



Countryside Recreation Network

Dogs in parks and the countryside

2009 Seminar Proceedings of the
Countryside Recreation Network

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"Dogs in Parks and the Countryside"

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"Dogs in Parks and the Countryside"

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Countryside Recreation Network Seminar

"Dogs in Parks and the Countryside"

WELCOME AND INTRODUCTION

Andy Maginnis
Acting Countryside Manager
Worcestershire County Council

Most professionals who work in the parks and countryside sector recognise that dog walking is one of the most popular activities enjoyed by their visitors. They also recognise that dog fouling, fear of dogs and livestock worrying are amongst other visitors' greatest concerns.

How then can dog walkers be accommodated whilst minimising the negative impact that their chosen activity sometimes has?

Key points arising from the seminar are:

*It's not about managing dogs it's about managing people

*Dogs bring enormous pleasure to their owners and often provide an incentive for people to lead more active lifestyles

*There's a good chance that dog walkers are your largest single visitor group

*If you want to engage with dog walkers you need first to get their interest - a leaflet with a picture of a dog on it is more likely to be picked up than one with a ground nesting bird that may be under threat

*You're more likely to keep dog walkers' interest if you use positive images of dogs

*If you need to lay down some rules or guidance, it's better delivered as part of a positive package e.g. dog "passport"

*As with most communication strategies one size doesn't fit all - try something different such as dog events, podcasts or passports

*Rules must be absolutely clear, consistent and unambiguous

*Don't single out dog walkers if this can be avoided - you might need to give advice to non-dog walkers about desirable behaviour too

*Develop positive relationships with organised groups such as dog agility, dog training and even professional dog exercising organisations

"The user's perspective from the Kennel Club's Access Advisor"

Stephen Jenkinson
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Introduction

As one of the most visible and frequent, year-round activities in parks and the countryside, dog walking plays a major role in conserving our greenspaces as valued, living and accessible places. The challenge for access managers rests on developing a balanced approach that supports the benefits dogs bring to society, as much as it addresses negative impacts caused by their owners.

Probably more than any other issue in the environment, the UK's 6 million dogs provoke passionate feelings and intense debate by all those touched by their presence. A lack of understanding or sensitivity by even a small number of dog owners, can seem like a big issue at a local level; this has traditionally led to negative and restrictive management approaches.

Such knee-jerk management, based on enforcing legislation, has rarely produced enduring, long-term solutions to the very real issues involved, and has also failed to make the best of the many positive aspects of dog ownership.

In truth, dog ownership greatly contributes to the wider political agenda for safer, healthier and more inclusive communities by:

- Encouraging more active lifestyles and reducing stress through taking regular walks, even on the dullest of days.
- Making people feel more confident when out for a walk.
- Acting as an icebreaker for contact with others.
- Helping children develop better social skills.

- Preventing loneliness and isolation for older people.
- Reducing their owners' blood pressure and visits to the doctor.
- Giving independence to over 5,000 people with disabilities such as mobility and visual impairments, deafness and epilepsy.

Like it or not, dogs will remain an enduring part of our society, due to the many tangible ways they enhance people's everyday lives, often at a very deep emotional level. This fact explains the passions aroused about dogs, and in turn provides the key to much more effective and balanced management approaches.

In short, dogs are - in reality - a people management issue.

Who are walkers with dogs?

Despite being one of the most frequent, year-round users of greenspace, the specific needs of walkers with dogs have rarely been acknowledged in access management planning; their needs are very different to those for walkers without dogs. This is a key weakness in traditional management approaches, that have failed to work with dog walkers' priorities for access that is, above all else, (i) close to home, (ii) away from traffic and, (iii) where dogs can be off-lead.

In practical terms, it also must be remembered that walkers with dogs are not a homogenous group; any management approach that attempts to corral them all into some "canine ghetto" is sure to fail.

Walkers with dogs include people:

- From all socio-economic backgrounds, although dog ownership is highest amongst C2DE groups.
- Parents - dog ownership is higher for those professionals and skilled people with families.
- Seeking the companionship of other dog walkers.
- Avoiding other people if they are seeking solitude, or have dogs that are recovering from injury, being trained or have behavioural issues.
- First-time visitors stopping off after a long car journey.
- Daily visitors living nearby without access to a car.
- Needing access before dawn and after dusk in winter.
- Very active people involved in dog sports.
- Sedentary people whose only exercise is dog walking.

As with people who do not desire contact with dogs for personal or cultural reasons, dog owners cannot be assumed to want frequent or uninvited interactions with other people's dogs either. Active management of sites by providing informed choice, can minimise such conflict.

The Kennel Club

Following the implementation of open access under Part 1 of the Countryside and Rights of Way Act 2000 in England and Wales, it became clear to the Kennel Club (KC) that dog owners were facing an ever-growing array of conflicting, unclear and misleading messages about their rights and responsibilities. This view was echoed by the National Audit Office's 2006 report into the introduction of open access.

Since its formation in 1873, the Kennel Club has actively sought to further the interests of all dogs, and the valuable role they play in society. The KC aims to be the first port of call on all canine matters, and has a long history of involvement with welfare, training, education and competition issues.

Sensing that the traditional reliance on negative and restrictive approaches, with little stakeholder engagement, was not serving anyone's best interests, the KC decided to take the lead in facilitating a more integrated approach.

Since 2003, it has productively worked to address past management deficiencies with a wide range of partners in national and local government, plus non-governmental organisations such as the National Trust and Royal Society for the Protection of Birds.

The Kennel Club has been involved in almost all the work presented at this CRN workshop, information on which can be found at the following KC-endorsed websites, that provide a variety of ideas, case studies and inspiration for site and access managers across the UK:

www.forestry.gov.uk/england-dogs

www.hants.gov.uk/dogs

There is still much to do and learn, and the KC is happy to offer advice and endorsement of partners' projects, schemes and publications. This can greatly add to their effectiveness and acceptance by dog owners, by being seen as "pro-responsibility" as opposed to "anti-dog".

The Kennel Club is the first to accept that restrictions on what dog owners do, and where they can go, are required at sensitive times and places.

The KC equally endorses the advice of Defra that any restrictions should be a "necessary and proportionate response" that "balance the interests of those in charge of dogs against the interests of those affected by the activities of dogs, bearing in mind the need for people, in particular children, to have access to dog-free areas and areas where dogs are kept under strict control, and the need for those in charge of dogs to have access to areas where they can exercise their dogs without undue restrictions". (Defra Guidance on Dog Control Orders, 2006).

In short, the Kennel Club is a pragmatic, mature organisation that always seeks to work in partnership to develop effective and equitable management of access for all concerned.

Key principles of the KC's advice for successful management are summarised in the following sections.

Influences on dog walker behaviour

Where owners take their dogs, and how they allow them to behave, is influenced by many factors including:

Personal factors:

- A primary concern towards their dog's safety and well-being.
- Their personal reasons for owning a dog and taking it for a walk.
- Experiences, restrictions and facilities at other nearby places.
- Their understanding and confidence in training their dog to be obedient.
- Concerns that being on a lead can make some dogs more aggressive or vulnerable to attack.
- A lack of understanding about how others may see their dog, and impacts of unwelcome interaction or other undesired behaviour.
- The time available for interacting with their dog.

Site-based factors:

- Pre-visit and arrival information about the site.
- Availability of travel by private car or public transport.
- Perceptions of personal safety.
- Perceived degree of welcome, care and respect shown to themselves - and the site - by land managers and other users.
- Ease of complying with credible requests or restrictions.
- Conflicting, unclear or unexplained requests or information.
- Availability of convenient, alternative locations for the desired activities.

It is vital to identify the underlying causes for a particular unwanted behaviour. Doing so will inherently identify the most appropriate type of change in management needed to address the issue.

Key principles for success

As with any access user, interventions - be they signs, events, leaflets etc - will be most effective when they are:

- *Accessible*
- *Engaging*
- *Clear*
- *Consistent*
- *Credible*
- *Explaining*
- *Offering alternatives*

That's quite a lot to get on a single sign, which is why a wide and creative range of engagement techniques are needed to achieve the above.

Signs and information

Within an integrated management approach, signs, leaflets and other written information have a clear role; provided in isolation, they will have a limited effect and can be unsightly and counterproductive.

Written information will be most effective when it:

- Integrates with other management approaches.
- Understands and engages with the motivations and beliefs outlined above - particularly the dog's safety and well-being.
- Is welcoming and makes requests in a positive matter.
- Explicitly states the behaviour requested, and precisely when and where this is - and is not - required.
- Explains the reasons for any restrictions or requests, with a contact name and telephone number.
- Provides alternative sites and other options for activities or behaviours that are not desirable at a particular place or time.
- Is provided at the appropriate time: pre-arrival, arrival, along access.
- Gives dog owners some personal choice in how to comply.
- Is removed once it is not needed - for example, signs erected for temporary changes or sensitive times for wildlife.
- Has been piloted and its interpretation checked with dog owners.

Summary

Overall, whilst walkers with dogs can initially appear to be a challenging group to engage with and influence, this is not the case. It is true though that a different approach needs to be taken, compared to more traditional access user consultations.

The key opportunity to engage and influence, arises from the one factor that is common to all walkers with dogs – the dog itself. Be it through taking an interest in the dog, or engaging with how it can be happier or healthier, those canine companions are the key to their owners' hearts and minds.

Key principles for success when trying to influence dog owners are, in essence, basic principles of visitor management:

- Dog owners can be easy to engage with – when done in the right way.
- Use the strength of the human-animal bond.

- Engage with their agendas, not just your own.
- Make connections with wider outcomes and policies for, eg, health, tourism, reporting rural crime.
- Be seen to understand and acknowledge the benefits of dog ownership.
- Recognise the importance and value of dogs and their owners, as well as "problems".
- Address causes, not just symptoms.
- Positive approaches to negative impacts.
- Challenge stereotypes and assumptions.
- Accept that current problems can reflect weaknesses in management as much as irresponsible owners.
- Recognise that if what you are doing isn't working, it's time for something else!

Stephen Jenkinson is an independent access and countryside management consultant, providing specialist research, training and advice across the UK, on dogs and access issues to the Kennel Club, government agencies, local authorities, NGOs and national parks.

This work combines his 19 years in access and countryside management, and as a trainer at Losehill Hall, the Peak District National Park's training centre, with his life-long involvement with dogs.

*He is also a pet behaviour counsellor for the Blue Cross animal charity, helping pets and their temporary foster carers in Scotland where he lives.
www.bluecross.org.uk*

Countryside Recreation Network Seminar

"Assessment of Perceptions Behaviours and Understanding of Walkers with Dogs in the Countryside Study"

Maxine Gregory
Senior Research Fellow
Sport Industry Research Centre

Maxine Gregory and Gemma Hart, Sport Industry Research Centre, Sheffield Hallam University.

