



<b>Subject:</b>	Update on operational review and refresh of the 'Responsible Dog Ownership Campaign'
<b>Date:</b>	11 October 2022
<b>Reporting Officer:</b>	Siobhan Toland, Director of City Services
<b>Contact Officer:</b>	Helen Morrissey, City Protection Manager

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>If Yes, when will the report become unrestricted?</b>	
<i>After Committee Decision</i>	<input type="checkbox"/>
<i>After Council Decision</i>	<input type="checkbox"/>
<i>Some time in the future</i>	<input type="checkbox"/>
<i>Never</i>	<input type="checkbox"/>

<b>Call-in</b>	
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	To provide members of the People and Communities Committee with an update in relation to an operational review and refresh of the 'Responsible Dog Ownership Campaign'. This report provides details of the work already undertaken and of activities that have been programmed for the future.
<b>2.0</b>	<b>Recommendation</b>
2.1	The Committee is asked to: <ul style="list-style-type: none"><li>Note the contents of the report.</li></ul>

<b>3.0</b>	<b>Main report</b>
3.1	<p>In February 2022 it was moved by Councillor Garrett, seconded by Councillor Verner and unanimously agreed that an operational review and refresh of the ‘Responsible Dog Ownership Campaign’ be undertaken by officers that, along with other areas that might be identified, should include Education, Enforcement and Cleansing, with the findings to be submitted in due course to a future meeting of the Committee for consideration.</p>
	<p><b><u>Marketing and Communications Update</u></b></p>
3.2	<p>There are 3 key strands within responsible dog ownership that are the focus of our new Marketing &amp; Communications Campaign for Responsible Dog Ownership for 2022/2023: Education, Enforcement and Cleansing.</p>
3.3	<p>Education – Our messaging has been reviewed and the new imagery is more visual and impactful.</p> <p>Enforcement – We have reviewed our reporting mechanisms and messaging and are encouraging reporting. We are working closely with Elected Members, colleagues in Parks, colleagues who monitor social media and the public to target fouling hotspot areas.</p> <p>Cleansing – We are working more closely with colleagues in OSS to ensure Dog Wardens are aware of hotspot areas and that they are cleaned promptly.</p>
3.4	<p>We want to encourage reporting of dog fouling, ensuring that our message is clear and mechanisms are in place both online and offline. Operationally we need to stand over what we are communicating to ensure the user journey is seamless.</p>
3.5	<p>Whilst we recognise that the enforcement message is an important one the message needs to be more than the fine. We want the message and the advertising creative to appeal to their “better self”.</p>
3.6	<p>The overarching campaign message is <b>#YourdogYourJob</b>. This message allows us to support communication across the key areas of education, enforcement and cleansing in all our marketing and communication channels in a consistent way.</p>
3.7	<p>We benchmarked by looking at what other councils in NI, ROI and further afield do in relation to dog fouling.</p>

3.8	<p>The activity will include -</p> <ul style="list-style-type: none"> <li>• A fully integrated advertising activity that will run for 3 weeks from 10 October 2022 to coincide with the darker evenings.</li> <li>• Tactical outdoor advertising on buses and adshels that will target known hotspot areas and main arterial routes. (See examples of artwork in 4.0)</li> <li>• Radio and online activity.</li> <li>• Paid for social media.</li> </ul>
3.9	<p>There will be supporting communications to coincide with the advertising (outdoor/radio/digital) and to support all year round communications around the campaign <b>#YourdogYourjob</b> for example:</p> <ul style="list-style-type: none"> <li>• Press release and PR pictures</li> <li>• Social media – This will also give us the opportunity to capture live feedback</li> <li>• Website – We will ensure our website content is up to date and the ‘back office’ side of the operation is in place to support the campaigns call to action</li> <li>• City Matters – We plan placement of editorials around the campaign</li> </ul> <p><b>Evaluation of the Campaign</b></p>
3.10	<p>We will evaluate the campaign by obtaining statistics of the number of clicks, plays etc.; determining how many people have viewed the posters; assessment of public awareness of the campaign messages and assessing the cleanliness of hotspot area streets before and after the campaign.</p> <p><b><u>Outreach Update</u></b></p>
3.11	<p><b>Engagement with Schools</b></p> <p>Our Environmental Education and Outreach Team (formerly CAT) will be running a Billboard Challenge for Schools in January 2023. We will visit schools to educate pupils and then invite them to take part in a competition to design a billboard. In each school, the winning design will appear on a billboard close to the school.</p>
3.12	<p><b>Stencilling in our Parks</b></p> <p>Our Environmental Education and Outreach Team have provided stencils to OSS colleagues in several parks.</p>

	<p><b><u>Operational Update</u></b></p>
3.13	<p>Proactive Fouling Patrols</p> <p>At the start of the COVID-19 pandemic the Council was only operating critical services and our pro-active dog fouling patrols were therefore temporarily suspended. These were reintroduced as the pandemic restrictions eased and regular programmed proactive patrols are taking place across the city. Our Dog Wardens interact with dog owners and the general public and continue to receive positive feedback. Patrol locations are adapted to take account of current hotspot areas.</p>
3.14	<p>At the meeting on 8 February 2022 Members asked for consideration of a Dog Warden Team in each quarter of the city. We have 12 Dog Wardens and 2 Supervisors. They work 12 hours shifts (8 am to 8 pm) 7 days a week. There are four teams with 3 Dog Wardens in each and on any shift there are always two teams working. We have the city split into 2 areas North / South and East / West. Two of the teams always work in N/S and the other two teams always work in E/W. From an operational point of view this allows the Dog Wardens to get to know the areas but gives us more flexibility to cover leave and absence than we could achieve with individual teams in separate areas.</p>
3.15	<p><b><u>Finance and Resource Implications</u></b></p> <p>The advertising campaign costs have been absorbed within the marketing and communications business as usual budget.</p>
3.16	<p><b><u>Asset and Other Implications</u></b></p> <p>None</p>
3.17	<p><b><u>Equality or Good Relations Implications/ Rural Needs Assessment</u></b></p> <p>None.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	Appendix 1 – Advertising artwork examples