WALK THIS WAY
Project Evaluation report
2018

KEEP BRITAIN TIDY.

DogsTrust
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EXECUTIVE SUMMARY

Introduction
Following the success of last year’s The Big Scoop, Dogs Trust and Keep Britain Tidy continued their partnership to address the problem of dog fouling in parks and green spaces via Walk This Way – an intervention aiming to encourage dog walkers to do the right thing with their dog’s waste by nudging them along specific dog walking routes where bins are provided for correct disposal.

The intervention uses signage, colour-coded route markers and bin stickers to create the dog walking routes with bins provided for correct disposal. A sign placed at the entrance to the park or green space promotes the walking routes. Bin stickers reminded dog owners that any bin can be used to dispose of their dog’s waste.

In 2018, we worked with 15 local partners across the UK to further trial the Walk This Way intervention in their parks and green spaces:
- Aberdeenshire Council – Aden Country Park
- Alexandra Park and Palace Charitable Trust – Alexandra Park
- Bridgend County Borough Council with Pencoed Town Council – Pencoed
- Caerphilly County Borough Council – Pen-y-Fan-Pond
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- Surrey Heath Borough Council – Frimley Lodge Park
- Worcester City Council – Perdiswell Park
- Wigan Council – Standish Mineral Line
- Wyre Council – Wyre Estuary Country Park

Aim & objectives
The aim of the intervention was to test the effectiveness of dog walking routes in reducing dog fouling in public parks and green spaces across the UK.

The objectives of the intervention were to:
- Reduce the amount of dog mess in local authority ‘hot spots’ (where there is already a problem).
- Provide engaging bin infrastructure along routes to make it easier for dog walkers to dispose of their dog waste correctly;
- Increase awareness of the ‘any bin will do’ message.

The aim of the evaluation framework was to identify whether these measures change behaviour. This included:
- Identifying the impacts of the intervention on dog fouling levels;
• Identifying the impacts on awareness of and attitudes towards dog fouling and the intervention itself;
• Identifying ways of improving the effectiveness, efficiency and impact of the intervention for any further extension or roll out.

Methodology
The monitoring and evaluation framework for the intervention included the following methods:
• **Dog fouling monitoring** – Land manager partners counted all instances of dog fouling at their sites over four weeks to collect baseline data and for a further four weeks whilst the intervention was in place. The data was uploaded onto a spreadsheet and analysed by Keep Britain Tidy.
• **Public perception surveys** – Face-to-face surveys were conducted with 636 park users in six of the partner sites to identify their awareness of, and attitudes towards the problem of dog fouling, along with their perceptions of the Walk This Way intervention. The surveys were conducted by an external fieldwork agency and were analysed by Keep Britain Tidy.
• **Partner interviews** – Dogs Trust conducted a 30 minute telephone interview with each of the 15 partners, to discuss the impact of the intervention in their area, including their feedback on what worked well and what could be improved, along with assessing their interpretation of the result they achieved in the dog fouling monitoring. Interviews were analysed by Keep Britain Tidy.

Results
• Results show that the Walk This Way initiative reduced both bagged and un-bagged dog fouling, with an average reduction overall of 40% across all target sites. The overall reductions varied from 3% to 88%.
• Awareness of the Walk This Way intervention was high, with 61% of site users stating that they had noticed the new dog walking routes. However, levels of awareness varied at the six sites where users were surveyed. Awareness was highest at Blackleach Country Park in Salford (85%) and lowest at Pen-y-Fan-Pond in Caerphilly (18%).
• Just over a third (35%) of the site users surveyed had used the dog walking routes. Nine in 10 of those who had used the routes had a positive experience of them.
• Just over half (54%) said that they would be likely to use the dog walking routes in the future.
• Bagged and un-bagged dog poo were both regarded as not at all acceptable by significant proportions of site users (89% and 90% respectively.)
• Since the installation of the Walk This Way dog walking routes, almost 7 in 10 site users each felt more aware of how the local council is trying to improve the area (68%) and that the area is a more fun and enjoyable place to be (67%). Two-thirds (66%) felt that the area looks more attractive. More than 6 in 10 felt that the amount of dog fouling in the area has reduced (62%) and 60% felt that the amount of bagged dog poo littered in the area has reduced.
• Telephone interviews were carried out with the 15 delivery partners where
they gave feedback on the effectiveness of the intervention, its design, and recommendations for improving it for future iterations. Each of the partners was very satisfied with the intervention and the vast majority were pleased with the impact that it had had at their sites. Recommendations for improving future iterations were predominantly very practical, focusing on tweaking the content of the pack and the materials.