This research provides valuable and unique insights into the behaviour of walkers with dogs in the countryside and enables greater understanding of perceptions, tastes, preferences and motivations of walkers with and without dogs. It was commissioned by Hampshire County Council (HCC), jointly funded by HCC and the Kennel Club (KC) and conducted by the Sport Industry Research Centre (SIRC) at Sheffield Hallam University. HCC and the KC are working together in pursuit of the collective goal to increase everybody's enjoyment of the countryside through optimising the benefits and minimising the negative effects of walking with dogs. This research represents their commitment to consulting with walkers with and without dogs and their drive to instigate improvements for all users.

The key aims of this research were to identify levels of welcome and engagement experienced by dog walkers, to understand expected and appropriate behaviours, and in turn to evaluate how these factors may impact upon the effectiveness of differing management approaches. The research provides a baseline against which the impact of future interventions and changes in management can be assessed. In total 1,300 individuals took part in this research, via both an online survey (813 respondents) and site surveys (487 respondents) across a range of different areas - including the ROW network, a country park and locally managed sites. Overall the respondents included a sample of 1,069 dog walkers and as such this is one of the largest consultations of its type. The following sections highlight the key research findings.

Characteristics of dog walkers

This research confirms that walkers with dogs utilise the countryside very intensively. The proportion of very intensive users (more than twice per day) was particularly high at local level (42%), but was also high nationally (33% of online respondents). In total approximately three quarters of all respondents walked their dog more than once per day. People have a varying spectrum of involvement with dogs with much cross-over between 'categories'; ranging from dog owners (47%), to regular or occasional carers (23%), to people that walk with other people and their dogs (24%) to people who earn their living through dog-related means (2%). Only 30% of all site users interviewed had little or no involvement with dogs. Dog walkers are not a homogeneous group and as such their needs, tastes and preferences and attitudes cannot be assumed.

The needs of dog walkers

In terms of tastes and preferences, the single most important factor when choosing where to walk a dog is the opportunity to 'walk the dog off lead' (42%). Whilst convenience ('close to home' = 10.5%) and safety ('away from traffic' = 10.7%, personal safety = 8.6%) were deemed of some importance, socialisation opportunities were a relatively low priority. The degree of welcome experienced by all respondents was high overall (80-90%); with some degree of variance between sites. Walkers without dogs were made to feel slightly more welcome by site managers (64% v 61%) but the difference was not significant - uneven paths, poor maintenance, safety and lighting issues all had a small impact on the degree of welcome experienced.

Respondents to the site surveys expressed an interest in taking part in wildlife walks and dog friendly events (over 50%), with high levels of interest also noted in relation to agility / activity courses, other training and informal socialisation opportunities.

The survey data highlighted both a lack of provision and a lack in awareness relating to current provision. At the Country Park site, 29% were unaware of the presence of dog bins, even though some of these respondents were stood within 10 metres of one! Furthermore 87% were either unaware or unsure whether the site had an 'off lead exercise area', although 47% of respondents requested this facility (which is already present at the site). Therefore an 'easy win' for site managers would be to ensure dog walkers are aware of the facilities and services that are currently provided by site managers, before considering which additional facilities / services are required.

Behavioural factors

Many respondents appeared to be genuinely confused over whether they should pick up after their dog in all areas or not, such as in remote countryside away from paths. Qualitative feedback highlighted concern regarding bagging and binning dog poo if it was in an area where it would not cause offence or inconvenience (e.g. remote countryside or woodland) as it would naturally decompose.

"If 'nature' can dispose of it in a natural way without it causing offence or inconvenience to others then I would prefer to leave it than put it in a plastic bag to be preserved forever in a landfill site. I have trained my dogs to back off the path into long grass wherever they can. Otherwise I'll pick up - always in a "pick up area" though."

There was a reported lack of signage to provide clear guidelines as to how dog walkers are expected to behave.

The research highlighted that the majority of walkers are capable of controlling their dogs, therefore the ability to comply is less of an issue than the level of understanding. This is consistent with the high proportion of people who have trained their dog (72%) and highlights that greater education of dog owners is

worthwhile. When considering what constitutes acceptable behaviour, perceptions differed dependent upon whether other users were accompanied by a dog. It is also worth noting that individual's perceptions of what is appropriate and how they control their own dog may differ subconsciously. People may make a distinction between what is acceptable generally and what is acceptable for their own dog, based on the nature of the dog and past experiences (e.g. 'its OK for my dog to run up to people because it is obvious that it's a friendly dog', 'my dog doesn't actually catch or harm wildlife'.)

The proportion of site users (both with and without dogs) who reported encountering behavioural problems on a regular basis was very low. The site survey results suggest that problem behaviour caused by dogs is less prominent than general perceptions or reports by the media would lead us to believe. The two most commonly encountered behaviours were both positive - people picking up after dogs and recalling dogs as other users approached.

Unclear expectations

The research identified a high level of uncertainty regarding whether it was acceptable to dispose of bagged dog poo in litter bins, with the majority of respondents expressing that it was unacceptable (varying from 57%-63% across sites). The proportion of respondents who have used litter bins to dispose of dog poo exceeds the proportion who feel that this is acceptable, which may be effecting user's levels of enjoyment. One fifth of respondents confessed to bagging dog poo but not placing it into a bin, reasons for this behaviour included forgetfulness, changing route or as a protest to the lack of poo bins or broken / vandalised bins.

Some dog owners perceive that there is an association between the presence of dog bins and the requirement to pick up (e.g. lots of dog bins in parks therefore need to pick up, no dog bins in remote countryside therefore no need to pick up). This may help to explain the process of bagging dog poo and leaving it in areas where users feel bins should be provided but are not (e.g. leaving it in protest).

"Manor Farm hasn't got many [bins]. I think because they don't expect you to pick up everywhere. They say on paths and open spaces but in the woods they don't expect you to"

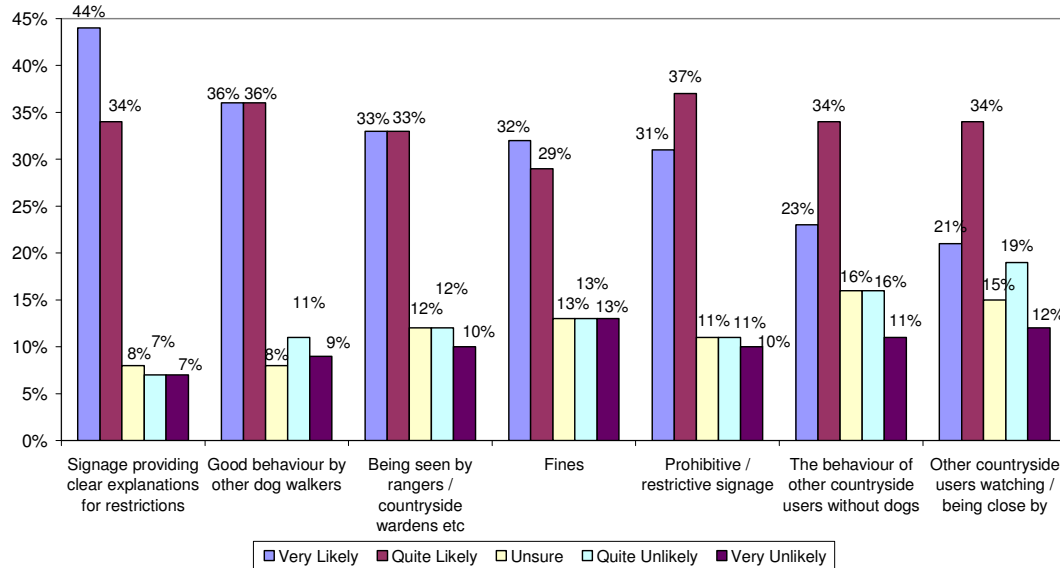
The requirement to keep dogs under 'close control' was also questioned as the terminology is very ambiguous and leaves users both with and without dogs unclear as to what behaviour is appropriate and whether they can expect to encounter off lead dogs. Likewise does the presence of 'off lead exercise areas' within sites mean that dogs should be on leads in all other areas? Unclear expectations can impact on the enjoyment of all users and is something which increased education can easily address.

Factors which influence behaviour

The highest proportion of respondents stated that the factor which would be 'very likely' to influence their behaviour was 'signage providing clear explanations' (44%), also prohibitive / restrictive signage would be 'very likely' to influence 31% of

respondents. Good behaviour by other dog walkers was also viewed as a strong positive influence, as was 'the presence of countryside wardens or rangers'. Fines would also act as an influence on a majority of respondents (31%).

**Factors influencing behaviour
(in relation to all aspects of controlling dogs)**



The findings from this research suggest that clear guidelines on what is appropriate behaviour would be beneficial in influencing behaviour. It is however important to ensure that any signage remains up-to-date (e.g. signs relating to livestock are only present at relevant times of the year) and is clear, instructive and positive (not always focussing on restrictions and explaining the reasons behind these where possible.)

It is noteworthy that in excess of 20% of respondents across all three site types expressed a willingness to have further involvement at each site. Additionally, 73% of the online survey respondents (almost 600 people) confirmed that they were interested in taking part in further research. This willingness should be utilised and further opportunities for consultation should be taken. Furthermore, as many dog walkers are influenced by the behaviour of others, any opportunity to influence the behaviour of a minority of walkers (e.g. through existing dog groups, training classes or enthusiastic volunteers) should be taken. This good example will be disseminated onto other users and the impact may be greater if dog walkers are 'policing' each other rather than a figure of authority trying to do this.

Recommendations

The recommendations below all relate to good management of the countryside and will benefit everyone (not just walkers with dogs), through promoting better engagement.

Strategic

- Walkers with dogs are unquestionably the major countryside users, therefore it is fundamental that the value that they bring is recognised. Walkers with dogs are not just fair weather visitors and they demonstrate a high level of loyalty to sites. This loyalty could be harnessed through assistance with site management or wardening and a willingness to get involved was expressed through almost 100 people.
- There should be a clear policy regarding the management of countryside for dog walkers to assist site managers and to ensure consistency. Furthermore, dog walkers should not be singled out, there is a strong requirement for clear communication relating to the needs of all user groups and clear expectations on how all site users should behave.

Operational

- It is vital to clarify what behaviour is acceptable for walkers with dogs - Can litter bins be used for the disposal of bagged dog poo? Do owners have to pick up in all locations? Expectations should be clear and site managers may wish to consider how they can facilitate acceptable behaviour and make things easier for dog walkers, e.g. better promotion of facilities, revised positioning of dog bins (where collection can be rearranged).
- The language used to communicate with dog walkers needs to be consistent and clearly state what action is expected. Signage and information is often negative, site managers should work in partnership with the KC and HCC (or land owners) to design signage that is more positive and explanatory. Signage should also be well managed and responsive.
- This research clearly highlights a lack of knowledge and awareness of some aspects of expected behaviour by dog walkers. Clarity regarding these matters, on a site specific basis, would be beneficial as it would provide clear guidance for dog walkers, furthermore site managers and other site users would also have clear expectations regarding how dogs should behave.



