

## Area Board Project

### 1. What is the Initiative?

A dog fouling awareness campaign to raise the profile of responsible dog ownership, the importance of disposing of dog waste responsibly and to encourage people to take pride in their local environment.

### 2. Where is the initiative taking place?

It will be launched with a special event and a poster campaign and will take place throughout the community area.

### 3. When will the initiative take place?

As soon as funding is available to fund the campaign, design and print of posters etc - preferably commencing in Autumn 2012.

### 4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?

In the Environment section of the Westbury Forward community planning event held earlier this year, concerns about dog fouling and the need for action and awareness was listed as a priority.

### 5. What is the desired outcome of this initiative?

The main purpose of the campaign would be to:

- Raise awareness about the importance of picking up after your dog
- Encourage responsible dog ownership
- Work with the community to increase pride in the local environment

### 6. Who will Project Manage this initiative?

The project will be led by the Westbury area board community area manager working with the Wiltshire Council dog warden.

#### **7. Costs/quotes/ match funding?**

The Westbury Area board is leading a grant application for £1,500 for this project. This will fund:

- Weatherproof adhesive label design
- Print of above
- Poster design and print
- Information for schools
- Launch event

#### **8. Additional information**

According to Keep Britain Tidy - In 2010 the UK dog population was estimated to be 8 million, with dogs producing approximately 1,000 tonnes of excrement each day.

Dog fouling is not only unpleasant it is dangerous. The biggest threat to public health from dog excrement is toxocariasis.