Conclusion
The Walk This Way intervention aimed to reduce dog fouling by nudging dog walkers along specific routes where bins are provided for the disposal of bagged dog poo. This was implemented and robustly monitored at 15 UK sites and reduced dog fouling by an average of 40%. This, along with hugely positive feedback from both members of the public and delivery partners (and success achieved in 2017) suggests this intervention is now ready to be implemented as a high impact scaled model to broaden its impact on dog fouling.

Recommendations
Based on the insights gathered from this second pilot project, a number of practical recommendations can be made for future iterations of the intervention. These are outlined below.

- Consider a long lead time between partner recruitment and project delivery so that all partners have ample time to plan and install their routes.
- Consider enhancing the size of the welcome sign and providing multiple welcome signs to those sites that have multiple entrance points.
- Add directional arrows to the route markers to make it easier for users to follow the route correctly.
- Provide further support to enhance the communications element of the package to maximise potential for media coverage, for example, including more sample tweets or Facebook posts and a sample/template press release.
- Add a note to the monitoring guidance to remind partners that they need to clarify the extent of the monitoring area i.e. the distance from the path that should be monitored and ensure that all people conducting the monitoring are aware of boundaries of the monitoring area.
- Provide further support on the installation of the materials, including guidance on the preparations required before installing bin stickers – to ensure the adhere to the bins and consider alternatives or additional fixing options as well as cable ties, e.g. wood screws.
- Ensure that partners are fully briefed on the project, including timings, what is required from them/level of input required to deliver the project.
- Ensure that partners understand that the Walk This Way intervention is a nudge and does not need to explicitly state that the intention of the walking routes is to address the issue of dog fouling, in order for it to have an impact.

Following the 2017 and 2018 projects, the Walk This Way intervention has now been trialled at a total of 21 sites. Both projects were hugely successful, therefore...
the overarching recommendation is that Dogs Trust and Keep Britain Tidy jointly explore a high impact scaled model of Walk This Way to broaden its impact nationally.
INTRODUCTION

Background
Following the success of last year’s The Big Scoop, Dogs Trust and Keep Britain Tidy continued their partnership to address the problem of dog fouling in parks and green spaces via Walk This Way – an intervention aiming to encourage dog walkers to do the right thing with their dog’s waste by nudging them along specific dog walking routes where bins are provided for correct disposal.

The intervention uses signage, colour-coded route markers and bin stickers to create the dog walking routes with bins provided for correct disposal. A sign placed at the entrance to the park or green space promotes the walking routes. Bin stickers reminded dog owners that any bin can be used to dispose of their dog’s waste.

In 2018, we worked with 15 local partners across the UK to further trial the Walk This Way intervention in their parks and green spaces:

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Aim & Objectives
The aim of the intervention was to test the effectiveness of dog walking routes in reducing instances of dog fouling in public parks and green spaces across the UK.

The objectives of the intervention were to:

• Reduce the amount of dog mess in local authority ‘hot spots’ (where there is already a problem).
• Provide engaging bin infrastructure along routes to make it easier for dog walkers to dispose of their dog waste correctly;
• Increase awareness of the ‘any bin will do’ message.

The aim of the evaluation framework was to identify whether these measures change behaviour. This included:

• Identifying the impacts of the intervention on dog fouling levels;
• Identifying the impacts on awareness of and attitudes towards dog fouling and the intervention itself;
• Identifying ways of improving the effectiveness, efficiency and impact of the intervention for any further extension or roll out.

**METHODOLOGY**

**Site selection**
In order to test the effectiveness of the intervention in-situ, Keep Britain Tidy worked in partnership with Dogs Trust to recruit 15 partners. These were recruited through a ‘call to partners’ distributed to Dogs Trust’s regional colleagues for dissemination to their local contacts. In order to be considered, parks and green spaces must:
• have a high footfall
• be freely accessibly to the public
• have a dog fouling issue they want to tackle
• have litter bin provision

The 15 partners were:
• Aberdeenshire Council – Aden Country Park
• Alexandra Park and Palace Charitable Trust – Alexandra Park
• Bridgend County Borough Council with Pencoed Town Council – Pencoed
• Caerphilly County Borough Council – Pen-y-Fan-Pond
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• Wyre Council – Wyre Estuary Country Park

**Design and installation**
Each partner displayed a sign at the entrance to their park or green space, as per the example shown in Figure 1 below. The sign explained that there were dog walking routes at the site and that they could be identified by the colourful route markers.