Hampshire
County Council



THE KENNEL CLUB



Countryside Recreation Network Seminar

"Illustrating the importance of the "Dog Walking" market using
FC/SNH/CCW Surveys as example"

Duncan Stewart
Managing Consultant
TNS



Taking the lead – a review of the statistics regarding dogs in parks and the countryside

Introduction

TNS Travel and Tourism is a division of TNS Research International, the largest custom market research company in the world. Whilst this position provides access to global resources and progressive research methodologies, the division also benefits from its development of a research unit specialising in the fields of tourism, leisure and recreation research. This specialism has provided the author with a great deal of experience working with organisations in the outdoor recreation sector.

As one of the largest groups of 'users' of the outdoors, dog walkers often make up a large proportion of those included in surveys of visitors to outdoor recreation sites and large numbers of dog owners are included in the national household surveys undertaken by TNS. The following sections provide a summary of some new analyses of the survey responses provided by dog walkers and dog owners in a number of recent surveys undertaken by TNS.

Dogs and their owners

Recent population surveys¹ suggest that around 23% of GB households have a dog. This equates to around 7 and a half million dogs resident in around 6 million households. Key reasons for owning a dog include companionship, security and, for some people, that they have 'always had one'. On the other hand, reasons for not owning a dog often include a lack of time, due to work or family commitments, and the financial cost. A recent estimate suggests that owning a dog can cost between £1,500 and £2,000 per year².

Levels of dog ownership are slightly higher in rural areas than in urban areas (26% and 21% of households respectively) and, reflecting this variation, higher in the North East and South West of England but lowest in London.

¹ Source: Omnibus survey undertaken by TNS for Natural England March 2009

² Source: www.churchill.com

A profile of dog owners

Chart 1 below compares the lifestage profile of dog owners who live in England with those people who do not own a dog³. Around 16% of dog owners are in the Older Family grouping (children aged 16 or over), double the proportion found amongst those who do not own a dog (8%). Dog owners are also more likely to be classified as Older Independent Couples (aged 35 to 54, no children) or Empty Nester Couples (aged over 55, no children living in household).

Chart 1 – Lifestage profile

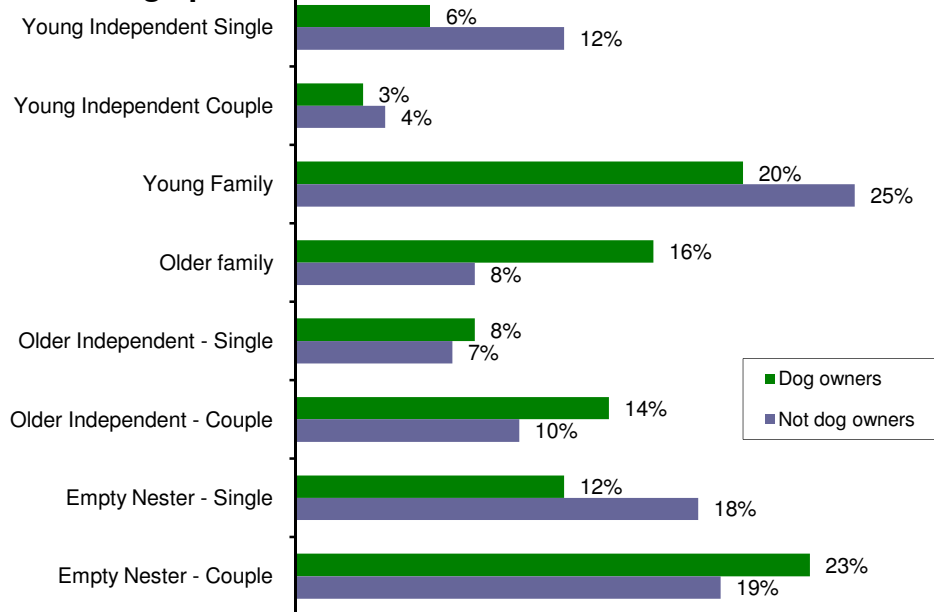
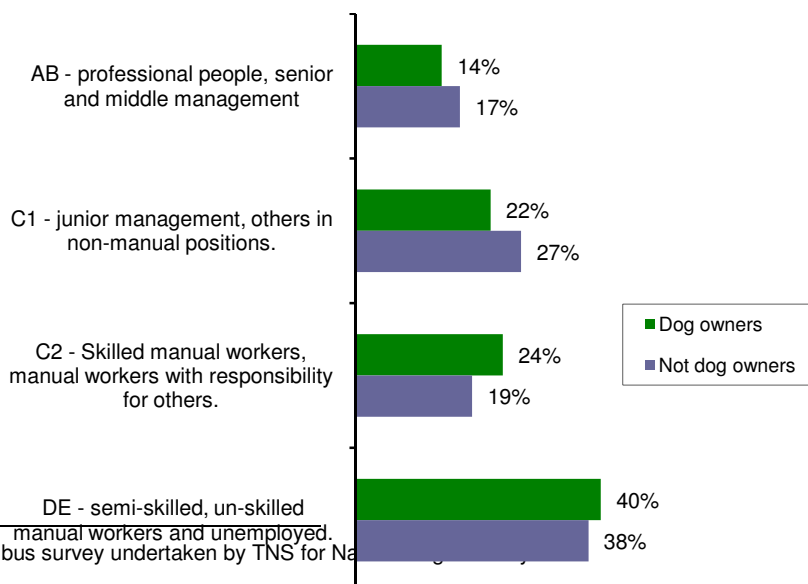


Chart 2⁴ compares the socio-economic profile of people who do and do not own a dog. 64% of dog owners are in the less affluent C2 and DE socio-economic groups, a higher proportion than amongst people who do not own a dog (57%).

Chart 2 – Socio-economic profile



³ Omnibus survey undertaken by TNS for Na

⁴ Ibid

ACORN⁵ analysis provides a further level of insight into the profile of dog owners. This analysis shows that around two-thirds of dog owners (67%) are in the following 5 population groups.

Table 1 – ACORN classification of dog owners – ‘top 5’ groups

	Proportion of dog owners in group	Proportion of those who do not own a dog in group	Key characteristics of group
Struggling Families	25	18	Low income families living on traditional low-rise estates (usually terraced or semi-detached). Low income manual occupations and relatively high unemployment. Visiting the pub, betting, bingo and lottery and principal leisure activities.
Secure Families	15	17	Home owning families living comfortably in suburban and semi-rural locations. Families might include young children, teenagers or young adults. A range of occupations with incomes at average or above average levels.
Burdened Singles	10	9	Employed in routine, manual and retail occupations. Little discretionary spend, therefore limited leisure activities. Live in rented flats and terraced housing.
Blue-collar Roots	9	8	Mainly families and retired people living in two or three bedroom terraced housing. Most employment is in manual occupations with moderate to low incomes. Leisure interests include camping, angling, bingo, going to the pub and watching cable TV.
Flourishing Families	8	6	Wealthy families in managerial and professional occupations who juggle both jobs and families. Take regular holidays and are often quite active, enjoying sports, playing golf and countryside activities.

For further details see www.caci.co.uk

This analysis reinforces the previous findings with dog owners particularly likely to be in the family lifestages and a mix of affluent and less affluent groups.

⁵ A Classification of Residential Neighbourhoods – a geodemographic analysis which uses data from the Census and other sources to profile survey respondents on the basis of their postcode. Source: Omnibus survey undertaken by TNS for Natural England May 2007

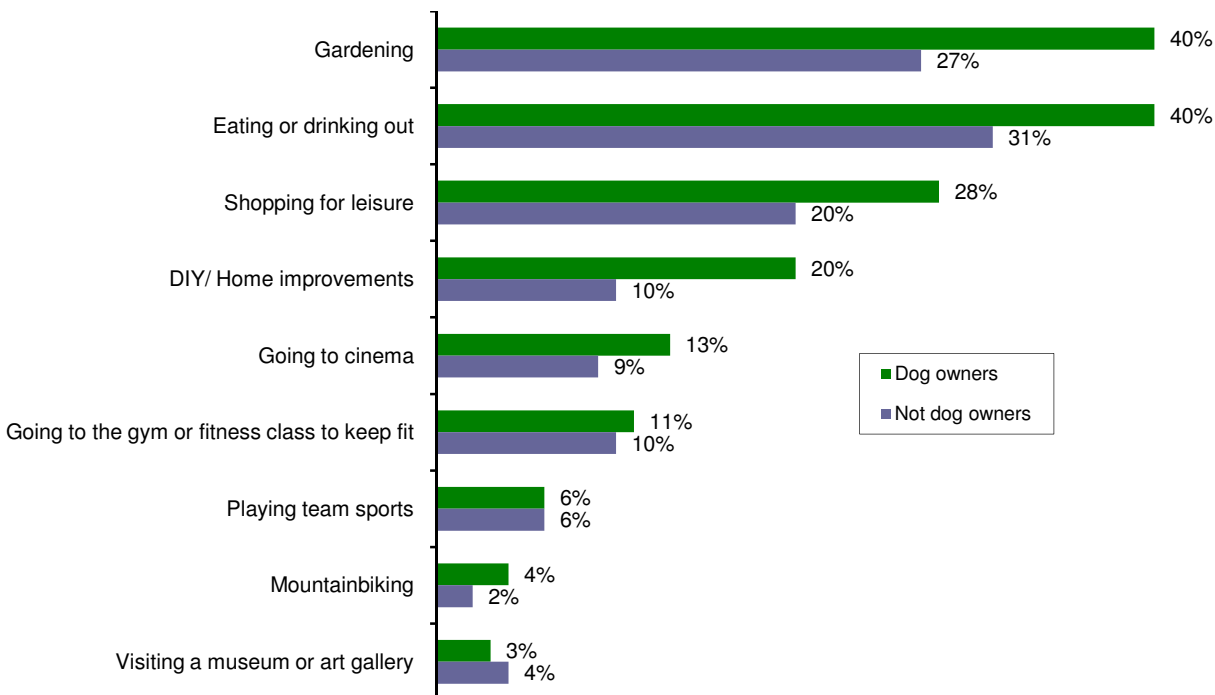
Leisure participation

Chart 3⁶ illustrates the leisure activities undertaken 'most months' by dog owners resident in England and people who do not own a dog. This comparison illustrates the higher proportions of dog owners taking part in a number of activities including gardening, eating and drinking out, shopping for leisure, DIY and going to the cinema.

The greater propensity of dog walkers to take part in these activities is related to the aforementioned demographic profile of dog walkers. If the variations between the demographic profiles of those who do and do not own a dog are controlled for, differences in levels of participation in these activities are less apparent.

