



Good Afternoon

Solihull MBC

Dog Fouling Strategy

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Dog Population in Solihull 26972 approx.

BUT....

Man's best friend

PRODUCES...



120g of POO per day!!



**Approx 3237kg's of dog POO
deposited a day in Solihull.**



Even Celebrities pick up dog poo!

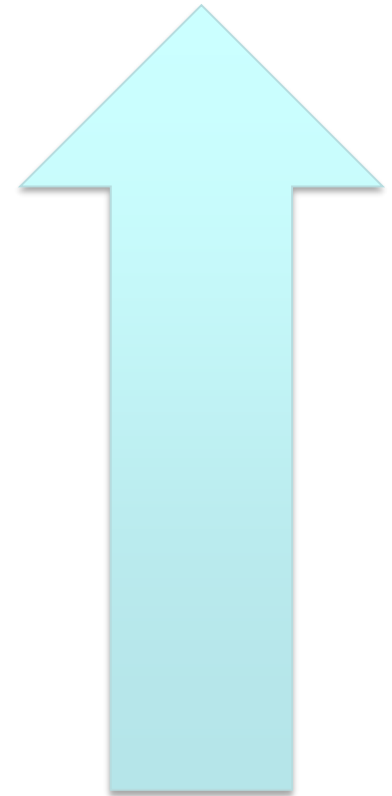
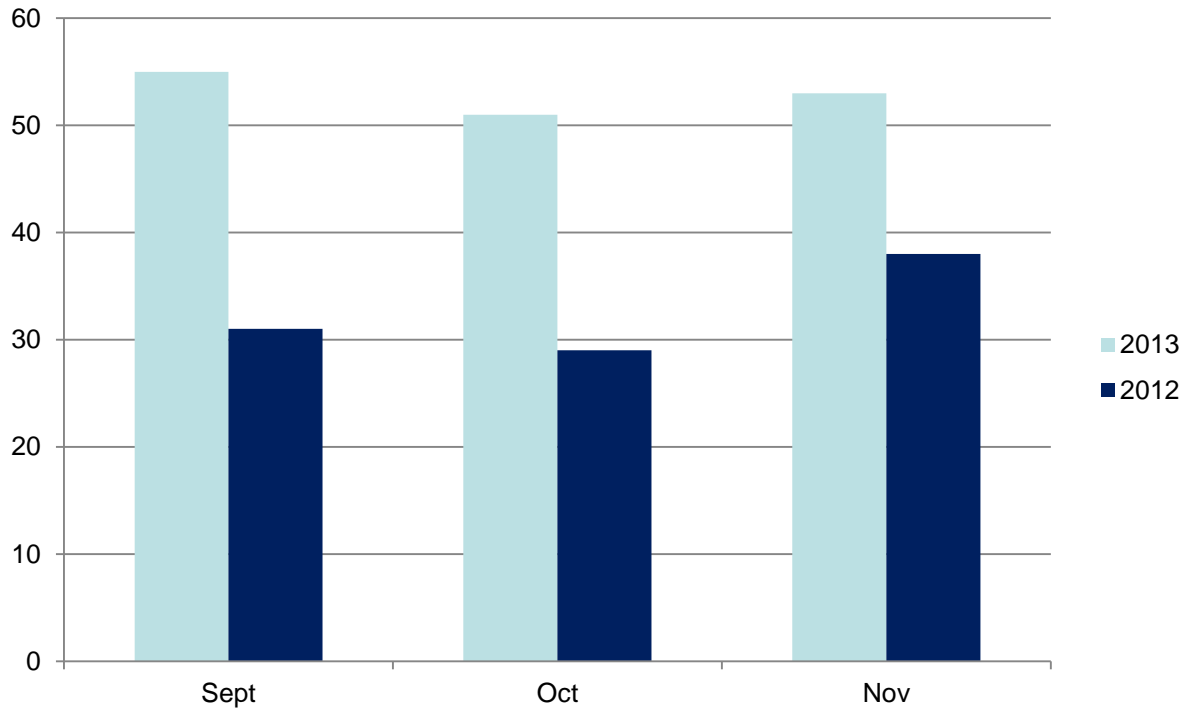


The 'PERFECT World'!!