The route markers (Figure 2) were placed at 200m intervals (approximately two minutes’ walk) to direct users along the routes. The maps were installed in pre-existing, weather-proof display cabinets or attached to existing structures/fencing, while the route markers were nailed to small wooden posts specifically installed for the intervention pilot, and on existing posts and fences along the routes where appropriate (for example, Figure 2 at right).
Finally, the bin stickers (Figure 3) were applied to bins placed at 1km intervals (approximately 10 minutes' walk) along the routes. The purpose of these stickers was to highlight that dog walkers can use any general waste bin to dispose of bagged dog poo, and to increase the salience of the bins by using a bright yellow colour scheme to attract attention.
Figure 1: Park entrance sign

Welcome to
Walk This Way!

Walking your dog is an important part of being a responsible dog owner. Not only is it a wonderful chance to spend quality time with your dog, it’s also a great way to get some well needed fresh air and exercise.

Dogs Trust and Keep Britain Tidy have teamed up to create a number of fun and adventurous trails for you to explore. Along your route you will find plenty of colourful route markers pointing you in the right direction. And with plenty of litter bins along our walkways, there really is no excuse to leave dog poo behind.

Bag that poo, ANY rubbish bin will do

Help keep this area clear of dog poo and litter for the enjoyment of all users.

Be sure to take lots of pictures of you and your pup on your walk and upload them to social media using the hashtag #WalkThisWay

Walking Routes (times are approx.)

2km 20 minute walk
4km 40 minute walk
6km 60 minute walk
Communications and publicity
In order to raise awareness of the dog walking routes, without identifying Walk This Way as a dog fouling intervention, partners were asked to promote the dog walking routes for its health and wellbeing benefits. The partners used their local media, along with social media, to promote the dog walking routes to the public.
Monitoring and evaluation
The monitoring of instances of dog fouling at the target sites was integral to measuring the impact of the intervention. Using tools provided by Keep Britain Tidy, partners counted all instances of dog fouling within the defined monitoring area of their sites. This was done over two four-week periods. The first phase was to collect baseline data and the second phase was to collect data from when the intervention was in place. The partner was asked to record instances of dog fouling at least twice a week, on the same days each week, to ensure the data is consistent. Dog fouling monitoring results were submitted after one week, to enable Keep Britain Tidy to quality check the data.

The intervention was also evaluated through public perception surveys with site users and in-depth interviews with each of the partner organisations.

Perceptions surveys were carried out with 636 site users at six of the 15 partner locations (100+ per site). These aimed to identify awareness of, and attitudes towards the problem of dog fouling, along with their perceptions of the Walk This Way intervention. Surveys were undertaken whilst the intervention was in place by an experienced market research agency. Data was submitted to Keep Britain Tidy for analysis.

Dogs Trust conducted a 30 minute telephone interview with each of the 15 partners, to discuss the impact of the intervention in their area, including their feedback on what worked well and what could be improved, along with assessing their interpretation of the result they achieved in the dog fouling monitoring. The feedback was analysed by Keep Britain Tidy.

RESULTS
Impact on dog fouling
Monitoring identified the percentage change in the number of dog fouling incidents, in order to assess the impact of the intervention on dog fouling behaviour. The results show the percentage change in the number of incidents of dog fouling recorded during the intervention period, compared to the number found during the baseline monitoring period, across all 15 partner locations.

Results show that the dog walking routes initiative reduced both bagged and un-bagged dog fouling, with an average reduction overall of 40% across all sites. All 15 partners recorded a reduction in un-bagged dog fouling, with 14 out of 15 recording a reduction in bagged dog fouling. This resulted in a reduction in dog fouling overall at 14 of the 15 sites. The overall reductions varied from 3% to 88%, as shown in Table 1 below.
Table 1: Overall dog fouling monitoring results

