



# We're Watching You

Apply to be a part of Cornwall Council's  
anti-dog fouling campaign

Autumn 2020



# Join our evidence-based anti-dog fouling campaign

After a successful pilot of Keep Britain Tidy's 'We're Watching You' anti-dog fouling campaign in Cornwall, Cornwall Council is now inviting 15 additional Town and Parish councils to take part.

If your council would like to be involved, please carefully read all the information in this document and then complete the application form and email it to [james.peck@cornwall.gov.uk](mailto:james.peck@cornwall.gov.uk) by **17:00pm on Friday 6<sup>th</sup> November 2020**.

## About the campaign

For the pilot phase, we distributed 80 'We're Watching You' signs with their signature glow-in-the-dark eyes to 8 Town and Parish councils across Cornwall, who then monitored their impact over a five-month period.

The results were impressive. The signs reduced dog fouling by an average 73% across the 8 trial locations.

**Find out** how effective the signs were at reducing dog fouling outside Lanner Primary School and **see the BBC's coverage of the pilot here**

The signs have proved a success in reducing dog fouling in other places in the UK too. **Watch this video** to see how effective it was in Portsmouth.

## How to apply

We are inviting your council to apply for five of the 'We're Watching You' signs to support your work to deter dog fouling in your community.

To apply, please complete the application form in this document and email it to [james.peck@cornwall.gov.uk](mailto:james.peck@cornwall.gov.uk) by **17:00pm on Friday 6<sup>th</sup> November 2020**.

***Before completing the application form, please ensure you have read and understood the information below.***

## **Conditions for joining the campaign**

You must appoint a Community ambassador - role requirements below.

If your application is successful:

We will ask you for a non-refundable payment of £50 for five 'We're Watching You' signs. The signs usually cost £40 each but Cornwall Council have subsidised three-quarters of the cost per sign.

We won't be able to replace any damaged or stolen signs, so please position them carefully.

If you can't keep up with the monitoring requirements (see information below) and other conditions, Cornwall Council will ask you to return the signs.

## **What are you applying for?**

You are applying to receive:

- Five A3 'We're Watching You' signs with glow-in-the-dark eyes. (please see the sign images below)
- 'We're Watching You' graphics to share on your social media pages.



# Appointing a Community Ambassador

As part of your application, we are asking you to appoint a Community ambassador who will champion your 'We're Watching You' campaign in your local community and play a key role in its delivery.

## The Community ambassador should:

- Be a proactive, positive member of your community who feels strongly about tackling dog fouling.
- Be a resident in your community who is preferably not directly associated with your Town or Parish council (e.g. not an employee or councillor).
- Have a strong social media presence in your community.

## Your Community ambassador is required to:

- Conduct an initial cleanse of the site to remove all dog fouls.
- Carry out two visits to the site, one week apart, before the signs are put up, to count the number of dog fouls for a control figure.
- Put the signs up in the agreed locations.
- Carry out a single visit each week for three consecutive months to count the number of dog fouls, cleaning the site of dog fouls after every second visit.
- Record your weekly counts in the digital monitoring sheet, which will be provided.
- Champion the campaign on social media and in local newsletters etc:
  - Post updates and images of the signs and any positive outcomes on dog fouling reduction on Community Facebook pages.
  - Share Cornwall Council's social media updates on the campaign to Community Facebook pages.
  - Contribute articles to the Town/Parish council newsletter to further inform residents of positive campaign activity.

# Selecting your site

## Your site should:

- Be a well-known area in your community that suffers from a high number of dog fouls.
- Feature natural /manmade objects that the signs can be securely fastened to.
- Be in a suitable location for the Community ambassador to easily access to carry out the dog foul counting and cleaning visits.

## Should you be successful with your application:

- You will be provided with cable ties to fasten the signs to natural/manmade objects at your chosen site.

## Further questions

- If you have any further questions before you complete the application, please email [james.peck@cornwall.gov.uk](mailto:james.peck@cornwall.gov.uk)



## Application to receive:

### Five 'We're Watching You' signs to tackle dog fouling at a site in your community

**Please note:**

Completed applications should be emailed to [james.peck@cornwall.gov.uk](mailto:james.peck@cornwall.gov.uk)  
The submission deadline for your applications is **17:00pm on Friday 6<sup>th</sup> November 2020.**

#### Section 1: Applicant details

Name	
Email	
Position in Town/Parish Council	
Town/Parish Council	

## Section 2: Community ambassador information

Before completing this section, please ensure your elected Community ambassador has read and agreed to the requirements detailed on page 4.

