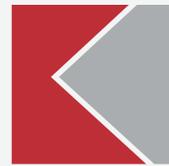




**Glasdon** Focus on

# KNOWSLEY MBC GREEN FLAG AWARD



*Knowsl@y Council*

## Problem Identified

Knowsley MBC were aiming to achieve the Green Flag Award, which symbolises the best-kept parks in England and Wales. This prestigious award requires parks to meet stringent criteria including health and safety policies, cleanliness and sustainability. The council identified dog fouling as an environmental issue within the local community. Before they could be considered for this award, the level of dog waste in parks and open spaces needed to be addressed and public awareness increased. This required the installation of dog waste bins which would be easily identified by dog owners to encourage them to clean up after their pets.

## Solution

The Glasdon Retriever 35™ dog waste bin was chosen because it met Knowsley's strict specification. It provides a highly visual 35 litre capacity dog waste facility, which is both hygienic and simple to operate. Manufactured in Durapol® material, it is strong, durable and virtually maintenance free. The hygienic chute system reduces tampering and unauthorised access, yet still provides user-friendly operation. Retriever 35 dog waste bin features the unique Glasdon pivot-action opening mechanism which allows easy emptying.

The dog waste bins were personalised to reinforce Knowsley Council's commitment to cleaner parks. Knowsley's 'Stop Messing About' Campaign was launched in conjunction with the installation of the bins to raise public awareness of the problems caused by dog fouling. Mini exhibitions were staged throughout the local community and education establishments with promotional aids including pens, key rings, questionnaires and free poop scoop bags.

## Resulting Benefits

Retriever 35 dog waste bin helped to improve the environmental cleanliness of parks and open spaces in Knowsley, significantly reducing the level of dog waste. The number of units around Knowsley provide plenty of opportunity for responsible dog owners to tidy up after their pets. The installation of Retriever 35 units assisted Knowsley MBC to become the first authority on Merseyside to receive Green Flag status. The award has increased the public's perception of the parks in Knowsley and made them more attractive places to visit.



## What the customer says:

*“We realised early on that if we were to achieve a national standard of quality in our open spaces, we would need to resolve the difficulties with dogs fouling parks. We required a hygienic, durable and aesthetic bin that would withstand vandals. The Retriever 35 dog waste bin met all of these specifications and has proved a great success. There have also been less public complaints as a result.”*

Knowsley MBC.



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We are grateful to Knowsley MBC for the kind help given in the production of this case study.

The wood fibre used in the manufacture of this paper is from sustainable forests. This paper is fully recyclable and biodegradable and is Totally Chlorine Free.

\*Durapol material is a polymer formulated to withstand extremes of temperature and is impact tested in our Quality Assurance Laboratory as part of our BS EN ISO 9001:2000 test procedure.

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