<table>
<thead>
<tr>
<th>Local land manager</th>
<th>Location</th>
<th>Percent change in bagged dog fouling</th>
<th>Percent change in un-bagged dog fouling</th>
<th>Average percentage change in dog fouling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aberdeenshire Council</td>
<td>Aden Country Park</td>
<td>-100%</td>
<td>-64%</td>
<td>-64%</td>
</tr>
<tr>
<td>Alexandra Park and Palace Charitable Trust</td>
<td>Alexandra Park</td>
<td>+175%</td>
<td>7%</td>
<td>+1%</td>
</tr>
<tr>
<td>Bridgend County Borough Council with Pencoed Town Council</td>
<td>Pencoed</td>
<td>-21%</td>
<td>-23%</td>
<td>-22%</td>
</tr>
<tr>
<td>Caerphilly County Borough Council</td>
<td>Pen-y-Fan-Pond</td>
<td>-46%</td>
<td>-53%</td>
<td>-51%</td>
</tr>
<tr>
<td>East Ayrshire Council</td>
<td>Barrmill area of Galston</td>
<td>-59%</td>
<td>-43%</td>
<td>-43%</td>
</tr>
<tr>
<td>East Dunbartonshire Council</td>
<td>Etive Park and Greenhill/Woodhill Parks</td>
<td>-100%</td>
<td>-86%</td>
<td>-88%</td>
</tr>
<tr>
<td>Enfield Council</td>
<td>Trent Park</td>
<td>-64%</td>
<td>-49%</td>
<td>-53%</td>
</tr>
<tr>
<td>London Borough of Hillingdon</td>
<td>Celandine River Route</td>
<td>-50%</td>
<td>-77%</td>
<td>-74%</td>
</tr>
<tr>
<td>Northampton Borough Council</td>
<td>Bradlaugh Fields</td>
<td>-40%</td>
<td>-35%</td>
<td>-35%</td>
</tr>
<tr>
<td>Richmondshire District Council</td>
<td>Riverside Road Easby Loop</td>
<td>-13%</td>
<td>-56%</td>
<td>-50%</td>
</tr>
<tr>
<td>Salford City Council</td>
<td>Blackleach Country Park</td>
<td>0%</td>
<td>-36%</td>
<td>-36%</td>
</tr>
<tr>
<td>Surrey Heath Borough Council</td>
<td>Frimley Lodge Park</td>
<td>-61%</td>
<td>-27%</td>
<td>-30%</td>
</tr>
<tr>
<td>Wigan Council</td>
<td>Standish Mineral Line</td>
<td>-18%</td>
<td>-29%</td>
<td>-26%</td>
</tr>
<tr>
<td>Worcester City Council</td>
<td>Perdiswell Park</td>
<td>-44%</td>
<td>-1%</td>
<td>-3%</td>
</tr>
<tr>
<td>Wyre Council</td>
<td>Wyre Estuary Country Park</td>
<td>-55%</td>
<td>-29%</td>
<td>-32%</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>-33%</strong></td>
<td><strong>-41%</strong></td>
<td><strong>40%</strong></td>
</tr>
</tbody>
</table>

Base: 15 sites

Impact on perceptions
We sought feedback from site users on both the issue of dog fouling at the site and the Walk This Way intervention by conducting attitude and awareness surveys with the public at six of the 15 sites. We had a target of 100 surveys per site and achieved 635 completed surveys in total.

Of the 635 site users surveyed, 56% were dog walkers. Of these respondents, 60% walked a dog at the site every day and a further 34% used it every week.

Awareness of the Walk This Way dog walking routes
Respondents were asked if they had noticed anything new at the sites. Almost two-thirds of people (64%) spontaneously cited something new that they had noticed at the target sites. The vast majority cited different elements of the Walk This Way intervention, indicating a high unprompted awareness of the initiative. Responses included “better and more bins”, “dog walking routes” and “Dogs Trust signs”.

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Prompted awareness of the Walk This Way intervention was also high, with 61% of site users stating that they had noticed the new dog walking routes. Prompted awareness was higher in 2018, than in 2017 (40%). However, levels of awareness varied at the six sites where users were surveyed. Awareness was highest at Blackleach Country Park in Salford (85%) and lowest at Pen-y-Fan-Pond in Caerphilly (18%).

Those who had noticed the new dog walking routes were asked to recall what it was that they had noticed. 76% spontaneously recalled the dog walking routes signs, a third (33%) recalled the route markers displayed on posts at the site and around a quarter each recalled additional bins at the sites (27%) and stickers on bins (24%). 4% spontaneously cited less dog poo littered at the site.

All respondents (including those who hadn’t noticed new dog walking routes) were asked if they had seen or heard about the dog walking routes from anywhere else. 14% said that they had seen or heard about the Walk This Way intervention from other sources. Of these, 36% had heard about them via word of mouth from friends/relatives/other members of the public and 22% had heard about them via word of mouth from someone at the local council. 9% had been made aware of them by the site’s website/Facebook or Twitter pages.

Respondents were asked who they thought was responsible for installing the dog walking routes. The most common responses were:

- The council (48%)
- Dogs Trust (16%)
- Park management/park rangers (6%)
- Volunteers/friends of groups (5%).
- Don’t know (22%)

**Use and perceptions of the dog walking routes**

35% of the site users surveyed had used the dog walking routes. Usage was higher in 2018, compared with the 2017 trial (20%). Those who had used the routes were asked about their experience and if they had any feedback on the routes. 90% of the feedback was positive, with responses including:

- “Good paths, it’s a lot less muddy.”

- “It was good, (I) used the 20 minute walk, (it) makes a change…”

- “Very nice…good idea.”

The negative feedback typically centred on the lack of bins and the presence of bagged and un-bagged dog poo.