For example, focusing only on those in the Older Family lifestage, there is little or no significant difference in levels of participation in most of the activities listed in Chart 3. Indeed, dog owners in this lifestage group are slightly less likely than those without a dog to participate in some of the more active pursuits including going to the gym and fitness classes, playing team sports and mountain biking.

Chart 3 – Leisure activities undertaken 'most months'



⁶ Source: Omnibus survey undertaken by TNS for Natural England May 2007

A profile of dog walking

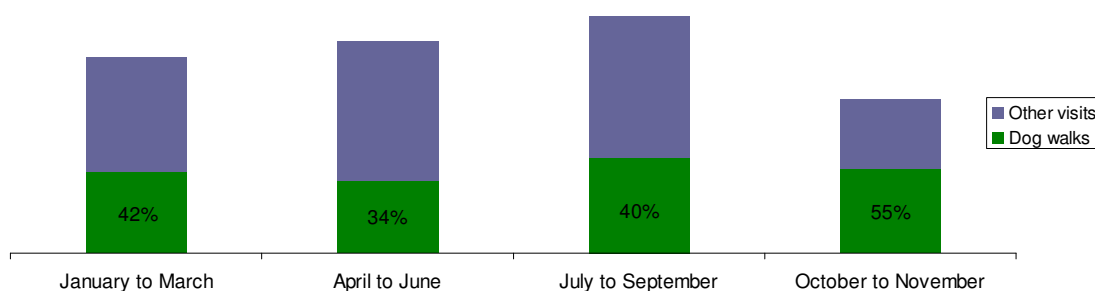
Two thirds of dog owners in England (66%) normally spend leisure time out of doors every week, a significantly higher proportion than amongst people who do not own a dog (46%). On an annual basis the 'average' dog owner takes an estimated 170 visits to the outdoors per year, more than double the number of visits taken by other people (av.80 visits)⁷. Taking these estimates one step further it may be estimated that dog owners in Britain take at least 1 to 1 and a half billion visits to the outdoors per year, about two fifths of the total number of outdoor visits taken by the population as a whole⁸.

When?

The necessity to exercise dogs on a regular basis means that levels of participation in dog walking varies less by season than participation in other outdoor recreation activities.

Chart 4⁹ below illustrates the volume of dog walking visits as a proportion of all visits to the outdoors in Scotland during each quarter between 2003 and 2007. While the greatest volumes of all outdoor recreation visits took place in the summer months, the seasonal variation of dog walking visits was much less marked. Notably, over half of outdoor recreation visits taken between October and November were taken for dog walking (55%).

Chart 4 – Volume of dog walking and other visits to outdoors in Scotland by quarter 2003 to 2007



Other surveys have identified variations in the proportions of visitor taking part in dog walking at different times of day. For example, a survey of visitors to Forestry Commission Scotland sites between 2005 and 2007¹⁰ found that while 50% of all visits taken to FCS sites were taken for dog walking, the proportion was much higher amongst those who were interviewed before 10am (76%).

⁷ Source: Omnibus survey undertaken by TNS for Natural England March 2009

⁸ Estimate is based on interim results of ongoing surveying undertaken for Natural England and results of the Scottish Recreation Survey.

⁹ Source: Scottish Recreation Survey, SNH, 2003 to 2007

¹⁰ Source: All Forests Survey 2005 to 2007, Forestry Commission Scotland

Where?

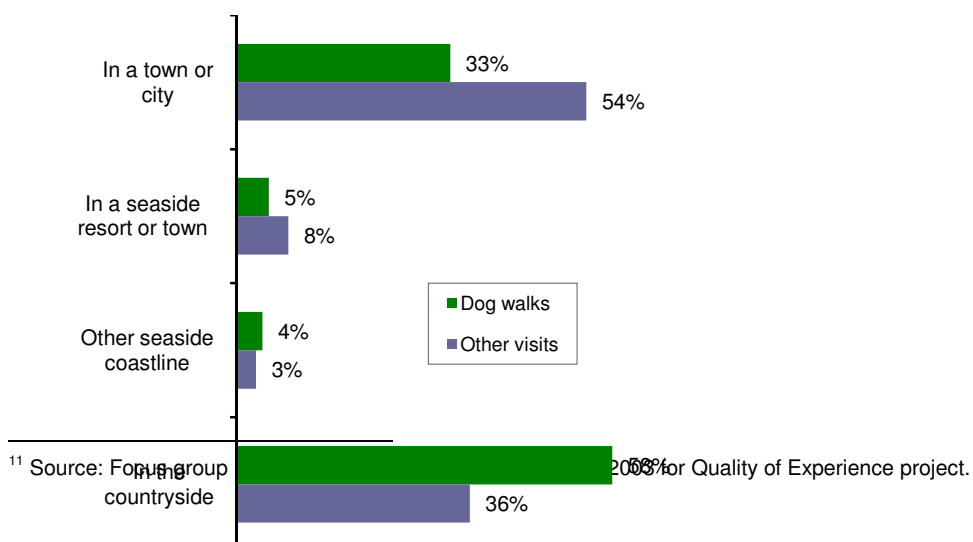
As illustrated by the quotes below, qualitative research undertaken with dog walkers¹¹ has identified a preference to visit locations where dogs can be let off the lead. However, convenience to home is also a priority, particularly during the week when other pressures on time such as work have an impact on decisions regarding where to go and the duration of visits.

*"I tend to **avoid parks** because they get over used and you get problems...it's much **better to be out in the open countryside**. The big benefit is being able to get somewhere fairly remote to **let the dog off the lead**."*

*"It's short walks locally through the week but a longer trek **somewhere else on weekends**."*

Reflecting these findings, as Chart 5 below illustrates, the majority of visits for dog walking (58%) are taken in a rural, countryside location such as a woodland or farmland while a smaller proportion (33%) are in a town or city location such as a park. By comparison, outdoor recreation visits taken for other purposes which are more likely to be taken in an urban location.

Chart 5 – Types of place visited – March 2009



¹¹ Source: Focus group for Quality of Experience project.

It is also notable that most dog walkers are 'in the habit' of visiting the same places regularly. In Scotland, 49% of dog walkers normally visit the same place to dog walk every day¹².

Why?

Not surprisingly, the majority dog walkers state that their main motivation for visits to the outdoors is simply 'to exercise their dog' (77% of dog walking visits)¹³. However large proportions of dog walkers also indicate that a number of other factors are important reasons for taking part in this activity:

- For personal health and exercise – 34%
- To relax and unwind – 22%
- To enjoy scenery – 21%
- For fresh air or to enjoy pleasant weather – 19%
- To enjoy scenery – 17%

These findings help to illustrate some of the broader physical and mental health benefits obtained through dog walking. Qualitative research¹⁴ has also demonstrated the importance of the natural backdrop and peace and quiet as motivations for dog walking. This research also indicated that the companionship of meeting other local people, walking their dogs and the community spirit which this engagement could generate were also important motivators for some participants.

*"If you're walking dogs you're watching nature anyway because **it's there, all around you.**"*

¹² Source: Scottish Recreation Survey, SNH, 2007

¹³ Source: Omnibus survey undertaken by TNS for Natural England March 2009

¹⁴ Source: Focus group undertaken for Forestry Commission in 2003 for Quality of Experience project.

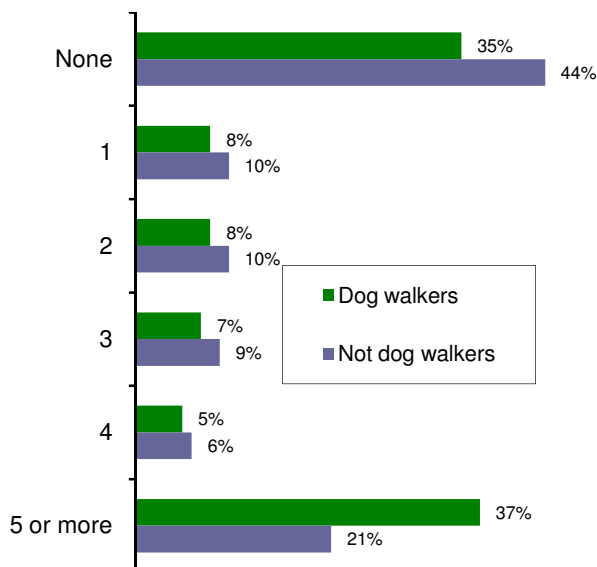
The impacts

Dog walking clearly has a number of positive impacts for the dog, the dog owner and the wider population.

Perhaps the most obvious positive impact is the physical health benefit likely to be obtained from the regular physical activity undertaken by dog walkers. As discussed previously, the 'average' dog walker visits the outdoors at least twice as often as the average person who does not own a dog.

As Chart 6 below illustrates¹⁵, 37% of dog walkers in England participate in the recommended 5 or more periods of at least 30 minutes of exercise per week, a significantly higher proportion than amongst people who do not own a dog (21%).

Chart 6 – Number of occasions undertook 30 minutes+ of physical activity in last 7 days



This review of survey findings has also suggested that dog walking provides a number of other positive impacts, including the following:

- Mental health and well being with many dog walkers taking part to relax, unwind and engage with nature.
- Community 'spirit' with dog walkers mixing with other local people and feeling 'ownership' for the local outdoor spaces which they visit nearly every day.
- The economic benefits – although most dog walks do not involve any expenditure, the large volume of visits taken, throughout the year and often in rural areas means that this activity brings economic benefits to the places visited.

¹⁵ Source: Omnibus survey undertaken by TNS for Natural England March 2009

- Inclusive – it is also important to note that dog walking is a more inclusive activity than many other leisure activities, undertaken by members of all socio-economic grades, residents of rural areas and both men and women.

Conversely, there are also negative impacts associated with dog walking. A series of surveys undertaken at 13 key Forest Commission England sites between 2003 and 2007¹⁶ found that, at some of these sites as many as 14% of visitors indicated that dogs or dog dirt had a negative impact upon the quality of their experience.

The issues related to dog walking and approaches to minimise these impacts are described in detail in the other papers presented as part of this seminar.

Summary

Around a quarter of the British population have a dog in their household but this proportion is higher amongst families with older children, older couples and members of the C2, D and E socio-economic groups.

Dog walking represents around two-fifths of all visits to the outdoors but a higher proportion during the winter months and a certain times of day.

On average, dog walkers visit the outdoors twice as often as people who do not own a dog and are much more likely to take part in the recommended 5 periods of 30 minutes of physical activity per week. Dog walking also provides participants with an opportunity to relax, engage with nature and mix with other members of their local community.

