“We’re Watching You”
Dog Fouling Campaign

Background

From the charity’s 60 years of experience, Keep Britain Tidy knows what an emotive issue dog fouling is and how much it matters to people. As it is often cited as a key area of complaint and dissatisfaction from residents, we know how much it matters to you too.

That is why we looked for an innovative way to tackle dog fouling and help make positive changes to people’s behaviour. Our research showed that some dog owners act irresponsibly when they think they aren’t being watched. So as part of our Defra-funded “Social Innovation to Prevent Littering” programme we tested this idea and trialled a way to use it to reduce dog fouling.

The experiment

We worked with 17 land manager partners, across 120 dog-fouling hot-spot sites to trial this innovative glow-in-the-dark eyes signs. We monitored dog fouling incidents both at the target sites where the signs were displayed and at displacement sites up to 100m away. Overall, the experiment showed a 46% reduction in dog fouling incidents.



Sign 3
“Positive reinforcement”



Sign 4
“Peer influence”

We trialled variations of the sign, all with the same glowing eyes and “thoughtless dog owners we’re watching you” message, but each with a slightly different angle. So, whether your authority is currently focused on an enforcement message, or would like to use positive reinforcement or peer influence to make your point, we have different signs to suit your needs. Each sign type showed a greater than 40% reduction in dog fouling incidents.

The campaign

Now we have done the research, we want as many partners as possible to take part in our national campaign to reduce dog fouling around England. We launched the campaign with over twenty new partners in November 2014 and now have over 300 partners signed up.

Parish councils and community groups

We know that tackling dog fouling is a real issue for Parish/Town councils and community groups, so to support you we have created a winter campaign pack for just £180 +VAT.

This pack includes 5 x A3 correx signs and 5 x A4 non glow in the dark bin stickers.
All orders must be placed by Friday 30 November 2026. This price is based on a bulk order, so we would need 10 committed orders to honour this price. (unfortunately, if we do not receive enough orders the price may increase slightly and we will contact you).

We will also supply a compimentary Keep Britain Tidy branded web asset so you can upweight the campaign on social media channels.

Simply complete the booking form below and return to us, with a purchase order number or BACS payment, via network.enquiries@keepbritaintidy.org or Keep Britain Tidy, Elizabeth House, The Pier, Wigan, WN3 4EX.

Name of Parish Council or community group	
Contact name	
Contact email	
Contact telephone number	
Number of sign 3 required	
Number of sign 4 required	
Number of bin stickers required	
Total cost (please add vat)	
PO number	
Payment by **card:** Invoice will have Bank Details for a BACS transfer, otherwise, https://www.paypal.com/ncp/payment/W3RR8QF9ELW92 Please email to advise once payment made, use **reference WWY/(nameofparishcouncil).** **No cheques please.**	
Delivery FAO name	
Delivery address	

* Please note these signs are non returnable/refundable unless there is a fault on the product.

Signs are Correx and the ‘glow in the dark’ ink will need charging in daylight similar to solar lights and will discharge over the evening.

About Keep Britain Tidy

Keep Britain Tidy is an independent environmental charity with three goals – to eliminate litter, improve local places and prevent waste.

We understand that we cannot reach our goals by working alone, so we work with businesses, schools, communities, individuals, government – local and national – and other charities and voluntary organisations.

We know that if people care for the environment on their own doorstep – the local park, the street in which they live, the river that runs through their area – then the environment, the community and the individual will benefit.

How can we expect people to understand and care about global environmental issues if they don't understand the importance of, or care about, their own local environment?

Keep Britain Tidy is a charity with a wealth of experience and expertise. We have been working and campaigning to eliminate litter, improve local places and prevent waste for many years. We want to share that experience and expertise with others, supporting local businesses, communities, schools and government.

We fund our work by offering services and expertise to those who can benefit from them, by delivering accreditation schemes for parks, beaches, schools and public spaces and by developing relationships with partners in the corporate sector to support our research and campaign activities.

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