- “There’s a massive lack of dog poo bins which is annoying as people leave their dog’s mess.”
“It needs more bins to put poo in so there’ll be no bags lying about.”

Respondents were asked what they thought was the purpose of the Walk This Way dog walking routes, without being prompted. The results are shown in the table below.

Table 2: Purpose of the dog walking routes

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>To encourage dog walkers to use a designated route</td>
<td>50%</td>
</tr>
<tr>
<td>To reduce dog fouling</td>
<td>28%</td>
</tr>
<tr>
<td>To attract more dog walkers</td>
<td>20%</td>
</tr>
<tr>
<td>To attract more (general) users</td>
<td>17%</td>
</tr>
<tr>
<td>To encourage people to get their dogs outdoors/keep fit/walk more/be healthy</td>
<td>15%</td>
</tr>
<tr>
<td>To encourage people to get outdoors/keep fit/walk more/be healthy</td>
<td>15%</td>
</tr>
<tr>
<td>To encourage people to use the bins</td>
<td>14%</td>
</tr>
<tr>
<td>To highlight that ‘any bin will do’ for dog poo</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10%</td>
</tr>
</tbody>
</table>

Base: 635

Half of respondents thought that the purpose was to encourage dog walkers to use a designated route (50%). More than a quarter correctly cited that the purpose was to reduce dog fouling in the area (28%) and a fifth thought it was to attract more dog walkers to the area (20%). 9% thought that the purpose was to highlight that ‘any bin will do’ for dog poo.

Site users were asked what people should do to dispose of dog poo at sites similar to the one where they were surveyed. The results, outlined in the table below, highlight that the largest proportion of people knew that dog poo could be disposed of in general bins as well as dog poo bins, as over half cited that people should use either of these bins to dispose of dog waste (54%). 40% felt that dog waste should be disposed of in dog bins only.
Table 3: Methods of disposing of dog poo at similar sites

<table>
<thead>
<tr>
<th>How should dog poo be disposed of?</th>
<th>Percentage of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bag and bin the poo in a general bin or dog poo bin</td>
<td>54%</td>
</tr>
<tr>
<td>Bag and bin the poo in dog poo specific bins only (not in general litter bins)</td>
<td>39%</td>
</tr>
<tr>
<td>Bag and bin the poo in a recycling bin</td>
<td>9%</td>
</tr>
<tr>
<td>Take it home</td>
<td>2%</td>
</tr>
<tr>
<td>Bag the poo and leave it somewhere out of the way (e.g. in a tree or on a fence)</td>
<td>1%</td>
</tr>
<tr>
<td>Leave it there to biodegrade</td>
<td>1%</td>
</tr>
<tr>
<td>Bag the poo and leave it somewhere it can easily be collected by the park ranger, cleaner or someone else</td>
<td>1%</td>
</tr>
<tr>
<td>Leave it there for the park ranger, cleaner or someone else to pick up</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Flick it into a bush/ditch or somewhere else out of the way to biodegrade</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Base: 635

Respondents were asked how likely they would be to use the Walk This Way dog walking routes in the future. 54% said that they would be likely to use the dog walking routes (41% were very likely to use them again and 13% were fairly likely to do so). This was 6% higher than the result achieved in 2017, where 48% were likely to use the routes in the future.

Perceptions and attitudes towards dog fouling

Respondents were presented with a list of littering issues and were asked to state how acceptable or unacceptable they found each one, using the scale where 0 is ‘not at all acceptable’ and 10 is ‘totally acceptable’. The results are shown in the table below and indicate the percentage of people who felt that each issue was not at all unacceptable.

Table 4: Level of acceptability for littering issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage rating issue ‘not at all acceptable’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dog poo on the ground that has not been picked up</td>
<td>90%</td>
</tr>
<tr>
<td>Bagged dog poo left on the ground / hung on trees or on lampposts, etc.</td>
<td>89%</td>
</tr>
<tr>
<td>Litter in the park that someone has left behind after a picnic</td>
<td>89%</td>
</tr>
<tr>
<td>Chewing gum littered on the ground</td>
<td>84%</td>
</tr>
<tr>
<td>Cigarette butts littered on the ground</td>
<td>83%</td>
</tr>
</tbody>
</table>

Base: 635

Dog poo on the ground that has not been picked up was regarded as the most unacceptable issue, with 90% stating that it was ‘not at all acceptable’. A similar proportion (89%) felt that bagged dog poo left on the ground/hung on trees or lampposts was ‘not at all acceptable’. 
Impacts of the dog walking routes
Survey respondents were informed that existing bins were moved and/or additional bins were installed along the dog walking routes with the intention to encourage dog walkers to put their dog’s waste in a bin. Respondents were then shown a list of statements about the dog walking routes and were asked how far they agreed or disagreed with each one. The results are shown in figure 4 below.