¹⁶ Source: Quality of Experience in Forests Surveys, Forestry Commission, 2003 to 2007

Countryside Recreation Network Seminar

"Case study 1 - FC work on managing dogs"

Paddy Harrop
Recreation and Public Affairs Manager
Forestry Commission

Introduction

This paper will set out the background to the Forestry Commission's approach to managing access for dog walkers in England, including a number of case studies demonstrating good practice. Further information, background and resources can be found on the Forestry Commission website www.forestry.gov.uk/england-dogs

Context

DEFRA's Strategy for England's Trees, Woods and Forests sets out aims to: secure trees and woodlands for future generations; ensure resilience to climate change; protect and enhance natural resources; increase the contribution that trees, woods and forests make to our quality of life; and improve the competitiveness of woodland businesses and products.

Dog walking is the largest single activity on Forestry Commission land with around 40% of all visits being made with a dog. It is a healthy activity promoting activity, and the ownership of a dog often improves people's mental health and sense of wellbeing. Dog walking is popular with women and older people groups who often get less exercise and are often more cautious about using woodlands due to fears about strangers and being attacked. Since 2005 the Forestry Commission have had a partnership with Kennel Club to promote responsible access by dog owners and provide better-managed facilities for dog walkers. Dog access needs to be managed pro-actively to minimise conflicts between user groups and issues particularly around managing dog waste.

The Forestry Commission wants dog walkers to feel welcomed to the woods we manage and to work with the Kennel Club to promote responsible dog ownership.

Guidance for managers

The Forestry Commission, working with the Kennel club, since has prepared a range of guidance and resources. The **Managing Dogs in the Woods** booklet for managers of Forestry Commission sites aims to help them to engage with dog owners through the provision of facilities such as dog washes and clear signage, as well as advice on sensitive ways to tackle issues such as dog fouling and disturbance to wildlife and livestock.

Dog owners also have a responsibility to be considerate towards other forest users and to wildlife and now they can pick up their own handy guide to responsible dog management in woodlands. **Paws in the Woods** is a credit card-sized guide to safe and enjoyable woodland visits for dogs and their owners.

The Forestry Commission has also launched a **fun postcard** for dogs (with a little help from their owners!) to write to their friends to tell them all about how much fun it is for dogs to visit Forestry Commission woods. A **branded bag for dog mess** has also been made available at Forestry Commission sites to help dog owners to keep the forest clean and safe for all visitors.

These '**dog-uments**' form a core part of the **Commission's Walkies in the Woods** promotion which focuses on the physical and mental health benefits of dog walking as part of the Active Woods campaign to promote the healthy living opportunities offered by woodlands. A range of dog-friendly events are held at sites across England.

The **Dog and Human Activity Trail** concept aims to: enhance opportunities for people to experience and enjoy responsible, healthy exercise and interaction with their dog and to act as a focal point for delivering messages to owners about responsible behaviour, alongside other site management issues. It presents worthwhile and interesting challenges, that may lead onto further activity and/or competition by utilising locally available materials and existing construction skills. The trail design aims to minimise maintenance and inspection requirements, address safety considerations regarding the physical design of activity elements and abilities of users and minimise conflict with other site users.

The trails aims to give dog owners a sense of being welcome visitors and clarify to other site users that use of the route by dogs and their owners is intentional and welcomed.

The first activity trail was constructed in March 2008 at Coatham Community Woodland on Teeside. The woodland was established in 1999 on former arable land. It soon became very popular with dog owners, who are the primary users of this urban fringe site. Visitor facilities are limited to a car park immediately adjacent to an open area, with the now established woodland.

Case Studies

1. Dog pit stops – effective engagement

Dog 'pits stops' are a simple, effective and low cost way to engage with dog owners to increase rapport, understanding and management effectiveness.

Good practice

- A very cost-effective way to build positive dialogue with owners and better understand behaviours and conflicts.

- Dog owners can be readily targeted to visit such sessions through “freebies” for their dogs.
- Can easily be undertaken by site staff, requiring no specialist or expensive materials.
- Helps dog walkers to become unofficial wardens, taking pride in the site and supporting staff.
- Suppliers of pet food and accessories will often provide freebies for such use.
- Dog food samples came from quality suppliers that did not raise any undesired ethical concerns.

Description

Forestry Commission managers of the South Yorkshire Community Woodlands wanted to better engage with dog walkers as a major site user. They used a ‘pit stop’ approach, consisting of a ranger, van and a table with questionnaires and free dog food samples, supplied free by manufacturers.

The 14 pit stops were held at 5 strategic locations in 2006-7, between 8-10am and 3-6pm. Posters (on-site and locally distributed) invited people to stop off, have their say about the woodland and get free dog food and water. Some dog walkers changed their walk times specifically to attend pit stops. A pet food supplier subsequently sponsored a 'Walkies in the Woods' leaflet to be handed out to all dog walkers and veterinary surgeries, advertising good, local places to walk your dog.

Staff were very pleased with this approach: "It's an amazingly cheap and effective way of talking to those who really do regularly use and rely on our sites. It works so well, as the dog walkers feel they are partly responsible for sites, and feel really valued that we appreciate their eyes and ears on the ground. They can now text the site ranger with comments and to report problems, which is great as we can't be on site 24/7."

2. Engaging events

Dog-friendly events can be a very effective and non-confrontational way to engage with dog owners, improve their understanding and influence their behaviour.

Good practice

- Special events enable engagement with owners in a positive way, that is seen to be “pro-responsibility” and not “anti-dog”.
- Dog clubs, specialist suppliers and the Kennel Club can assist with advice, contacts, demonstrations and help on the day.
- Address data from competition entries, bookings etc, can be subsequently used to contact local dog walkers with information, education and advice.

- Can establish a dog walker 'community' for the site / local area, to enhance long-term support, rapport and peer pressure to increase desirable behaviour.
- Having clear aims about how the event fits into the bigger picture will help it have a long-term impact.

Description

In 2006, the Forestry Commission's Westonbirt Arboretum in Gloucestershire held its first dog days weekend. Staff were keen to better engage with this significant group of visitors, to both secure greater support for the site and influence their behaviour.

Working with the Kennel Club's events team, a two-day event was held in February - a traditionally quiet time for the site, but no barrier to year-round dog walkers.

The dog days included a heat for Scruffs (a national, non-pedigree dog show, which they secured at the first time of asking) as well as 'good behaviour', agility, flyball, and trade and association stands. More than 3,000 people attended the event.

The event was a success, and in 2007 over 4,500 people (possibly 5,000+ dogs) attended the event. New activities such as cani cross and gun dog demonstrations have been introduced, as the growing enthusiasm for the event has captured people's imaginations. The event has run again in 2008 and 2009.

3. On-site dog training

Initiating regular outdoor sessions with local dog trainers is a cost effective way to improve owner control, education and wider support for a particular site.

Good practice

- Working in partnership with the dog community means the scheme is not seen as "anti-dog".
- Sites where dogs can be safely trained in the outdoors are a valuable commodity that owners and trainers are keen to locate and use.
- Improved training and control reduces conflict for all, and is seen positively by owners as providing more effective freedom for their dog.
- When engaged in the right way, dog owners can become committed, long-term site supporters.
- Such approaches foster peer pressure within the dog-owning community for greater understanding and responsibility.

Description

Following a chance encounter between a ranger and an irate dog owner (who was also a dog trainer), at Thames Chase in Essex, the Forestry Commission gave permission for a 6 month trial of on-site dog training, to reduce fouling on paths, increase use of designated areas and improve overall dog control.

The first session in December 2004 had 4 clients; 6 months later around 16 dog owners attended each week. The sessions remain popular, continue to this day, and were successful in reducing fouling on paths and increasing off-lead control.

Local FC staff believe facilitating a local dog group is a great way to encourage peer pressure for responsible behaviour. The group meets one day every week and runs classes for a range of abilities, including puppy classes and advanced training. There is minimal input from the Forestry Commission, cutting the grass area twice a year.

Acknowledgements

The text for these case studies was prepared by Stephen Jenkinson with the help of many Forestry Commission staff

Countryside Recreation Network Seminar

"Case Study 2" - Hampshire's Countryside for You and Your Dog

Jo Hale
Strategic Development Manager
Hampshire County Council

Introduction

Walking with a dog not only provides motivation for people to use the countryside regularly, it also contributes to the social nature of walking and can provide a feeling of security in isolated areas. It must be remembered that dogs are classified as a 'natural accompaniment' on rights of way and are also an important member of the family for many people. In addition dogs play an essential role in assisting people to live an independent life whether they have visual, hearing or other impairments; many of whom may find access to the countryside difficult. Recent studies show that dog walkers are more likely to reach the government's recommended 30 mins of exercise 5 times a week through owning a dog.

A corporate priority for many local authorities is to maximise the health and wellbeing of local people and demonstrate the value of the services on offer. Dog walkers certainly make use of their local countryside services and are likely to have a better quality of life as a result.

However, these positive aspects of dog walking are often lost amongst the problems and complaints. Research conducted in the preparation of the Hampshire Countryside Access Plan (RoWIP), highlighted the following issues:-

- Landowners indicated that they had experienced trouble with dogs chasing livestock and game. This not only makes it difficult to find graziers but also discourages landowners from improving existing access or increasing provision.
- The effect on wildlife by dogs disturbing nests, or chasing birds and animals, is of great concern to site managers who are trying to conserve or improve biodiversity.
- Dog fouling was also recognised as a problem for access managers particularly on smaller sites or rights of way where there are unlikely to be dog bins. However, the cost of emptying dog bins and concerns over urbanisation of countryside caused by the siting of bins prevent the provision of more bins.

Dog walkers are the most regular visitors to the countryside, and users of our services, but we probably provide less positive activities and facilities for this group than any other. Additionally, whilst walkers, cyclists and horse riders have a network of local groups that can represent and lobby on their behalf, there is no similar organisation for dog walkers resulting in a lack of consultation for this key group.

It is very important that any changes to the way the countryside is managed is undertaken in recognition of the needs of walkers with dogs and in consultation with them. A number of incidents in Hampshire have illustrated this point, highlighting the need for political support and involvement of the Hampshire Countryside Access Forum before we embarked on changing our approach to managing dogs in the countryside.

A Partnership Project

In 2005 the Kennel Club, Natural England and Hampshire County Council formed a partnership that aimed to investigate the needs and behaviours of dog walkers and test management approaches to optimise the benefits and minimise the negative effects of dogs in the countryside.

