



Walk This Way

Your complete guide to running our award-winning dog fouling intervention.

Welcome

Thank you for requesting your Walk This Way guide! Here you will find all the information you need to get started in running the intervention in your chosen site(s).

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Our installation materials

The intervention relies on its three forms of installation materials to 'nudge' the site users along the walking route and towards bins to dispose of their dog's waste. They have been especially designed for Walk This Way and feature colourful designs with the messaging 'Any Bin Will Do' to remind dog owners that waste can be disposed of in any litter bin, and that dog walking is a fun activity for humans and canines alike!

In order for Walk This Way to be as successful as possible, we strongly recommend ordering all three of our installation materials. These materials can be attached to existing site structures or alternatively wooden posts can be installed.

The three installation materials include:

Bespoke welcome sign: At site entrances to greet visitors and introduce this dog-friendly approach to eliminating dog fouling. The sign will include a bespoke map of your mapped walking routes and can be colour coded to show multiple routes if needed. These are available in dibond and correx materials, in both A2 and A1 sizes. The correx signs come with drill holes and cable ties, and the dibond have a choice of drill holes and cable ties, or with fixed clips and screwbands.



Route markers: Positioned at every 200 metres (approx. 2 mins) to ensure walkers are on the correct path. The markers are available in dibond and correx materials and come with separate arrow shaped adhesives for you to place on the marker by hand, for pointing the dog walker or site user in the right direction along the path. If you have multiple routes per site in mind, don't worry; you'll receive different coloured arrows to differentiate the routes from one another. You can choose up to four routes, short, medium, long and extra long.



Short



Medium



Long



Extra long



Bin stickers: At the start of the route, and every 1km after, a bin should be placed with one of our bin stickers (Approx. a 10 minute walk). These stickers have been created to remind owners any litter bin can be used to dispose of dog waste.

Top tip: We recommend attaching the installation materials to existing, secure permanent fixtures and encourage you to think about the positioning of the installation materials so that they are clearly visible to walkers.

How to create your welcome sign

We are excited to be creating your very own Welcome Sign! But first we need some help in designing your map...

1. In Google maps, find your park and select satellite view.
2. Take a screen grab or print it out.
3. Draw on the map your recommended dog walking routes, add the length of the walk if you can. If there are multiple routes, please highlight in different colours.
4. Mark on your map where your bins will be located long each route.
5. Then mark any extra points of interest or landmarks that may help guide our dog walkers. For example, toilets, car park, playground, café (if dog friendly).

6. Please pinpoint where your sign will be displayed. If you have multiple entry points, please highlight these on the map as additional signs can be purchased.
7. Finally, save or scan in your map and upload with your details and requirements on the Walk This Way enquiry form.

Your map will then be illustrated for your Welcome Sign in the Dogs Trust Walk This Way brand style. Proofs will be shared for your feedback and final approval before we send to print!

Top tip: PC users, hit the print screen button to snapshot the screen, then open Word and paste the image in.

How to order

Using the online enquiry form [here](#), please fill in all your details and requirements, including quantities for all installation materials. You will need to choose preferred specifications for the welcome signs and markers.

Please then submit, along with your artwork for the map and logos. All details will then be reviewed and a formal quote sent back for you to approve, including artwork and delivery costs.

Once we have the official go ahead from you, proofs will then be created for your bespoke welcome size!

Monitoring

In order to measure the success of Walk this Way, we recommend observing any incidents of dog fouling on your site in phases. This is simply counting any dog foul you see on your site, and recording it on the template spreadsheet we have provided! If your site is a large size, or if capacity is a concern, consider selecting an area of the site (that includes the Walk This Way signage) to use as sample area.

We recommend you monitor 4 weeks after intervention are installed and then wait for a reasonable period of time to pass before the second phase of monitoring. Last year's partners monitored the site again 12 weeks after phase 1.

Top tip: When planning your monitoring periods, consider the following: Are there any events, or other dog fouling prevention activities on during the project that may impact on the monitoring or influence the results? Seasonality can have an impact too - warmer weather and summer holidays might mean there are more people in the park and therefore more fouling. Fallen leaves in the autumn might be hiding dog poo!

If completing monitoring, cleansing the site is important to ensure the accuracy of the monitoring and must be conducted prior to baseline, phase one and phase two monitoring.

On your chosen monitoring days, our suggestion is to count all incidents of dog fouling - count dog poo on the ground and bagged dog poo left behind (e.g. on the ground, in trees, on fences, etc.) separately.

We also suggest you should count instances of dog fouling along the Walk This Way dog walking routes, recording incidences either side of the route pathway. Record the total count of dog fouling for each monitoring day in the monitoring form provided. For best accuracy, you may wish to complete the counts up to three times a week, for four full weeks.

You might wish to clean up the incidence of dog fouling after you have counted it, so ensure it is not included in the data twice. If you do not clean up the dog fouling incidents, put a process in place to ensure that you do not double-count the same incident on subsequent days (e.g. record counted incidents on a map or use photographs).

Once the dog walking routes / installation materials have been installed, continue to monitor dog fouling at the site for another four weeks in exactly the same way and on the same weekdays as you did during phase one monitoring.

Top tip: One of our previous partners used the method of spray painting any counted dog fouling as they went with a bright colour. This was found to be effective in preventing duplication in the counts.