Introduction

- Dog fouling issue in Solihull,
- How Solihull MBC used to work,
- New ways of working for Solihull MBC,
- Results,
- Future working and new partnerships.

Service Requests 2012/2013



Un-coordinated approach

No Proactive working

Twenty five page strategy



Duplication of work

Unclear reporting system

How we use to work was a pile of poo!

Dog Fouling Steering Group.

Street care

Cleansing & stencilling lead.

Environmental Crime

Enforcement & Education Lead.

Love Solihull

Public Engagement.

Communications

Press releases and social media.

Objectives

Increase knowledge of the public health risks linked to dog fouling.

Raise awareness of the penalties associated with dog fouling.



Have a measurable process to ensure the success of the project

To reduce the number of dog fouling complaints received by the Council.

Expand the number of intelligent dog fouling reports received by the Council.

Matrix

This is based on the number of contacts through service requests, complaints or other contacts from the public for a single area.

Public Contact per qtr	8 +	Red	Red	Red
	4 - 8	Amber	Amber	Red
	1 - 3	Green	Amber	Red
		Low	Med	High
	Identified Risk			

Areas identified by key stakeholders such as Officers, Members, outside parties like Schools etc

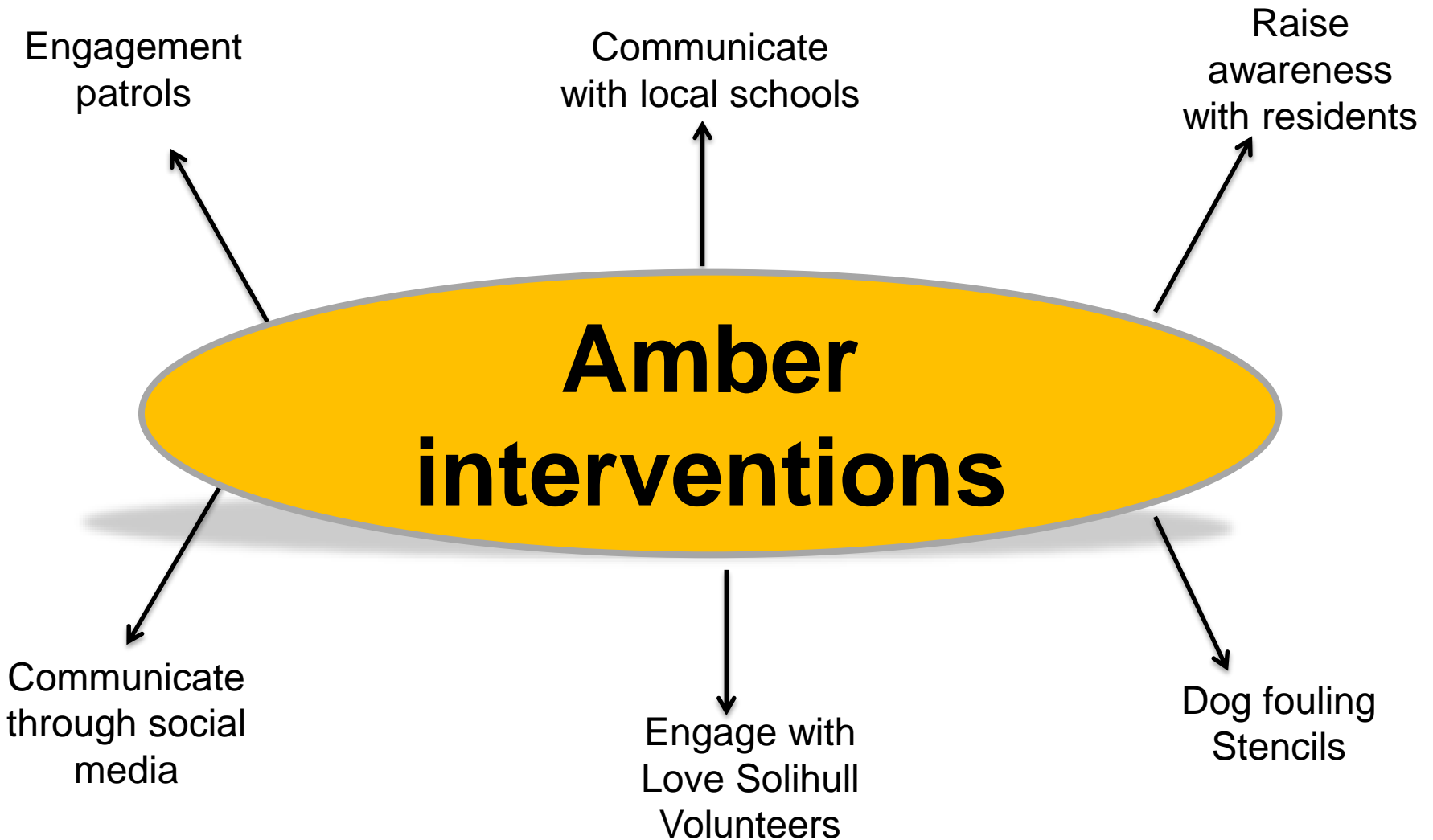
Cleanse area through Streetcare Services and Amey.



