

## **MEDIA RELEASE: Council crackdown on dog fouling with ‘We’re Watching You’ campaign**

Braintree District Council, Shalford Parish Council have joined forces with environmental charity Keep Britain Tidy and in a bid to reduce dog fouling by thoughtless dog walkers who don’t scoop the poop.

The ‘We’re Watching You’ campaign sets its sights on irresponsible people who walk their dogs, with recent research showing that they are more likely to pick up after their dogs when they think that they are being watched.

Feedback from Keep Britain Tidy also suggests that dog fouling tends to occur at night time and during the months with shorter days as some dog owners feel that they can’t be seen ‘under the cover of darkness’.

The ‘We’re Watching You’ signs and bin stickers will be visible after dark in dog fouling hotspots in **Braintree, Great Notley, Halstead, Hatfield Peverel, Shalford and Tye Green** as part of the targeted campaign.

The campaign follows successful pilots by Keep Britain Tidy in various areas which saw an average reduction of 46% in the levels of dog fouling, with up to 90% reduction in some areas since.

**Councillor Wendy Schmitt, Cabinet Member for Environment & Place at Braintree District Council** said, “We know that the public perceive dog fouling to be by far the most unacceptable and dirtiest type of litter so that’s why we are working with Keep Britain Tidy on this campaign to help tackle the issue.

The majority of dog owners are responsible people who pick up after their dog and dispose of the poo bags correctly, but there is a minority that ignore their duties and continue to ruin areas of our beautiful district. We are urging everyone to take action and help us catch irresponsible dog owners who fail to clear up after their dog.”

Members of the public are being encouraged to become another pair of eyes to help catch the culprits! If you see anyone who fails to clear up after their dog, you can report them and the information will be treated in confidence.

### **How to report dog fouling offenders:**

- Fill in a dog fouling [offender](http://www.braintree.gov.uk/reportdfo) report form online  
[www.braintree.gov.uk/reportdfo](http://www.braintree.gov.uk/reportdfo)
- E-mail [csc@braintree.gov.uk](mailto:csc@braintree.gov.uk)
- Call our Customer Service Centre on 01376 552525