This is to be achieved by:-

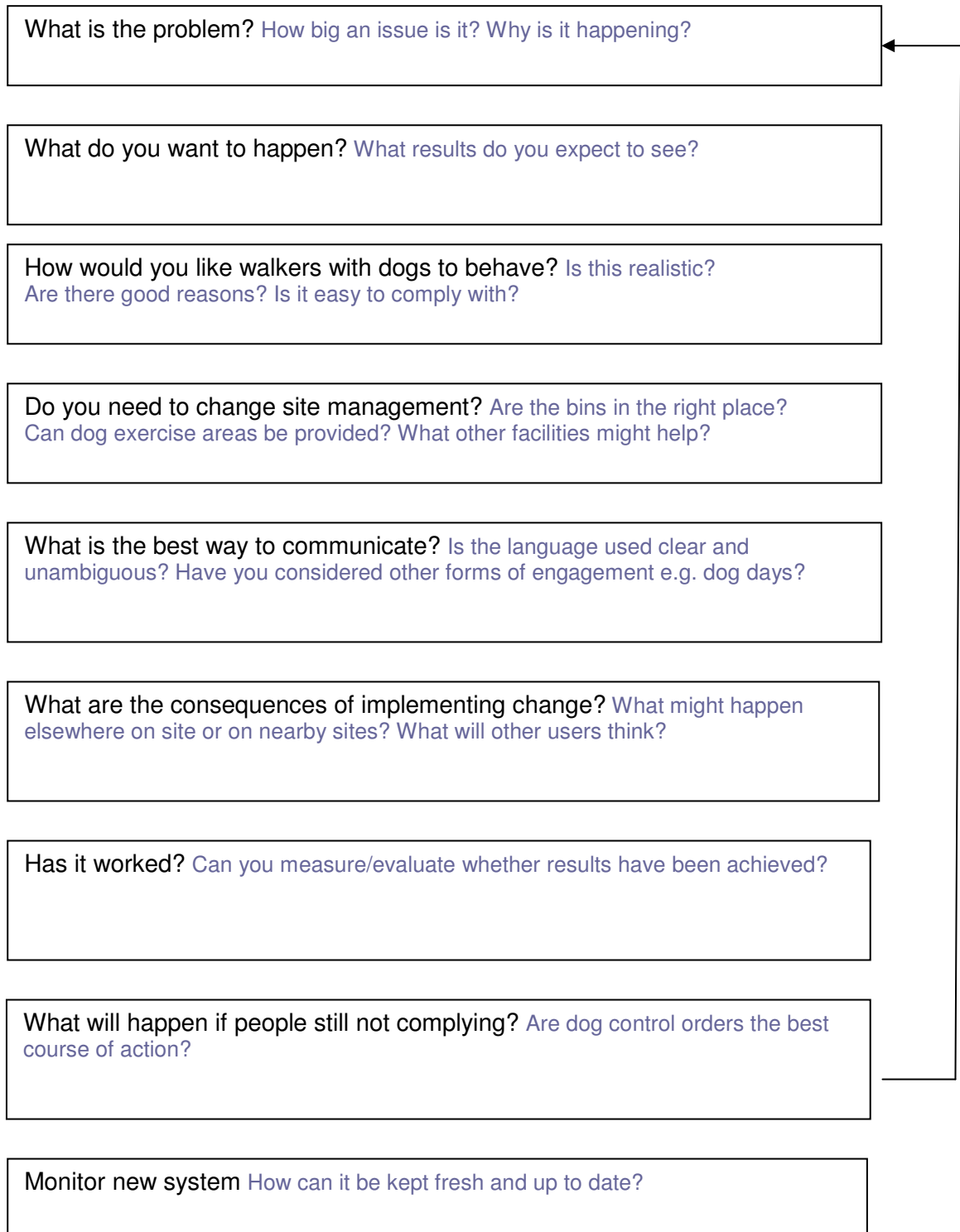
- Understanding the needs and behaviours of dog walkers in the countryside.
- Identifying changes in management practices and piloting recommendations
- Evaluating the effectiveness of the recommendations in influencing the behaviour of dog walkers

The Psychology of Walkers with Dogs, University of Portsmouth was completed in 2006 followed by further research conducted by Sheffield Hallam University in 2008 entitled 'An assessment of perceptions, behaviours and understanding of walkers with dogs in the countryside'. Both reports can be downloaded in full from www.hants.gov.uk/dogs.

Eight steps to change

Armed with the findings from these reports a series of questions were developed to assist in identifying the changes required and to help create a structure for working with site managers and rangers. A full version with explanation is available at www.hants.gov.uk/dogs click on Taking the Lead.

"Dogs in Parks and the Countryside"



Case Study 1 - Danebury Iron Age Hill Fort

Danebury is a 40 hectare of chalk down land site including an Iron Age Hillfort that is designated as a Scheduled Ancient Monument (SAM). This Hillfort is flanked by woodland, scrubland and Site of Special Scientific Interest (SSSI) chalk grassland. The site is grazed by 65 Manx Loughtan sheep and between 10-20 cattle. Existing facilities include toilets, notice board, signage and one poo bin.

The need for change

The problems encountered by the ranger team who manage Danebury included:

- Uncontrolled dogs and the subsequent disturbance to wildlife and other site users.
- Dog poo not being picked up and binned.
- Worrying and occasional killing of sheep.
- Misunderstandings and heated confrontations with dog walkers over access and signage.

To get an idea of the extent of the issue with regard to dog poo the ranger flagged the poo left on site, counted it and took a photo.

The outcomes

The ranger team identified the following outcomes for the project:

- a) To improve communications between the ranger team and walkers with dogs, with respect to appropriate behaviour, livestock movements and access restrictions/limitations.
- b) To increase the amount of dog poo collected and appropriately disposed of by dog walkers at the chosen site. As such improving the overall experience for all visitors and helping in its conservation management.
- c) To aid in reducing the erosion pressure experienced at Danebury.

Desired behaviours

The desired behaviour from dog walkers were identified as:

- Sheep not approached, chased, injured or killed by dogs.
- Dog poo picked up and binned everywhere on site.
- Dogs not approaching or jumping up at visitors uninvited.

Adapting site management

As Danebury has a number of fenced fields, stocked at different times, the most appropriate approach to adopt was considered to be zoning, using a traffic light system (which had been tried elsewhere).

Each field or area was either red, amber or green depending on the behaviour required: Red – no dogs allowed, Amber – dogs on lead, Green – off lead dog exercise area.

The system needed to be flexible as the zones change depending on the location of the sheep. The only red area was within the ring of the hillfort where dog walkers had not been allowed for years so this was effectively no change.

The existing dog bin was located in the car park which was not the most convenient location for dog walkers, as dogs tend to defecate a few minutes after leaving the car in which case the bin is behind them. An extra bin was added and, after some negotiation with the contractors who empty the bins, located further into the site, although not as far as the rangers would have liked.

Communication

Signs with paws denoting the different zones were produced and fixed to the access points. These were small 3"x3" signs that could be easily unscrewed and relocated.

A map was produced and put on the notice boards. This shows the location of the different zones and has to be changed when the stock are moved round.

A leaflet explaining the system and the reasons for the different zones as well as showing the location of the dog bins was produced.

An event for dog walkers (the Danebury Dog Day) was held to launch the new signage and to find out how people use the site through questionnaires. A guided walk for dog walkers in the red zone gave people the chance to find out why dogs are not allowed in that area.

Did it work?

A questionnaire was used to gain feedback on the new system by having a meeting point and giving out doggy bags (sponsored by a pet shop). The results showed that:

- 83% of dog walkers felt it had improved the clarity of where they could walk
- 92% expressed that it had improved their understanding of where their dog should be on lead
- 75% felt it had made the location of grazing animals more obvious
- The survey of dog poo was revisited and found that the amount of poo left on site had reduced by 82%.

Lessons learnt

There were a number of lessons learnt from the project which can be found in detail in the report (see further information). The main one however was that the paw signs needed a little explanation rather than relying on the leaflet and for those who are colour blind. The other issue about signage was that when the large negative sign for the red zone was replaced by a small paw sign it was overlooked and dog walkers entered the area. This was rectified by putting a larger more explanatory sign up for a while. The rangers are now considering how to refresh the system to keep it interesting.

Further information

For the evaluation report about this project go to www.hants.gov.uk/dogs for the information to dog walkers visit www.hants.gov.uk/danebury

Case Study 2 – Yateley Common Country Park

Yateley Common is nearly 200 hectares of woodland, heathland and ponds. Most of the site is SSSI and SPA and designated open country. There are several car parks but no visitor centre, toilets, notice boards or dog bins.

The need for change

The problems encountered by the ranger team who manage Yateley included:

- Disturbance to ground nesting birds.
- Dog poo left on site around car parks and picnic areas.
- Potential problems as the site may be grazed in the future.

The outcomes

The ranger team identified the following outcomes for the project:

- a) To reduce the disturbance to ground nesting birds.
- b) To reduce the amount of dog poo left around the car parks and picnic areas but without providing dog bins.

Desired behaviours

The desired behaviour from dog walkers were identified as:

- Dog poo picked up and taken home around car parks and picnic areas.
- Dog poo flicked off the path elsewhere on the site.
- Dogs to be kept to the paths during the nesting season.

Adapting site management

No changes

Communication

A credit card sized guide or 'passport' was produced that contained information on the expected behaviours with good explanations and a section to record the dogs details. This was adapted from a similar publication produced by Westonbirt Arboretum. This was distributed at local events and online as well as by the rangers going about their normal duties.

The wording we used was developed with The Kennel Club which took some time but it meant that we could have The Kennel Club logo on the guide to give it some credence with dog walkers.

Did it work?

The guides were really well received by dog walkers.

Lessons learnt

The credit card guide was referred to as a 'passport' due to the spaces available to record doggy information. Unfortunately the press interpreted this as meaning a passport was needed to go to Yateley Common Country Park.

Further information

For the information for dog walkers and copy of the leaflet go to www.hants.gov.uk/yateley-country-park.htm

Case Study 3 – Manor Farm Country Park

Manor Farm Country Park includes 400 acres of grassland, riverside and agricultural land including SSSI woodland. There is a visitor centre, tea rooms and a shop, toilets and a working farm within a pay zone. The site has car parks signed to encourage dog walkers to use them, a dog hitching post and water bowl near the pay zone and had recently added a dog exercise field.

The need for change

The problems encountered by the ranger team who manage Manor Farm included: Dog poo picked up, bagged and left in the bushes. Complaints about dogs approaching people uninvited.

Change was precipitated not only by problems but because the site staff recognised that there were a large number of dog walkers using the park and an opportunity to provide a more positive experience for them. The staff had already implemented a safe dog exercise field to encourage dog walkers to use a particular area of the park.

The outcomes

A survey of visitors to the park was conducted by Sheffield Hallam University in 2007 as part of wider research into the perceptions, behaviours and understanding of walkers with dogs. There were two particular questions that we were interested in obtaining baseline data so that once changes had been made to the park management could be revisited to test effectiveness:

1. How welcome dog walkers felt, and
2. Awareness of facilities and what behaviour is expected in certain areas of the park.

We found that the degree of welcome was high (71%) but there was a lack of awareness of certain facilities and a lack of clarity about what behaviour was expected. The outcome of the project at Manor Farm Country Park was to improve the awareness of facilities and the level of understanding of the expected behaviours whilst maintaining a high degree of welcome.

