in or into which that thing was deposited.

(3) A person who is guilty of an offence under this Article shall be liable on summary conviction to a fine not exceeding level 4 on the standard scale.

(4) A district council, with a view to promoting the abatement of litter, may take such steps as the council thinks appropriate for making the effect of paragraph (3) known to the public in its district.

#### **Offence of permitting dogs to foul**

4.—(1) Subject to paragraph (4), if any person, being a person in charge of a dog, permits the dog to deposit its excrement in any place prescribed by regulations he shall, subject to paragraph (2), be guilty of an offence.

(2) It shall be a defence for a person charged with an offence under paragraph (1) to prove that—

(a) he took all reasonable precautions and exercised due diligence to avoid the commission of the offence; or

(b) he made a reasonable attempt to remove the excrement.

(3) A person who is guilty of an offence under this Article shall be liable on summary conviction to a fine not exceeding level 2 on the standard scale.

(4) Paragraph (1) shall not apply to a blind person in charge of a dog kept and used wholly or mainly for his guidance or to a stock person in charge of a working dog being used for droving livestock.

(5) In paragraph (4) “livestock” has the same meaning as in Article 2(2) of the Dogs (Northern Ireland) Order 1983(1).

#### **Does the legislation allow WISE and also Council’s own employed enforcement officers to go onto private land and issue Fixed Penalty Notices (FPN)?**

Yes – legislation refers to “open to the air/public”

#### **If an FPN is issued to someone on private land, do they have to pay? Are they pursued through prosecution if non-payment?**

Yes – as with the previous Q&A above. Complaints process is via WISE but in line with Council’s enforcement policy. Council officers can’t withdraw an FPN if an offence has been committed and evidenced. Should the person refuse to pay it may result in prosecution and would be a matter for the courts to determine payment/non-payment.

#### **Is the person who has committed the offence expected to pay the fine there and then? What is the timeframe in which they are permitted to pay?**

No – there is a 14 day period in which to pay and WISE also issue 2 reminders during this time. The Fixed Penalty Notice and any correspondence issued will contain all of the information to allow a person to make a payment.

Ways to pay are:

Online

By automated telephone service: 0330 333 4382

By cash: by taking the slip to a Post Office or PayZone outlet and scanning the barcode.

If a person has limited funds or will not be able to pay within the 14 days they can contact WISE to discuss options to include a staggered payment plan. Contact details are:

Online

By phone: 0333 577 2949

By email: [mudc@wasteenforcement.co.uk](mailto:mudc@wasteenforcement.co.uk)



## **Appendix C - Details of Walk This Way Initiative**

### **Walk this Way**

#### **Calling Project Partners!**

Dogs Trust, the UK's largest dog welfare charity are looking for partners to take part in the successful dog-fouling intervention - Walk this Way!

This proven and evidenced project aims to reduce dog fouling incidents by nudging owners to correctly dispose of their dog's waste. Project partners, selected through an application process, will run this innovative project to help keep popular dog walking areas free from dog mess and create cleaner, more enjoyable spaces for everyone to enjoy.

#### **A Foul Problem**

Dog fouling is seen as one of the biggest littering nuisances blighting public spaces and consistently one of the highest sources of complaints to local authorities. Whether you own a dog or not, dog poo impacts on us all.

To better understand the issue and identify the behaviors contributing to the problem, we polled 2,000 dog owners and discovered that:

- 13% of owners admitted to leaving bagged dog poo behind (either accidentally or deliberately)
- Of those, 54% said that they had done so because there were no bins nearby
- Other reasons given were forgetting to collect on the way back; bins being full; and not wanting to carry it around

#### **About Walk this Way**

With poor bin infrastructure identified as a leading barrier to dog owners correctly disposing of their dog waste, Walk this Way was born.

First piloted with just 6 partners in [2017](#), we achieved positive results by reducing fouling instances by 38%. Working with 15 local authority and landowner partners in [2018](#), a reduction of 40% was achieved. We have bigger, more ambitious plans for 2022, which we would like you to be a part of.

Walk this Way has since gone on to win two awards in its application of using behaviour change techniques in tackling dog fouling: winning first place at the Health Psychology in Public Health Annual Conference and the highly commended award in the 'Nudge for Good' category at Nudgestock 2018, the festival of behavioural science.