Figure 4: Impacts of the dog walking routes

Since the dog walking routes were installed...

Base: 635

The findings show that site users observed a number of wider positive environmental and social benefits of the Walk This Way intervention, besides the intended outcomes to tackle bagged and un-bagged dog fouling. Since the installation of the Walk This Way dog walking routes, almost 7 in 10 site users each felt more aware of how the local council is trying to improve the area (68%) and that the area is a more fun and enjoyable place to be (67%). Two thirds of site users (66%) felt that the area looks more attractive. More than 6 in 10 felt that the amount of dog fouling in the area has reduced (62%) and 60% felt that the amount of bagged dog poo littered in the area has reduced.

At the end of the survey, respondents were asked if there were any other comments they would like to make about the Walk This Way intervention. Whilst the majority of people did have some final comments to make, the vast majority were not focussed on the dog walking routes, e.g. comments about drug use, football teams leaving litter and that those who leave litter and dog poo should be fined. However, the feedback that did relate to the intervention were a mix of positive and negative comments. Positives included that it was a “brilliant idea”, “it’s good to put up stickers for dog fouling” and “it looks really good, I will try
them with my dog.” Negative comments included feedback such as “all dogs should be kept on a lead”, “more bins (dog and general) are needed” and that “the bins are not emptied enough.”

Feedback from partners
Telephone interviews were carried out with all 15 partner organisations. They gave feedback on the effectiveness of the intervention, its design, and recommendations for improving it for future iterations.

Materials
Partners were asked for feedback on the quality of the intervention materials, how they were to install at the sites, and whether there were any additional materials they felt would have been beneficial.

The quality of the materials was generally very well regarded, both in terms of the design and their durability.

“Really good. They looked bright and eye-catching and were sturdy.”

“It’s a good, hardy material. I noticed that a couple of the markers had been kicked but they were able to withstand this vandalism.”

Pre-drilled holes in the route markers was also noted as being useful for installation.

There were a couple of minor comments regarding the bin stickers not being sticky enough and a suggestion to use a different print, so that the artwork would be less likely to scratch, i.e. with a laminate finish.

On the whole, there were very few problems with installation, with the majority of partners stating that installation was quite straightforward. Installation problems typically included issues with the cable ties, such as cable ties not being adequate or appropriate for the locations where the route markers were going to be installed and cable ties getting cut and route markers getting stolen.

Regarding other materials that would have been beneficial to the initiative, there were a range of suggested additions and amendments. The majority of partners commented that directional markers (arrows) would improve the initiative by making it easier for users to follow the routes.

“I would have preferred it if the route markers had (directional) arrows on them...so that the route was easier to understand.”

There was also feedback from a significant number of partners about the provision of more and/or bigger welcome signs, to increase the visibility of the initiative and for use at other entrance points of the different routes. Linked with this, a smaller number of partners also mentioned a preference for bespoke welcome signs that named the site and /or signs that presented an opportunity to
display a map of the route/s.

“A route map on the welcome sign would have made it easier to understand.”

There were individual requests for wooden posts, litter bins and promotional posters and leaflets to be provided as part of the package.

Partners were asked if they had received any positive or negative comments regarding the design of the intervention. The vast majority of the anecdotal feedback shared by partners was positive and typically related to positive interaction and engagement about the intervention in-situ at the sites (when the routes were being installed) and on social media.

“The routes were really interactive, the children loved the route markers. Park users were happy something was being done to combat dog fouling in the park.”

“People said it was inventive and fun.”

Bins
Partners were asked if they thought that the new positioning of the bins had helped to tackle dog fouling in the area and if so, if they were planning on keeping the bins in their new positions. Some partners used existing bins and kept them in the existing locations, some relocated existing bins and others added new bins. There was a feeling that the positioning of bins had contributed to the improvements in dog fouling and for those who added new litter bins, the intention was to leave them in-situ.

“We’ve had a lot of good feedback, so moving the bins definitely was a positive thing.”

“I added new bins and definitely noticed an increase in bagged dog waste in there, so the bins will be staying.”

Communications
Partners were asked what methods they used to promote their initiatives, how they felt about the media coverage that was generated and how they felt about the communications received from Dogs Trust and Keep Britain Tidy.

Social media was the most common way in which partners promoted their initiatives. This included both Facebook and Twitter. Updates were also shared by other organisations via their own social media, where it was relevant and there was an opportunity to do so. Fewer partners had written/disseminated press releases to the local media and among these, there was a mix of those who had and had not had their articles picked up. A few partners mentioned that they had promoted the initiative in person when they were installing the Walk This Way routes and also that they had briefed local councillors on the initiative.

