As you know we launched the Broadland Top Dog campaign at Catton Park in Old Catton on 27th September. During the launch day over 100 dogs went away wearing ribbons and carrying with them the message about responsible ownership. We have had a great response from the public since and many parishes want to be involved and give packs out from their local parish offices. The campaign ribbons are now being worn across the district and we are aiming to build on this to enforce the message that responsible dog ownership should be the ONLY dog ownership.

Obviously it isn't practical for some parishes to have packs at a central point as they don't have an office available to the public, but some parishes are approaching it a different way and have taken some packs to organise their own Top Dog activity. If you experience complaints about dog fouling in your parish and are interested in undertaking your own activity then please do get in touch. For example one parish has requested packs and decided to take them down to a local popular dog walking spot and spend a bit of time talking to people and signing them up to the campaign.

The benefits of being involved in the campaign are:
- There will hopefully be less dog fouling as people realise they may be watched
- Responsible dog owners in our parishes are thanked and rewarded for leading by example
- Sending a clear message to those irresponsible people failing to clear up after their pet
- More people looking out for people failing to clear up after their pets
- Working together on a campaign for the benefit of both district and parish

Even if you are not able to do anything in your parish, you might consider supporting the campaign via the social networks. Anything you can do to help promote the campaign in your area would be welcomed. We are tweeting about it on Twitter (@BroadlandDC) using the hashtag #BroadlandTopDog and running stories on our Facebook page using the same hashtag #BroadlandTopDog (https://www.facebook.com/BroadlandEvents). Where parishes are involved we aim to include them in our social media. People can also find out about where to get a pack at www.broadland.gov.uk/topdog along with further information about the campaign.

If you have any questions, then don’t hesitate to contact the Environmental Contracts Team.