Green Interventions



Monitoring through quality audits.



Research was conducted to introduce new ways of working.



Officers identified stencilling was successful with other Local Authorities.



Solihull MBC designed a unique bespoke stencil.



The stencil was manufactured by a company in Devon.



This stencil is now used across the Solihull Borough.

Old Design to New Design





Once the design had been agreed a biodegradable paint was chosen and the stencils were implemented in Solihull.



AMBER INTERVENTION

Case Study: 1

Area: Bradford Road

Number of complaints: One consistent resident and one councillor.

Method: stencilling,

Result: 100% improvement. Weekly contact with resident..

Visual communication: press releases, social media and stencilling.

Resident meetings to raise awareness.

Road show to children and young people at local schools, regarding low level ASB.

Red Interventions

Engage with Love Solihull Volunteers and community through a clean up day.

Six week campaign in area.

School poster competition, winning poster, printed and displayed around the area.

RED INTERVENTION

Case Study: 2

Area: Castle Bromwich

Number of complaints: 21 residents and three councillors.

Education and intervention: stencilling, three resident meetings, school poster competition, clean up day, Environmental Crime officers patrolling and press releases.

Result: 80% improvement.

Children's Posters



As part of the campaign to encourage residents to clean up after their dogs we have run a picture and poem competition in Solihull's primary schools.

Well done to Zoe, aged 10, from Hatchford Brook Junior and Infant School who won best picture.

