



Community Planning Aberdeen

Improvement charter template

Improvement Project Title: Scoop Watch
Executive Sponsor (Chair of Outcome Improvement Group): Derek McGowan
Project Lead: Jade Leyden
Aim statement (What are we trying to accomplish? Over what time? Numerical target for improvement?) Increase the number of schools and local groups using the dog fouling reduction model by 12 schools/groups by May 2019.
Link to Local Outcome Improvement Plan: We believe should this project be successful, that local people will benefit from its delivery as streets will be cleaner, safer and more enjoyable to walk in. Our plans to engage with local people via pupils and community groups, creates links directly with the Local Outcome Improvement Plan under Prosperous Place- 'We will create an attractive, welcoming environment in partnership with our communities'.
How does this support prevention and early intervention? The motivation for this project comes from the success and continuation of a small-scale improvement project carried out in Torry. The 12 week project saw a 33% reduction in the levels of dog fouling on two streets significantly affected by dog fouling. See here for information:  Torry Dog Fouling Charter.docx As a result, the Torry Community Group have scaled up their dog fouling reduction efforts (similar in method without the education element and started before this improvement project) and received funding from Dragados for materials to continue their efforts. They also have an agreement with 'Fat Cat's' Pet Shop in Torry, where local people can go to collect free bags to fill up the dispenser beside their homes/on their walking routes. We are looking to increase this project from small scale to larger scale- covering a wider area of Torry and spread throughout Aberdeen City. This would enable us to further scrutinise the data through contrasting and comparing results of different target areas

using the Environmental Teams methods for data collection, LEAMS/LAMS.

Measures: (How will we know if a change is an improvement?)

Outcome

- Data shows dog fouling in areas within scope of participating groups shows reduction (data collected from environmental teams data collection methods and from the increase in CW patrolling – ‘scoop watch’ signage put up in ‘target’ areas)

Process

- Number of toolkits being used
- Number of schools and community groups participating in the project

Balancing

- Pupils encourage a change in behaviour in care-givers- encouragement to pick up after dog(s)/refill dispensers

Change ideas (What can we do that will result in improvement?)

- We will develop an all-inclusive toolkit to enable schools facilitate the dog fouling session. With a percentage of the financial grant allocated to this project, we will develop a toolkit inclusive of everything needed to facilitate a workshop and create bag dispensers. This toolkit will enable schools to carry out this model without having to worry about the cost of delivery.

The toolkit will include (and can be available as a physical resource or digitally):

- ❖ Quiz Board
 - ❖ Video (school based and inclusive of quiz answers)
 - ❖ Prizes (rubbers/stationary)
 - ❖ Memory Stick
 - ❖ Headed ‘poster’ paper
 - ❖ Duct Tape
 - ❖ ‘How to’ facilitators pack
 - ❖ Poly-Pockets
 - ❖ ‘What you’ll need’ sheet
 - ❖ New Mascot – Potential for scoop to have a ‘buddy’ or an additional scoop.
- There will be a citywide-recognisable dog fouling reduction campaign launched in the form of posters and leaflets- Stickers for bins, stickers for participants of sessions?, video (similar to the school based one but without the interaction) The toolkit will comprise the same marketing material as the campaign for consistency – poster headed paper, presentation material, ‘how to’, ‘you’ll need’ packs, quiz board.
 - Increase scope of dog fouling model. We will visit interested community groups to

see if they would be interested in running a session within their group. This meeting will be facilitated by the staff and local people who have/are actively using the model. When we have a group together, we will provide a session to provide groups with the tools and information they need to facilitate their own session (a pared-down version of the toolkit outlined above that will be given to schools). We will widely promote this opportunity throughout communities using school contacts, community contacts and forums and groups such as local community councils. This will provide community groups/individuals with the capacity to run the model with limited staff resource.

- The introduction of champions to promote the use of this to interested groups will also be encouraged here.
- introducing more frequent City Warden Patrols on streets being targeted.

Potential Barriers

- Difficulty with data collection/accuracy

Project Team:

1. Communities Torry- Jade Leyden
2. City Warden Lead – Mark Wilson
3. Health improvement Officer -Schools - Lauren Mackie
4. Environmental Manager – Steven Shaw
5. Communications and Marketing team -Karen Allen
6. Community representation - TBC

For more information, email: CommunityPlanning@aberdeencity.gov.uk