Name	
Address	
Email	
Has your Community ambassador agreed to their responsibilities (detailed on page 4)?	Yes <input type="checkbox"/> No <input type="checkbox"/>

## Section 3: Site details

Site type (e.g. alleyway, park, pathway, sports pitch etc)	
Address of the site (or closest address if exact address not available)	
Please provide the reason(s) for selecting this site	

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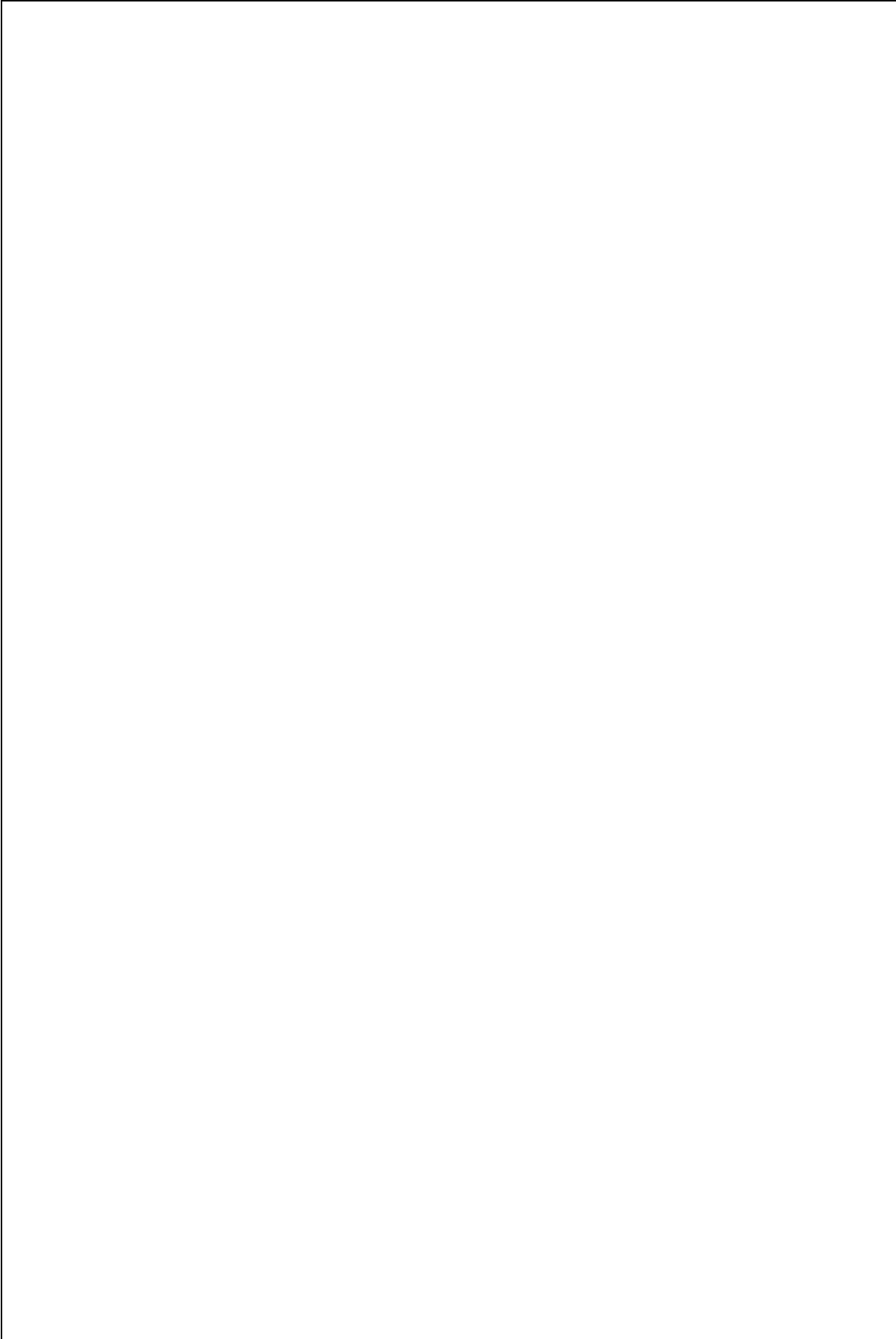
<p>Are there suitable natural/ manmade objects to securely fasten the signs to?</p>	<p>Yes <input type="checkbox"/></p>	<p>No <input type="checkbox"/></p>
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Please provide a basic 'birds eye view' drawing of the site which should include your proposed locations of the five 'We're Watching You signs and the objects they will be fastened to.



**Section 4: Suitability for the campaign**

Please provide reasons why you would like your community to be selected to participate in Cornwall's "We're Watching You" campaign.



## Section 5: Confirmation of payment

If your application is successful, your council will be required to pay £50 toward the cost of the signs with Cornwall Council subsidising three quarters of the cost per sign. Completing this section serves as confirmation that you accept this payment.

Please provide the billing address for the invoice	
Please provide the email for the invoice to be sent to:	

## Section 6: Consent for photos and videos

If your application is successful, we would love to visit your site to take photographs and interview key members of your community.

Do you give consent for Cornwall Council's communications team to visit your site and interview community representatives?  <i>(Please note that declining your permission will NOT affect your application's success)</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>
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