

APPENDIX B - Dog Waste Bin DRAFT Communications Plan**Aim**

- 1 - To educate dog owners that bagged dog waste can be put into any litter bins across the borough
- 2 - To educate residents on why the council is removing the bins and allay any fears of an increase in dog fouling

Key Messages

Bag that poo, any rubbish bin will do
Dog poo is litter too

Objectives & Actions

Objective	Action	Measurement
1	<p>To make sure that all dog owners are aware that bagged dog waste can be put into any litter bin</p> <ul style="list-style-type: none"> -Stickers and posters on bins and nearby street furniture. -Short video to be featured on MBC social media channels including RK9 -40,000 Digital adverts to be featured on Kentonline website -Sponsored editorial -Dog owner merchandise for key events (poo bag & ball launcher) branded to include key messages -Article for July/August Borough Update 	<p>n/a</p> <p>Views of video, shares of video</p> <p>Analytics to be provided by Kent Messenger</p> <p>Hosted for 28 days and include 60,000 online advertisements, 10,000 digital alerts and social media campaign</p> <p>n/a</p> <p>60,000 homes receive Downs Mail</p>
2	<p>To promote the phased removal of dog waste bins across the borough</p> <p>Press release to local media</p>	<p>Note coverage</p>
3	<p>To explain the reason for the removal of the dog waste bins</p> <p>Key message on FAQs for online channels and in press release/internal communications</p>	<p>Note any coverage</p>

Audience, Tactics and Timetable

Audience: Dog owners, councillors; MBC staff (both as general information, and for those who are dog owners), local press.

	Tactic	Date	Audience targeted	Responsible	Notes
1	Stickers & Posters on dog waste bins and litter bins, street furniture such as lamp posts	From 01/08/16	Dog owners	Comms team design, Enforcement to put up	
2	Short animated video to be used on MBC social media channels, key events for RK9	From 08/08/16	Dog owners, residents	Comms team commission KM, Comms team responsible for social media & website upload	
3	Digital advert with key messages to be featured on Kentonline	From 08/08/16	Dog owners, residents	Comms team commission KM	
4	Sponsored editorial	From 08/08/16	Dog owners, residents	Comms team to assist with content, KM to produce	
5	Dog owner merchandise	From 08/08/16	Dog owners	Comms to order merchandise	
6	Borough Update article	To be printed end of July 2016	Residents	Comms to draft with enforcement team	
7	Social media	From 08/08/16 immediately prior to the press release	Residents	Comms team	
8	Press release	From 01/08/16 coincide with posters going up	Dog owners, residents	Comms team	
9	FAQs for MBC website and social media	From 01/08/16 coincide with posters going up	Dog owners, residents	Comms team	

Draft press release for media

Maidstone Borough Council is launching a campaign to educate dog owners about how to clean up after their pet as changes to bins are made across the borough.

Residents can now dispose of their dog poo in any litter bins in the borough, including those in parks but the message is – just make sure it’s bagged before it goes in!

The removal of dog poo bins will be phased across the next year with those that need maintenance or repair being replaced with litter bins if appropriate.

XXX from Maidstone Borough Council said: “We want to make it as easy as possible for dog owners to dispose of their pets poo. Any responsible dog owner will always ensure this is bagged up and put into the nearest bin. This won’t change but they can now put it into any litter bin as well. If there are dog owners who don’t clean up after their pet and are caught, they will be issued with a Fixed Penalty Notice or could face going to court.”

Draft text for litter and dog bins

For the post where a dog bin has been removed:	For the litter bins
<p style="text-align: center;"><u>POLITE NOTICE-DOG WASTE BIN</u></p> <p>Unfortunately this dog bin has reached the end of its life and has been removed.</p> <p>Bagged dog waste can be placed in the nearby litter bin and any of the 2500 litter bins across the borough. It can even go in your refuse bin at home.</p> <p>Your cooperation will make our cleansing service more efficient.</p> <p>Bag that poo, any rubbish bin will do</p>	<p style="text-align: center;"><u>POLITE NOTICE-BAGGED DOG WASTE</u></p> <p>Bagged dog waste can be placed in any of the 2500 litter bins across the borough and can even be placed in your refuse bin at home.</p> <p>Please ensure the bag is tied tight and place it in the bin as normal.</p> <p>Collecting dog waste this way makes our cleansing service more efficient. Your cooperation is appreciated.</p> <p>Bag that poo, any rubbish bin will do</p>

Potential graphics and key messages to be used for campaign



Thoughtless dog owners
We're watching you!

9 out of 10 dog owners
clean up after their dog.
Are you the one who doesn't?



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