

Paws On Plastic

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We were delighted with the work completed by Accelerate. The members' survey allowed us to gain real insight into the thoughts of our members and helped give us a clear focus in terms of our next key steps.



Background

Paws on Plastic is based in Stonehaven (Aberdeenshire). Established in 2021. It promotes the very simple but effective idea of using daily dog walks as an opportunity to pick up litter – and, in doing so, create a cleaner and safer environment.

Paws on Plastic has a strong online presence, with 25,000 dog owners and followers from over 70 countries - and has seen the Paws on Plastic 'community' removing over 36 million pieces of litter over the last year from our streets, beaches, parks and countryside.

Need for support

As their network grew, the Paws on Plastic Trustees identified the need to undertake a strategic review to set short, medium and long-term priorities and actions. They were keen to consult with their members as to the priorities for the organisations and to help the Trustees develop a 3-year plan of action.

In June 2022, Paws on Plastic first accessed support from Accelerate to help develop the Plan. Following completion of the Development Plan in November 2022, Paws on Plastic was able to access a second phase of support via Accelerate towards the creation of a Marketing Plan. This second phase took place between January and March 2023.

[Watch the video case study here](#)

What we did

Accelerate worked with Paws on Plastic, initially, in carrying out a survey of its membership – with the results being fed into developing its 3-year Plan.

Key recommendations included: Developing a funding strategy, involving sponsorship and income generating activities; scoping out projected costs of activities/projects over the 3-year period; seeking to recruit a Development Officer (p/t); developing a volunteer strategy; and accessing support to become procurement ready – in preparation for joining Local Authority Procurement Frameworks.

The second phase of support via Accelerate sought to review the current Paws on Plastic marketing and communications. This work involved an audit of all traditional and digital communication channels, including press, social media, search engine results and website.

Final recommendations were made to ensure that all ongoing activity would support the Paws on Plastic core objectives. They were also designed to ensure that the changes would be manageable, with projects broken into small, discrete pieces of work that could be worked in around other current responsibilities and activities.

Whilst it is recognised that both Paws on Plastic's Development and Marketing Plans will require resources, people and finance to ensure successful implementation, the support from Accelerate has helped provide a strong platform for this young organisation to move forward, extending an important and highly participative service and, critically, ensuring its longer term sustainability.

Aberdeenshire