There were mixed views regarding the media coverage that was generated
around the initiative. A small number of partners were really happy with the coverage and exposure they achieved.

“(We are) happy with the discussions on Facebook, it got people talking.”

“(It was) good. It didn’t need to go any wider than it did.”

The majority would have liked to have achieved more media coverage and exposure; this was specifically an issue for those who had been unable to achieve any coverage at all.

“This was our weakest link. It didn’t happen and was a lost opportunity.”

“They (the council) could have done more to push it. (There was) no media coverage.”

Regarding the communications with Dogs Trust and Keep Britain Tidy, partners unanimously agreed that they felt they could contact Dogs Trust and/or Keep Britain Tidy at any time and that they received enough information and were kept up to date.

“(We are) happy with the information that Dogs Trust provided throughout the initiative.”

“Yes. 100%. We had good communication throughout.”

A small number of partners also commented that they appreciated the ad-hoc emails from Dogs Trust and/or Keep Britain Tidy, as it was helpful to be nudged about the initiative to ensure it stayed on track.

“Regular communications kept momentum going.”

**Monitoring**

Partners were asked if any problems arose when carrying out the monitoring and if they found the monitoring spreadsheet easy to use.

For the vast majority of partners the monitoring guidance was easy to follow and there were no issues with monitoring the initiatives. However, a small number of partners cited either difficulties in recruiting colleagues and/or volunteers to help with the monitoring and/or the intensity of the monitoring framework.

“It was difficult to find enough people to cover the monitoring.”

“Monitoring was very time consuming, especially for a small team.”

“The monitoring process was resource-heavy.”

A small number of partners also highlighted that it would have been helpful to
have guidance on how far back from the footpaths they should monitor, as there was potential for this to affect the consistency of the monitoring. These partners got around this by deciding the distance and then updating those conducting the monitoring on what had been agreed.

“Maybe (have guidance to) clarify how far from the path you count.”

“Using volunteers was difficult as it was likely that different people (would be) measuring different distances from the path. I went out with the group to demonstrate what to do.”

There were no issues at all with the monitoring spreadsheet. All partners found it simple to follow and easy to use.

**Impacts and outcomes**

Partners were asked if they were aware of any changes/impacts/outcomes (whether positive or negative) that have occurred as a result of the Walk This Way initiative.

The most commonly cited response was the reduction in dog fouling. For a small number of partners this was linked with the feeling that the initiative had raised awareness of the issue, whilst also demonstrating to site users that something was being done to tackle the issue, which in turn can help to improve the perception of the councils running the initiatives.

“All positive. When monitoring the site, we could definitely tell that there was a reduction in dog fouling.”

“I think the public perception of the council will be improved… as we are being proactive and tackling dog fouling in a positive way.”

A small number of partners had been contacted by other organisations, such as other parks and/or ‘Friends Of’ groups to enquire about the initiative and the likelihood of them being able to run it in their own parks.

“Other ‘Friends Of’ groups were contacting me to ask if we could roll out the intervention in their parks as the feedback they were getting was really positive.”

**Project timings**

Partners were asked how they felt about the timings for the initiative and if there was any problems. Responses were mixed with around half of partners citing that the timings were manageable and the other half stating that they felt pressured and they would have ideally preferred more time to plan their initiative before installing the routes. For a few of these partners, sticking to the timetable was impossible due to unrelated issues, such as staff sickness or annual leave and the fact that they were late in signing up to the project. These partners agreed with Dogs Trust to push back their timings, to ensure that they could still participate and that the timings were then achievable.
“(The deadlines) were not realistic and (were) too challenging.”

“Deadlines did pose a bit of a problem. (We) would have liked more time to install (the routes) and plan the monitoring before we started.”

“I am a one man band and with leave booked I was unable to stick to the timeline, but after speaking to Dogs Trust we were able to amend it.”

**Future iterations of Walk This Way**

Partners were asked what worked well and what could be improved about the initiative, along with their views on the potential take-up on the initiative if it was to be rolled out beyond a trial phase into a paid-for package.

On the whole, partners were very positive about the Walk This Way initiative. Feedback typically centred around the impact on dog fouling, that is was a positive way to engage the public and that it was “something different.”

“It was a really good way to engage with the public re: their dogs.”

“We feel that it led to an improvement in public perception and behaviour.”

“It was a really nice project to be involved with.”

