

Pink Poo Campaign Toolkit

The following step-by-step guide has been developed to assist any persons or groups within a community wishing to carry out a “Pink Poo” campaign to tackle dog fouling problems in a specific area.

Aim

The aim of a Pink Poo campaign is for local communities to highlight exactly how bad the problem of dog fouling is in a particular area and to embarrass irresponsible dog owners by spraying sighted incidents of dog fouling with pink paint. If everyone can see how bad the problem is then dog owners should be encouraged to pick up the poo and not leave it behind in the future.

How

- Identify who will take part/volunteers to carry out spraying and recording.
- Register your interest with Regulatory Services by emailing: pinkpoo@cheshirewestandchester.gov.uk at least two weeks in advance of your proposed start date. The purpose of registering your interest is to ensure that council services can meet the needs of your campaign. This should include the following information:
 - Nominated person as a point of contact and their details (address, phone number and e-mail)
 - Proposed start and finish dates (maximum of four weeks)
 - Locations to be targeted (Names of streets, parks, open spaces etc.)

Await confirmation that the Council can support your campaign, acknowledgment will be sent within five working days.

- Once you receive confirmation obtain some chalk-based temporary-marking pink spray paint. A simple search of “chalk spray non-marking paint eco-friendly” on the internet will produce several sources to purchase the paint.

Warning: The paint must be non-marking and chalk-based. Other types of paint are likely to permanently mark the highway and cause unacceptable damage.

- **Safety:** Ensure that all participants follow the instructions on the spray can and are made fully aware of the content of the Pink Poo risk assessment.
- Organise who will spray which streets/areas to avoid duplication and agree a day to begin spraying. (NB: All volunteers should spray on the same day so the clean-up can be co-ordinated and recorded)
- Good dog ownership leaflets and Pink Poo postcards should be distributed to all properties within the target area at least two days before spraying begins and record on the form provided (Form 3) each road or street that has received leaflets avoiding any duplication. These will be provided upon confirmation that the Council can support your campaign.
- On your agreed date spray pink paint onto individual dog faeces on **public land only** so that anyone walking in the area can easily see the numbers of faeces being left behind by irresponsible dog owners. The person spraying the faeces should record the location, dates of spraying and the amounts of faeces they have sprayed on the form provided (Form 1). This form should be handed to your nominated contact.
- The sprayed faeces should then be reported by the nominated contact for removal by emailing:

pinkpoo@cheshirewestandchester.gov.uk

This should be done within 24 hours of the locations being sprayed.

- Environmental Services will remove the faeces within 48 hours of reporting.
- When the campaign is completed the nominated person should complete and send the Summary Record Sheet (Form 2) provided to: pinkpoo@cheshirewestandchester.gov.uk so that we can monitor the success of the campaign.
- Allow one week following the first day of spraying then carry out another day of spraying and counting following the procedure outlined above.

Example Timetable

Sat & Sun	Leaflet Distribution
Mon	Spray faeces and report locations and amounts to: pinkpoo@cheshirewestandchester.gov.uk via the nominated contact
Tues/Wed	Faeces removed by Environmental Services
Thurs/Fri/ Sat/Sun	Allow time for more faeces to be deposited and issue more leaflets/postcards as required
Mon	Spray faeces and report locations and amounts to: pinkpoo@cheshirewestandchester.gov.uk
Continue four weeks maximum	
Upon completion the nominated contact should send the summary record to: pinkpoo@cheshirewestandchester.gov.uk	