Additional outcomes were to reduce the amount of poo bagged but not binned and reduce complaints from other users about dogs approaching uninvited.

Desired behaviours

The desired behaviour from dog walkers were identified as:

- Dog poo flicked off the path in the woodland areas but picked up and binned everywhere else on site.
- Increased use of the dog exercise field.
- Dogs not approaching people particularly in the picnic areas.
- Dogs on the lead close to the farm area.

Adapting site management

The site had two dog poo bins serving a very large site. By designating the woodland as a flick it area it was thought that only one more bin would be needed to assist people in complying with picking it up and binning it.

The site was zoned so that in the picnic areas dog walkers are required to have dogs on a lead between Easter and the end of September and along the path next to the farm. The rest of the site dogs were required to be in sight but could be off lead.

The flick it zones were in the woodland and dog walkers required to pick up and bin it in all other areas.

The exercise field was already set up as a fenced field with dog bins which is safe for dogs to be exercised off lead. The field can be booked exclusively for dog training classes and for doggy parties (for a fee) and was already proving popular.

Communication

As this was a pilot project some specific graphics were used to assist in getting the messages across in a friendly manner. Dog walkers were interviewed about the zones on site and the names and breeds of their dogs noted. These were then used to develop some cartoons for use in a leaflet and signage.

The leaflet contained information on the zones but also some key messages that had arisen as part of the interviews. For example there were some misunderstandings about the opening times as one ranger opened the site slightly earlier than the 'official' opening time. The leaflet clarified the opening time but recognised their need to get in earlier which was accommodated when possible.

The signs depicted two dog characters and were written from the dog's perspective. There were a number of different signs produced for different areas and to be rotated to keep the messages fresh. An example of the signs can be found in Appendix 1.

An event 'The Big Doggy Do' was held in partnership with a local dog training group who use the exercise field. It was quite a large event with trade stand marquee and a roped off arena for classes that were fun but also promoted responsible behaviour e.g. fastest recall, musical sit. This event was held in September 2008 and launched the new management at Manor Farm Country Park. It was a huge success as over 1,500 people attended with their dogs with no problems and all had a great day. Quite a number of people had not visited Manor

Farm previously and were pleasantly surprised at the welcome afforded dog walkers.

Did it work?

Evaluation of the system will be carried out in 2009.

Further information

For the research information go to <http://www.hants.gov.uk/dogs> and for the information for dog walkers visit <http://www.hants.gov.uk/manorfarm.htm>

Strategic thinking

In 2008 the Hampshire Countryside Access Forum commissioned research to consider the strategic implications that adapting management on one site might have to the way that walkers with dogs use the countryside. The research concentrated on the countryside in and around Winchester and involved local dog walkers as well as land managers. The recommendations from this report included:

- Dissemination of the lessons learnt from the research and pilot projects.
- More consistent approach with other organisations and authorities responsible for managing land with access.
- New provision for walkers with dogs that is well planned and fit for purpose.

Following this work a guidance for public land managers has been produced called Taking the Lead and can be found at www.hants.gov.uk/dogs. Future work is planned including:

- Guidance for the provision of green infrastructure for walkers with dogs.
- Guidance for private land managers, particularly with regard to rights of way.
- Adaptation of rights of way signage.

Conclusion

In conclusion dog walkers are major users of the services we provide in the countryside and are very loyal to the sites they use. New approaches to management and ways of engaging with dog walkers could not only benefit the experience they, and other users, have but also assist with site management.

The demand for off lead access, close to home will increase particularly in areas of major growth, such as South Hampshire. We need to ensure that the needs of walkers with dogs are understood and that positive provision is planned into any new development.

Countryside Recreation Network Seminar

"Case Study 3 - Paws on the Moors project"

Dan Boys
Moor Care Ranger
Moors for the future

'Paws on the Moors' – positive approaches to responsible dog ownership

I have to admit, I am no dog lover. I don't necessarily mind other people's dogs, but I can safely say that I will never own one. That doesn't mean that a little role play cannot put you into the mindset of those that concur with the phrase 'man's best friend'. After all, I have three young children and preventing them wee-ing up the neighbour's wheely-bin and sniffing each others bottoms is a shared problem.

Get orf my laaannd!!!

Listen to any moorland landowner in the Peak District and they will tell you there are two major conservation threats; summer wildfires and the presence of uncontrolled dogs (or is that owners) disturbing wildlife, especially ground nesting birds (yes, some nest on the ground!). My new role, back in 2004, for the Moors for the Future Partnership was to influence the behaviour of six million visitors to Britain's first National Park.

History tells us that the traditional way to tackle the issue of 'dogs off the lead' is to make dog owners feel unwelcome to the countryside. At many access points, seasonal signage, often left out all year long, discourages them.

Andrex Puppies (the softly, softly approach)

We wanted to try something different and all together more 'new age'; our aim was to innovatively and positively inform dog owners that letting their pets running around like, well, dogs was not particularly beneficial to moorland wildlife.

Looking for a source of inspiration, I began to leaf through a copy of Natural England's 'You and your dog in the countryside' when I read a page of the booklet I had always skipped. Page two invites you to photocopy and insert important details about your dog (insurance details, microchip number etc), so you have them to hand if your dog gets lost.

In my newly found 'dog lover' role, I decided I was unlikely to keep a tatty piece of photocopied paper in my pocket, but liked the idea of having this information to hand, especially if I could stick a picture of old 'fido' in there too; just to show other people what he looked like if he did go missing. Although I should tell you now, my dog is the best behaved dog in the world and never gets into trouble!

Pet 'Passports'

Working on the principle that 'freebies' are a good ice-breaker, we armed Rangers with wallet sized 'passport' cards replicating some of the details found on the inside cover of that booklet.

The card was launched at the start of the bird nesting season in 2006 and deemed on instant success by all parties, staff on the ground reporting that dog owners became more receptive to dialogue on this subject. Besides the extra publicity it gained from the media, the card delivered three, very carefully worded key messages devised with great assistance from the Kennel Club.

From the dog's perspective

With each new bird nesting season we have aimed to launch new initiatives to freshen up the initiative and widen the appeal. In 2007, we launched of the Paws on the Moors podcast, a 25 minute radio-style play, at Crufts and this was swiftly followed by an adapted live theatre version at eight moorland site across the Peak District.

In 2008, on the back of an Association of Heritage interpretation 'Interpret Britain and Ireland' award we embarked on a standalone website (www.pawsonthemoors.org) and an animated version of the podcast. The 15 minute cartoon was an extravagant expenditure but one that has had the ability of spreading the message far and wide.

The objective from all three narratives was to relay the facts from the dog's perspective in a light hearted and fun manner. Each story follows a young puppy learning about the delights and dangers of the moors over the course of a year. Along the way he makes new friends, including two experienced working dogs that help reform a mischievous terrier who likes to bite off more than he can chew.

The website not only allows free access to the animation and podcast but acts as a one-stop-shop, listing everything from dog first aid to dog-friendly B&B's. And in time for this year's bird nesting season we have launched a set of 10 lesson plans and assembly ideas directly linked to the animation.

Teachers can download the National Curriculum-linked resources and deliver fun and informative lessons covering Citizenship, Drama and English Literature.

Best in Show?

Is the initiative working? Quantitatively this has been hard to prove; the use of innovative methods has certainly attracted the attention of the media, raising the profile of the project. The podcast recorded over 200 downloads in its first week and the theatre exit surveys returned extremely positive feedback; although the audience numbers were very small compared to the 6 million visitors who frequent the Peak District moors each year.

The animation has been a hit online, with visitors to Information Centres across the Peak District and at a number of film festivals including the prestigious Kendal Film Festival. With several hundred DVD's of the animation heading to schools we hope this will continue to play a central role in the initiatives promotion. We also had tremendous success wirelessly transmitting a 20-second trailer of the animation to 400 mobile phones in 10 days via Bluetooth.

Teaching old dogs new tricks

So what have we learnt so far?

- Delivering messages to your target audience must, above all else, be engaging, relevant and accessible
- Using a variety of innovative approaches can raise the profile of projects and reach audiences that may not engage with traditional methods
- Working closely with appropriate stakeholders (e.g. the Kennel Club) ensures consensus and appropriate messages
- Positive messages and 'freebies' engage with owners' primary concern of keeping their dog safe and happy
- Live theatre clearly influenced owners perspective on the issue but reached a small audience
- The web page provides the wider needs of the target audience and continues to be among the top three most popular pages on the site.

Paws for the Future

The emphasis now will return to on-site signage and how we can directly influence dog owners to keep their dogs on leads during the critical months of May to July. Since the 'dog passports' we have done little on this, in 2008 we developed some temporary A4 signs but these were mainly for notice boards, shops and libraries. However, in partnership with the National Trust we will be trailing a new weatherproof A5 sign, to be erected at access points, with a simple message to ask visitors to respect the bird nesting season – watch this space.

Moors for the Future, launched in 2002, is a Heritage Lottery funded project coordinated by: Peak District National Park Authority, National Trust, Natural England, United Utilities, Yorkshire Water, Severn Trent Water, Environment Agency, Sheffield City Council, Derbyshire County Council and Moorland Owners.

APPENDIX A

Countryside Recreation Network Seminar

"Dogs in Parks and the Countryside"

PROGRAMME

- 09.30 Registration and refreshments
- 10.00 **Introduction and welcome by Chair - Andy Maginnis- Worcestershire County Council**
- 10.15 **The user's perspective from the Kennel Club's Access Advisor - Stephen Jenkinson- Kennel Club Access Advisor**
- 10.45 **Assessment of Perceptions Behaviours and Understanding of Walkers with Dogs in the Countryside study Maxine Gregory - Sport Industry Research Centre**
- 11.15 Refreshments
- 11.45 **Illustrating the importance of the "Dog Walking" market using FC/SNH/CCW Surveys as example - Duncan Stewart-TNS**
- 12.15 Q&A with morning speakers
- 12.45 Lunch
- 13.30 Welcome back from the Chair
- 13:45 **Case study 1- FC work on managing dogs - Paddy Harrop - Forestry Commission**
- 14:15 **Case study 2 - Jo Hale - Hampshire County Council**
- 14:45 **Case study 3 - Paws on the Moors project - Dan Boys - Moors for the Future**
- 15:15 Q&A with afternoon speakers
- 15:45 Summary
- 16.00 CLOSE

APPENDIX B

Countryside Recreation Network Seminar

"Dogs in Parks and the Countryside"

SPEAKER BIOGRAPHIES

CHAIR

**Andy Maginnis
Acting Countryside Manager
Worcestershire County Council**

Andy Maginnis is Worcestershire County Council's Acting Countryside Manager. His team manages the authority's Country Parks, Local Nature Reserves, Commons and Picnic Places as well as 3,000 miles of public rights of way. He is also responsible for a team that works with local communities to improve their own environment, the Malvern Hills Area of Outstanding Natural Beauty staff unit and the County Council's Gypsy Service.