#### **What will the project look like?**

Walk this Way will involve creating dog-friendly walking routes in a park, nature reserve, coastal, or woodland area. These routes will facilitate more opportunities for owners to correctly dispose of dog waste by improving your sites bin-infrastructure and salience.

We will provide you with the materials needed to plot your dog walking routes, including welcome signage, a selection of colourful route markers, and bin stickers/ wraps to remind owners that any litter bin can be used to dispose of dog waste.

Welcome signs at site entrances will greet visitors and introduce this dog-friendly approach to eliminating dog fouling. Your walking routes will be mapped, and colour coded (dependant on length) and displayed on your

welcome signs. Route markers will be positioned at every 200 metres to ensure walkers are on the correct path. Additional bins, provided by you, will be placed at every kilometre, allowing ample opportunity for correct disposal. Furthermore, your newly positioned bins won't be missed with their new, eye-catching graphics.

### Suitable Sites

Walk this Way has been designed to be effective across larger sites with multiple walking routes and where opportunities to correctly dispose of dog waste are less frequent.

Previously successful sites included large-scale parks, coastal/ river walks, and even a newly developed old mineral line! As you will be required to install a welcome sign(s) and route markers, you will need to identify if there are any existing features within the site which they can be affixed to. In the absence of suitable existing features, you will need to install wooden posts or equivalent to affix the sign(s) and markers.

### What is involved

We would work together, in partnership, for a total of 10 months to cover; baseline research, (1 month) installation of the intervention (approx. 1 month) and monitoring of its impact (intermittent throughout the remaining 8 months, depending on your availability). Throughout this period, we will offer support and guidance to help you successfully deliver and measure the success of the project.

Date	Task
April	<ul style="list-style-type: none"> <li>• Partners to attend an online briefing session</li> <li>• Partners to have planned walking routes, bin allocation and provided route map for welcome sign(s)</li> <li>• Partners to have ordered <i>Walk This Way</i> materials</li> <li>• Intervention materials received from Dogs Trust</li> </ul>
May	<ul style="list-style-type: none"> <li>• Partners to begin pre-monitoring baseline data collection (w/c 2<sup>nd</sup> May for four consecutive weeks)</li> <li>• Baseline monitoring ends (w/c 23<sup>rd</sup> May)</li> <li>• Installation of <i>Walk This Way</i> materials, bins and walking routes defined (w/c 30<sup>th</sup> May)</li> </ul>
June - July	<ul style="list-style-type: none"> <li>• Partners to begin monitoring post installation (Phase 1) (w/c 6<sup>th</sup> June for four consecutive weeks)</li> <li>• Phase 1 Monitoring ends (w/c 27<sup>th</sup> June)</li> <li>• All data to be sent to DT for analysis (w/c 4<sup>th</sup> July)</li> <li>• Phase 1 Perception surveys (as described in table below) to be carried out by Dogs Trust (w/c 18<sup>th</sup> July). All partners will be notified in advance.</li> <li>• Phase 1 Partner interviews to be conducted during w/c 25<sup>th</sup> July</li> </ul>
September – November	<ul style="list-style-type: none"> <li>• Phase 2 monitoring begins (w/c 26<sup>th</sup> September for four consecutive weeks)</li> <li>• Phase 2 monitoring ends (w/c 24<sup>th</sup> October)</li> <li>• All data to be sent to DT for analysis (w/c 31<sup>st</sup> October)</li> <li>• Phase 2 Perception surveys (as described in table below) to be carried out by Dogs Trust (w/c 7<sup>th</sup> November). All partners will be notified in advance.</li> <li>• Phase 2 Partner interviews to be conducted during w/c 14<sup>th</sup> November</li> </ul>
	<ul style="list-style-type: none"> <li>• A full analysis and report will be written of the project by Dogs Trust (date TBC)</li> <li>• Promotion of results to local press and national press (date TBC)</li> </ul>

## Monitoring and evaluation framework

The monitoring and evaluation aspect of the project will be managed by Dogs Trust. All partners will receive a full summary of results following completion of the intervention.