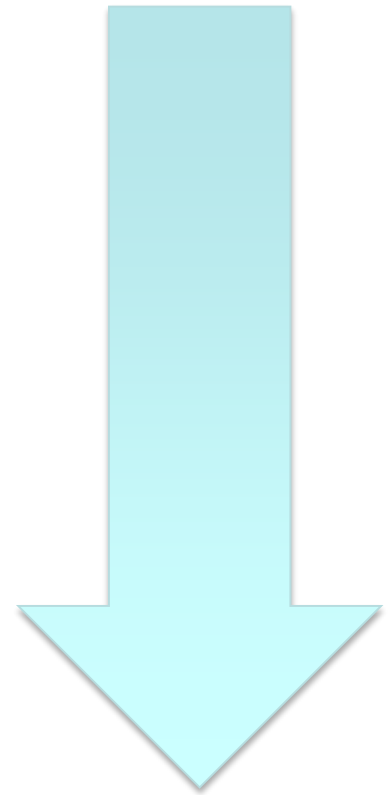
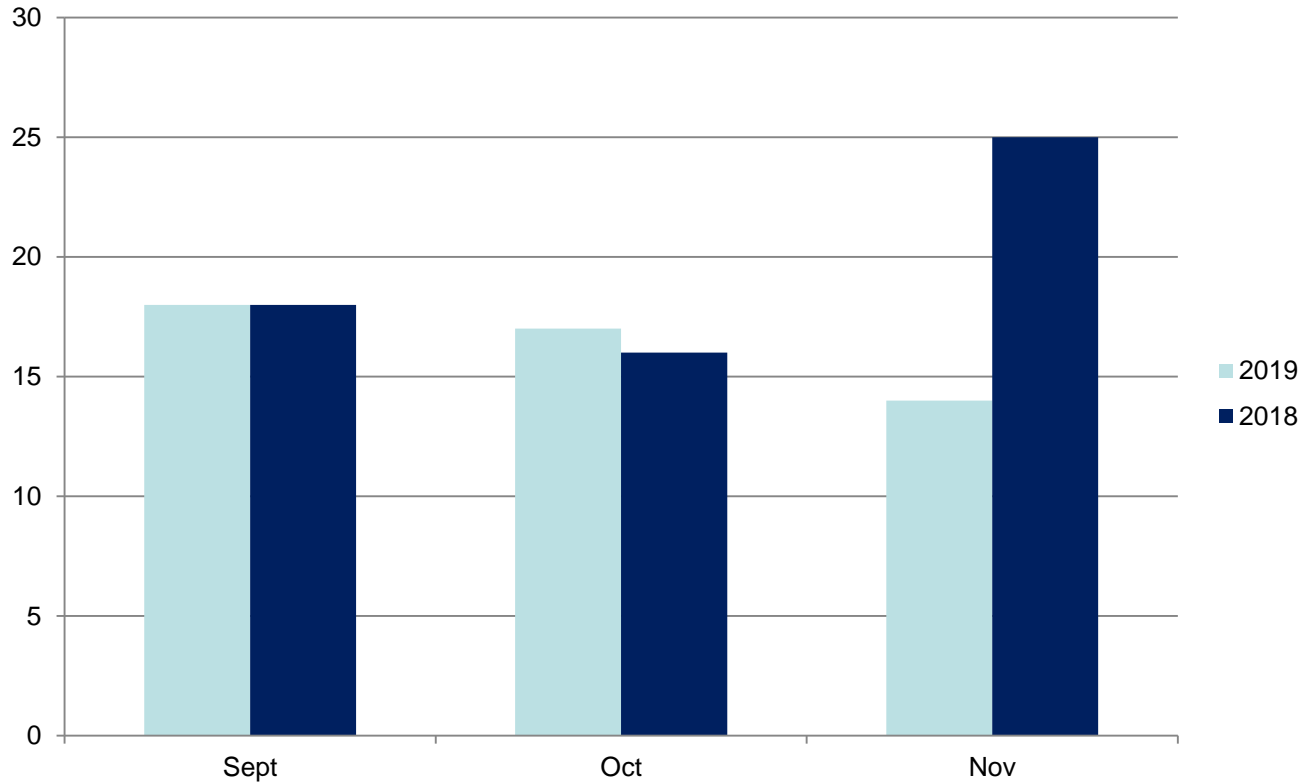


