

Appointing a Community Ambassador

As part of your application, we are asking you to appoint a Community ambassador who will champion your 'We're Watching You' campaign in your local community and play a key role in its delivery.

The Community ambassador should:

- Be a proactive, positive member of your community who feels strongly about tackling dog fouling.
- Be a resident in your community who is preferably not directly associated with your Town or Parish council (e.g. not an employee or councillor).
- Have a strong social media presence in your community.

Your Community ambassador is required to:

- Conduct an initial cleanse of the site to remove all dog fouls.
- Carry out two visits to the site, one week apart, before the signs are put up, to count the number of dog fouls for a control figure.
- Put the signs up in the agreed locations.
- Carry out a single visit each week for three consecutive months to count the number of dog fouls, cleaning the site of dog fouls after every second visit.
- Record your weekly counts in the digital monitoring sheet, which will be provided.
- Champion the campaign on social media and in local newsletters etc:
 - Post updates and images of the signs and any positive outcomes on dog fouling reduction on Community Facebook pages.
 - Share Cornwall Council's social media updates on the campaign to Community Facebook pages.
 - Contribute articles to the Town/Parish council newsletter to further inform residents of positive campaign activity.

Selecting your site

Your site should:

- Be a well-known area in your community that suffers from a high number of dog fouls.
- Feature natural /manmade objects that the signs can be securely fastened to.
- Be in a suitable location for the Community ambassador to easily access to carry out the dog foul counting and cleaning visits.

Should you be successful with your application:

- You will be provided with cable ties to fasten the signs to natural/manmade objects at your chosen site.