Monitoring activity	Responsible organisation	Timings
<p><b>Dog fouling counts</b> Partners will count all instances of dog fouling and littered bagged dog poo three times a week for 4 weeks before (baseline monitoring) and 4 weeks after (Phase 1 monitoring).</p> <p>Partners will be required to carry a second phase of monitoring (phase 2) 6 months after the materials have been installed over 4 consecutive weeks.</p> <p>Partners will record this data in a form provided by Dogs Trust and submit this by the dates indicated on the form. The aim of the dog fouling monitoring is to assess the impact of the intervention on dog fouling levels at the locations.</p>	Partners – all locations	<p>Counts to be conducted (three times a week) from w/c 2<sup>nd</sup> May to w/c 27<sup>th</sup> June (baseline and Phase 1 monitoring phases) – exact dates will be negotiated with partners.</p> <p>Counts to be conducted (three times a week) for phase 2 monitoring from w/c 26<sup>th</sup> September to w/c 24<sup>th</sup> October – exact dates will be negotiated with partners.</p>
<p><b>Perception Surveys</b> In selected areas, and to assess the perceived effectiveness of the intervention, Dogs Trust will undertake market research across some sites.</p>	Dog's Trust	<p>Phase 1 perception surveys to be carried out by Dogs Trust (w/c 18<sup>th</sup> July). All partners will be notified in advance. Phase 2 perception surveys to be carried out by Dogs Trust (w/c 7<sup>th</sup> November). All partners will be notified in advance.</p>
<p><b>Partner interviews</b> A short semi-structured telephone interview with all partners, conducted by Dogs Trust. The aim of interviews is to identify partners' views on what worked well in the project, what could be improved and their observations of impacts.</p>	Dog's Trust and all Partners	<p>Phase 1 Partner interviews will take place during w/c 25<sup>th</sup> July following submission of phase 1 monitoring data</p> <p>Phase 2 Partner interviews will take place during w/c 14<sup>th</sup> November following submission of phase 2 monitoring data</p>

		Dog's Trust will book the interviews in with each partner in advance.
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### **Partner Requirements:**

To ensure your project runs successfully we need each partner to commit to:

1. At least 10 months for project lead-in time, intervention installation and monitoring
2. Provide a nominated contact to manage and monitor the project throughout the intervention period (additional monitoring staff may be required)
3. Provide communications contact to support the promotion of the intervention (all promotional materials will be provided)
4. To monitor dog fouling instances both before and after the installation of the intervention using the methodology and tools provided
5. To attend an online briefing session before the project commences
6. To bring together different stakeholders required to manage the project locally e.g. the Council, cleansing contractors, local business groups and encourage local support
7. To help create and define walking routes across your chosen location
8. To install Walk This Way installation materials and provide additional general waste bins along walking routes, ensuring ample and even distribution
9. To participate in a post intervention interview
10. One-off fee of £300 to cover the cost of site materials

### **What we will provide:**

1. 'Walk this Way' intervention materials (route signage, sign, and markers)
2. Pre-intervention training
3. Guidance and support throughout the intervention
4. Monitoring and evaluation framework
5. PR and digital support (template press release and digital assets)
6. Evaluation report
7. Our passion and enthusiasm to eliminate dog poo from your chosen site!

### **Still undecided?**

Walk this Way not only reduced dog fouling instances, but also increased the perceived value of the area. In fact, 63% of site users agreed that the site had become a more enjoyable place to be, and 60% became more aware how the local authority / site owner was trying to make improvements to the area.

And if you still need some convincing, we will finish on some lovely testimonials from our previous partners.

*"The intervention exceeded my expectations as we had a lot of positives"*

*"Whilst I was out [at the site] one afternoon, one lady told me she was using the walks not only to get her dog fit, but to also get herself fit. Her friend is also doing the same."*

*"We're already thinking about running it in another area and seeing if it would work in different areas."*

*"We would be interested in running it in more locations because we have seen such a good reduction."*

## **How do I get involved?**

If you're committed to eliminating dog fouling instances and have a site in mind, we would love to hear from you! Please complete the Expression of Interest form to provide us with more information on your site suitability.

Dogs Trust in partnership with Keep Northern Ireland Beautiful