There were a range of suggested improvements, the most typical responses, albeit only made by a very small number of partners, focussed on:

- Bigger and more welcome signs;
- Directional arrows on the route markers;
- Increased publicity;
- Earlier delivery of materials – to allow more planning/installation time;
- More flexible and clearer timescales;
- Alternative fixings for route markers (not necessarily cable ties);
- Less formulaic approach – approach was felt to be too rigid / not allowing for site-specific challenges/issues;
- Each site to select their own routes distances – the standard distances didn’t suit all sites.

Regarding the likely take-up of Walk This Way as a paid-for initiative, the majority of the feedback was very positive. More than half felt that there would be interest and appetite to get involved by other local land managers, particularly due to the demonstrable results and the fact it would be provided as a package that is ready to be used.

“Yes – the data proves it has an impact, so that would be motivational.”

“Carrying out an initiative with Dogs Trust and Keep Britain Tidy is much more effective than doing your own thing.”
“It is good value for money when you see the reduction in dog fouling.”

A small number of partners felt that they couldn’t answer the question on behalf of other land managers as every organisation is different. Just one partner didn’t see the benefit in a Walk This Way package and felt it would be more impactful on the issue of dog fouling to run a national, high profile campaign instead.

**Overall satisfaction with Walk This Way**

Partners were asked how satisfied or dissatisfied they were with the Walk This Way initiative and if they felt it had met their expectations.

The response was very positive with all 15 partners stating that they were satisfied with the initiative and felt it had met their expectations - even those who felt that the results weren’t as significant as they had hoped they would be. This typically related to the reductions in dog fouling, the ease of use and the perception that it was a positive way to respond to the problem of dog fouling.

“Very satisfied. (It was) easy to use, install and monitor. It has definitely decreased the amount of dog fouling.”

“A positive experience. It was non-confrontational and dog friendly, but still managed to reduce the level of dog fouling.”

“I’m really pleased we could join the scheme. It is really important that we had a positive scheme to offer.”

Another positive point was that partners were also intending to leave the Walk This Way routes in place, once the trial had finished.

During the interviews, it became apparent that a couple of partners didn’t fully understand the premise behind the Walk This Way initiative. These partners didn’t understand that the purpose of the intervention is to nudge dog walkers along routes where bins are present, (to encourage bin usage), and that we do not need to be explicit in the messaging about the intention to tackle dog fouling, in order for the intervention to have an impact.

“Dog fouling and walking routes was confusing.”

“We know it is to encourage people to place their dog poo bag in a bin, but the signs don’t say this. It was ambiguous.”
CONCLUSION & RECOMMENDATIONS

Conclusion
The Walk This Way intervention aimed to reduce dog fouling by nudging dog walkers along specific routes where bins are provided for the disposal of bagged dog poo. This was implemented and robustly monitored at 15 UK sites and reduced dog fouling by an average of 40%. Awareness of the intervention was high among members of the public using the sites and there were a range of perceived positive impacts, such as the raised awareness of the availability of bins and the reductions in both bagged and un-bagged dog fouling. There was a high level of positive feedback from delivery partners and a number of partners leaving the intervention materials in place once the trial ended.

These results, along with the success of the previous trial, suggests this intervention should now be implemented more widely in order to broaden its impact on dog fouling at parks and green spaces across the country.

Recommendations
Based on the insights gathered from this second pilot of Walk This Way, a number of practical recommendations can be made for future iterations of the intervention. These are outlined below:

- Consider a long lead time between partner recruitment and project delivery so that all partners have ample time to plan and install their routes.
- Consider enhancing the size of the welcome sign and providing multiple welcome signs to those sites that have routes that can be joined from multiple entrance points.
- Add directional arrows to the route markers to make it easier for users to follow the route correctly.
- Provide further support to enhance the communications element of the package to maximise potential for media coverage, e.g. including more sample tweets or Facebook posts and a sample/template press release.
- Add a note to the monitoring guidance to remind partners that they need to clarify the extent of the monitoring area i.e. the distance from the path that should be monitored and ensure that all people conducting the monitoring are aware of boundaries of the monitoring area.
- Provide further support on the installation of the materials, including guidance on the preparations required before installing bin stickers – to ensure the adhere to the bins and consider alternatives or additional fixing options as well as cable ties, e.g. wood screws.
- Ensure that partners are fully briefed on the project, including timings, what is required from them/level of input required to deliver the project.
- Ensure that partners understand that the intervention is a nudge and does not need to explicitly state that the intention of the walking routes is to address the issue of dog fouling, in order for it to have an impact.
- Following the 2017 and 2018 projects, the Walk This Way intervention has now been trialled at a total of 21 sites. Both projects were hugely successful, therefore the overarching recommendation is that Dogs Trust and Keep Britain Tidy jointly explore a high impact scaled model of Walk This Way.