Evaluation

You'll have received a set of questions which you can use to survey visitors to your site, either in person or through online methods. We encourage the use of this survey as it will help to test the effectiveness of the intervention and the perception of the site since the intervention was put in place, among the local public.

We welcome your thoughts on this guide. Please email. If you have any feedback please email us at communityengagement@dogstrust.org.uk



Next steps

1. Choose the length of your route(s).
2. Using the enquiry form, select the quantities for your route markers, bin stickers and welcome signs (consider which materials you would prefer e.g., correx or dibond).
3. Submit the enquiry form with all the information for your welcome sign map (See: How to Create your Welcome Sign).
4. Receive and review quote and confirm if all details are good to go. A purchase order reference will need supplying.
5. Approve the design for your bespoke welcome sign.

Once you have received your order, you can position these installation materials as per the guidance mentioned above (See: Our Installation Materials) and begin Walk This Way!

For any queries or additional support on how to order please contact walkthisway@carboncreative.co.uk

FAQ

Q. What quantity of installation materials should I pick?

A. We have put together the following examples for short, medium, long and extra-long routes. These suggestions are a guide, but you may choose to tailor your order to meet your park's requirements. You may even choose to have multiple routes and so these suggestions can be combined.

Route Length	Route Markers	Bin Stickers
Short Route (Up to 2km)	10	5
Medium Route (Up to 4km)	20	10
Long Route (Up to 6km)	30	15
Extra Long Route (Up to 8km)	40	20

Q. Do I have to order all three installation materials?

A. In order for Walk This Way to be as successful as possible in your site, we strongly recommend ordering all three of our installation materials (bin stickers, route markers and welcome signs).

Q. Can I order more than once?

A. There is always the possibility that installation materials will go missing. If you are concerned about this being a possibility, we recommend ordering slightly more signage than needed so you have spare. However, you can make a new order for extra installation materials whenever needed, simply use the enquiry form and email it to walkthisway@carboncreative.co.uk again.



FAQ

Q. What is the difference between correx signs and dibond?

A. The correx signs come with drill holes and cable ties, and the dibond have a choice of drill holes and cable ties, or with fixed clips and screwbands. Therefore, we recommend considering how you intend to attach these installation materials.

Correx is a corrugated polypropylene sheet which is lightweight and robust. Dibond is a more premium material, made from coated aluminium sheeting front and back with a composite middle layer all laminated together. Both materials are perfect for outdoor use.

Q. Do I have to monitor instances of dog fouling in order to take part?

A. Monitoring is not a requirement to taking part in this Walk this Way. However, we do recommend you monitor as a way of measuring the success of Walk this Way on your site.

Q. What if I have a question that isn't answered here?

A. We've developed this guide with the aim of giving you all the tools needed to take part in the intervention.

However, for any queries or additional support on how to order please contact **walkthisway@carboncreative.co.uk**

For any further queries regarding the Walk This Way intervention, please contact our friendly Community Engagement team who can help with your queries at **communityengagement@dogstrust.org.uk**

Terms and Conditions

Participating in Walk this Way (“the Scheme”)

The Scheme is organised by Dogs Trust, the UK’s largest dog welfare charity (charity number: 1167663) and in association with its charity partners: Keep Britain Tidy (charity number: 1071737), Keep Northern Ireland Beautiful (charity number: 102973), Keep Wales Tidy (charity number: 1082058) and Keep Scotland Beautiful (charity number: SC030332).

The Scheme is designed to be self-administered. You contact Carbon Creative, our design agency partner, and provide them with a map of the park or public recreational space and the walking routes and place your order for the Scheme materials.

All the costs of participating in the Scheme are met by you.

You determine the start and finish dates of your participation in the Scheme. If you undertake the optional assessment/questionnaires included in the Scheme materials, please share the results with us.

Use of assets/signs/materials

The use of the Scheme materials may only be used when you are participating in the Scheme and in accordance with any instructions provided to you. You must use your best endeavours to keep the signs and other public materials in good condition.

When you stop participating in the Scheme, please remove the Scheme materials from public display and retain them for future participation in the Scheme (if they are in good condition) or dispose of them in an environmentally friendly manner.

Data protection

Dogs Trust administers the Scheme and is the data controller of any personal data you provide to us in connection with the Scheme.

Dogs Trust will process your personal data for the purpose of administering your application to the Scheme and evaluating the impact of the Scheme, in accordance with Dog Trust’s privacy notice found here: www.dogstrust.org.uk/privacy/.

Dogs Trust may share any personal data with Keep Britain Tidy, Keep Wales Tidy, Keep Scotland Beautiful and Keep Northern Ireland Beautiful for non-marketing purposes in connection with the evaluation and assessment of the Scheme.

Disclaimer of liability

To the extent allowed by law, we disclaim all liability for any loss or damage suffered by you (or a member of the public) as a result of your participation or promotion of the Scheme.

Variation of T&Cs

We reserve the right, at our discretion, to change, modify, add to or remove from these terms & conditions at any time, by notifying you in writing.

Governing law

These terms & conditions are governed by English law and any disputes arising from or in connection with them shall be settled exclusively by the courts of England and Wales.

**Thank you
for your
participation!**

A Dog is For Life

Dogs Trust is a charity registered in England and Wales (1167663), and in Scotland (SC053144), and a company limited by guarantee registered in England and Wales (09365971).