Volunteers Stencilling on SMBC Public Footpath

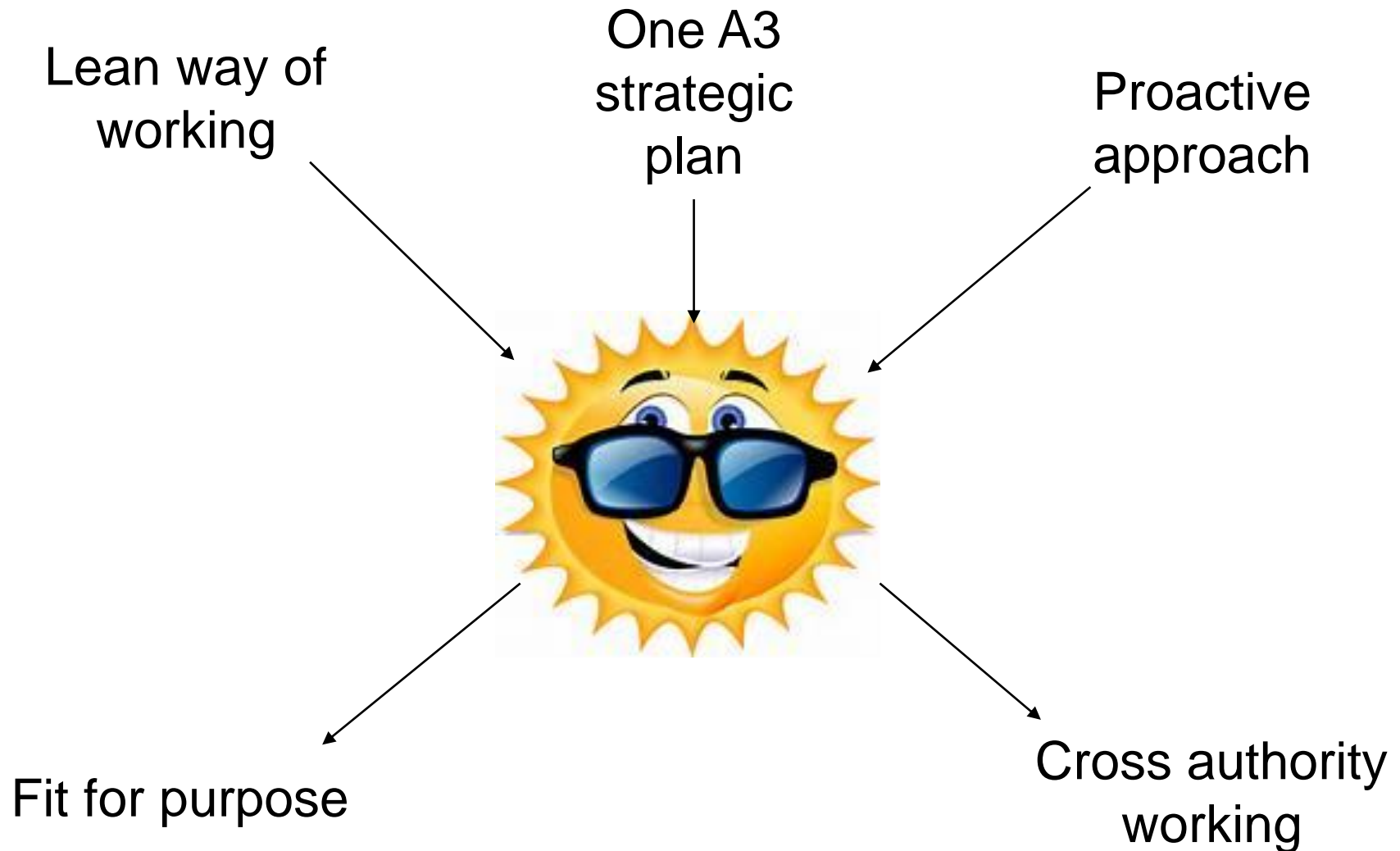
Individuals approved by Love Solihull to undertake spray painting on Solihull MBC public footpaths with pre-agreed sites. Below is a recent steering group where dog kits have been issued out to groups.



Service Requests 2018/2019



New Ways of Working in Solihull MBC



Resident Comments



‘ I believe the stencil trial has been a big success and, if funds allow, should be extended wherever the problem exists.’



‘The posters and stencils in the area were fantastic and we saw many residents reading them.’



‘The children’s posters were lovely. The area is much better’.