He is a former chairman of the Countryside Management Association and currently represents CMA and the Local Government Association on a number of national groups including the Countryside Recreation Network and the Country Parks Network.

He has two dogs, a rabbit and five chickens and spends his spare time coaching football and rugby.

Stephen Jenkinson
Kennel Club Access Advisor

Stephen is an access and countryside management consultant, giving specialist advice for over 6 years on dogs and access management issues to the Kennel Club, as well as government agencies, local authorities and national parks

This work combines his life-long involvement in dogs, with 19 years in local authority access management and as a trainer at Losehill Hall.

He is also a pet behaviour counsellor for the Blue Cross animal charity, helping pets and their temporary foster carers in the North of Scotland where he lives...

... and where only last week a neighbours' dog killed 8 of his hens.

Maxine Gregory
Senior Research Fellow
Sport Industry Research Centre

Maxine has a first class BSc (Hons) Recreation Management degree and an MA Social Science Research Methods degree awarded with distinction from Sheffield Hallam University.

Previous professional experience has included working for a National Governing Body of sport managing the National League Department, and employment with Sportsworld Pacific managing corporate hospitality programmes for the Sydney 2000 Olympic Games.

Her employment with the Sport Industry Research Centre commenced in June 2003. Since then she has been involved with numerous projects spanning the sport, countryside and art sectors, however her main focus has been on

- evaluating the impact of sporting and cultural events
- evaluation of interventions designed to increase sports participation

Maxine took a lead role in evaluating the wider impact of the Northern Ireland Community Sports Programme, and used a similar mixed-methods approach to recently evaluate the Coalfield Regeneration Trust's 'Sports Legacy' pilot. Maxine has been involved in designing and implementing innovative approaches to monitoring and evaluation for the current Sport England / ASA 'Everyday Swim' project and also managed the preliminary evaluation of Sport England's Extending Activities Trailblazers project. Maxine is currently the project manager of the Sport Unlimited evaluation.

Maxine has up-to-date skills relating to both quantitative and qualitative research methods, including interviewing, computer aided data analysis, data manipulation and statistical modelling.

**Duncan Stewart
Managing Consultant
TNS**

Duncan graduated from Napier University, Edinburgh with a first class Honours degree in Tourism Management in 1997. He joined TNS in the summer of 1998 from the research department of Yorkshire Tourist Board and is now a Managing Consultant. In his position at Yorkshire Tourist Board, he was responsible for managing research projects for numerous visitor attractions and local authorities, running accommodation occupancy surveys and providing a research support service for the tourism industry in Yorkshire.

Since joining the company, Duncan has undertaken a great deal of quantitative and qualitative research. He has also been involved in most of the outdoor recreation studies undertaken by TNS for the Forestry Commission, Natural England, British Waterways, Scottish Government and SNH. He is regular presenter at Countryside Recreation Network events and has contributed to the CRN journal.

**Paddy Harrop
Recreation and Public Affairs Manager
Forestry Commission**

Paddy has 18 years experience of leisure and forestry management and is currently the recreation and public affairs manager for Forestry Commission England. He has led the development of mountain biking, play and dog access policy and has particular expertise in managing visitor safety and civil claims. He also takes a lead role managing the Forestry Commission's live music programme. Based in North Yorkshire with Rachel and their three daughters he enjoys live music, mountain biking, climbing and skiing in his spare time. Voluntary work includes chairing the local village playing field association, acting as a trustee of the Forest of Galtres community festival and treasurer for The International Mountainbiking Association (IMBA) UK.

Jo Hale
Strategic Development Manager
Hampshire County Council

Jo Hale has worked in the countryside management field for the past 18 years. After graduating from Sheffield Hallam University she has had a varied career which includes: wildlife trust officer, agricultural lecturer, estate manager and senior manager with the Environment Agency.

In 2000 she joined Hampshire County Council's Countryside Service and for the past 5 years has managed the Access Development Team with a range of functions mainly related to CROW Act 2000 duties, planning and education. Over the past 4 years Jo has been working jointly with the Kennel Club and Natural England examining the needs and behaviours of dog walkers and implementing changes to management practices.

Her role has recently changed and she is now the senior officer for strategic planning matters, external funding and research in the Service.

Dan Boys
Moor Care Ranger
Moors for the future

Dan has worked for the Peak District National Park Authority since 2004 developing a series of innovative interpretation projects to raise awareness of the threats to moorland habitats. His projects have won a number of national interpretation awards during this time.

Prior to this, and after leaving university, he did the usual stints of volunteering before working as a Warden for the National Trust.

At the end of this week Dan will be leaving Moors for the Future to concentrate full-time on his own business Audio Trails – www.audiotrails.co.uk – producing both traditional and digital and interpretation solutions for heritage sites.

APPENDIX C



Countryside Recreation Network

Dogs in Parks and the Countryside Delegate List

Colin	Hudson	Bath and NE Somerset Council
Andy	Maginnis	Worcestershire County Council
Paddy	Harrop	Forestry Commission
Duncan	Stewart	TNS Travel and Tourism
Andrew	Mackintosh	Natural England
Dan	Boys	Moors for the Future
Jenny	Heskett	Cornwall County Council
Tony	Davison	Hartlepool visitor Centre
Sarah	Manchester	New Forest National Park Authority
Sandy	Phillips	Forestry Commission
Saira	Evans	New Forest National Park Authority
Rachel	Parry	Countryside Council for Wales
Lucy	Swannell	Countryside Council for Wales
Paul	Rochfort	Staffordshire City Council
Andy	Fryers	Forestry Commission Wales
Donna	Radley	Saving our Magnificent Meadows Project
Denise	Bird	Forestry Commission
Jo	Miskin	Sandwell MBC
Jo	Hale	Hampshire County Council
Maxine	Gregory	Sport Industry Research Centre
Stephen	Jenkinson	Kennel Club Access Advisor
Lawrence	Trowbridge	The National Trust
Don	Otter	The National Trust



Countryside Recreation Network

Dogs in Parks and the Countryside Delegate List

Gareth	Egarr	Shropshire Council
Annie	Ellis	Swindon Borough Council
Valerie	Walmsley	Natural England
John	Clegg	Nottinghamshire County Council
Izi	Banton	Nottinghamshire County Council
Catharine	James	South Downs Joint Committee
Gill	Martin	South Downs Joint Committee
Roy	Turner	The National Trust
Andrew	Chester	Natural England
Graham	Thompson	University of Southampton
Martin	Barnett	Worcestershire County Council
Craig	Earl	Warwickshire County Council
Paul	Attwell	Urban Heaths Partnership
Jo	Ayers	The Parks Trust
Julian	Bendle	Gloucestershire County Council
Peter	Rushmer	The Wash & the Norfolk Coast Ems

APPENDIX D



Dogs in parks and the countryside

The users' perspective

Stephen Jenkinson
Kennel Club Access Advisor
08456 439435 steve@sjacm.co.uk



Countryside Recreation Network
Worcester Woods Country Park - May 2009

1 CRN May 2009

Dogs in parks and the countryside

Dogs - a scary issue?!

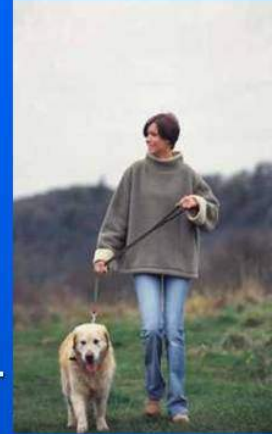




Know your audience

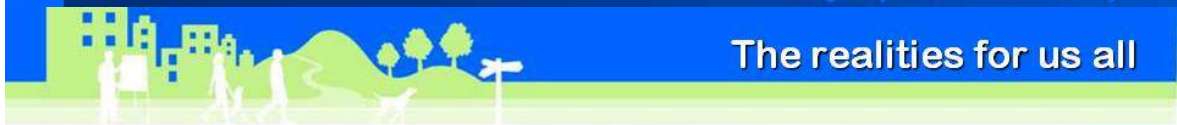
Who are dog owners?

- ✓ From all socio-economic backgrounds, although dog ownership is highest amongst C2DE groups.
- ✓ Parents - dog ownership is higher for those professionals and skilled people with families.
- ✓ Seeking the companionship of other dog walkers.
- ✓ Avoiding other people if they own dogs that are recovering from injury, being trained or have behavioural issues.
- ✓ First-time visitors stopping off after a long car journey.
- ✓ Daily visitors living nearby without access to a car.
- ✓ Needing access before dawn and after dusk in winter.
- ✓ Very active people involved in dog sports.
- ✓ Sedentary people whose only exercise is dog walking.



3 CRN May 2009

Dogs in parks and the countryside



The realities for us all

- Unique cultural & legal contexts
- Historical lack of engagement, integration or consistency in messages and approaches
- Dog walkers rarely considered in policy & practice as a major access user group
- Perceived issues are real – a small proportion of dog walkers can feel like a big problem
- Often reactive and restrictive management approaches
- Little research into real impacts and more effective approaches



4 CRN May 2009

Dogs in parks and the countryside



The Kennel Club

- Founded in 1873
- "Promoting in every way the general improvement of dogs"
- Protection and promotion of the varied roles dogs have in society
- Aims to be first port of call on all canine matters
- Largest UK dog training programme: 1,000 Good Citizen clubs – 80,000 awards annually
- KC Dog Owners Groups



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Dogs in parks and the countryside



Promoting responsible dog ownership

- Balanced, innovative & pragmatic approach
- Joint campaigns with local authorities
- Dog training and identification database
- "Safe and Sound" around dogs scheme in National Curriculum
- *In truth – it's actually all about PEOPLE!*



6 CRN May 2009

Dogs in parks and the countryside

Limitations of the law

- No conditions directly attached to public rights of way usage.
- Non-compliance with CROW Open Access conditions (on-lead) just removes access entitlement; doesn't make an offence – just trespass.
- "Close control" legally limited to fields/enclosures with sheep (Dogs Protection of Livestock Act 1953), or when "stalking a wild mammal" (Hunting Act 2004).
- General offence to intentionally or recklessly disturb, damage, destroy birds/wildlife etc (CROW ACT); need evidence of specific incident and other meet other legal tests.



7 CRN May 2009

Dogs in parks and the countryside

Dog Control Orders

- Must be "a necessary and proportionate response" and "balance the interests of those in charge of dogs against... those affected by... dogs"
- Unitary, district and parish councils.
- Can designate: no dogs; on-lead areas; max number of dogs; pick up zones.
- Can't be used on FC land.
- Can't ban dogs from "roads": includes rights of way and permissive routes.
- Similar local bylaw options: eg Corporation of London, FC.

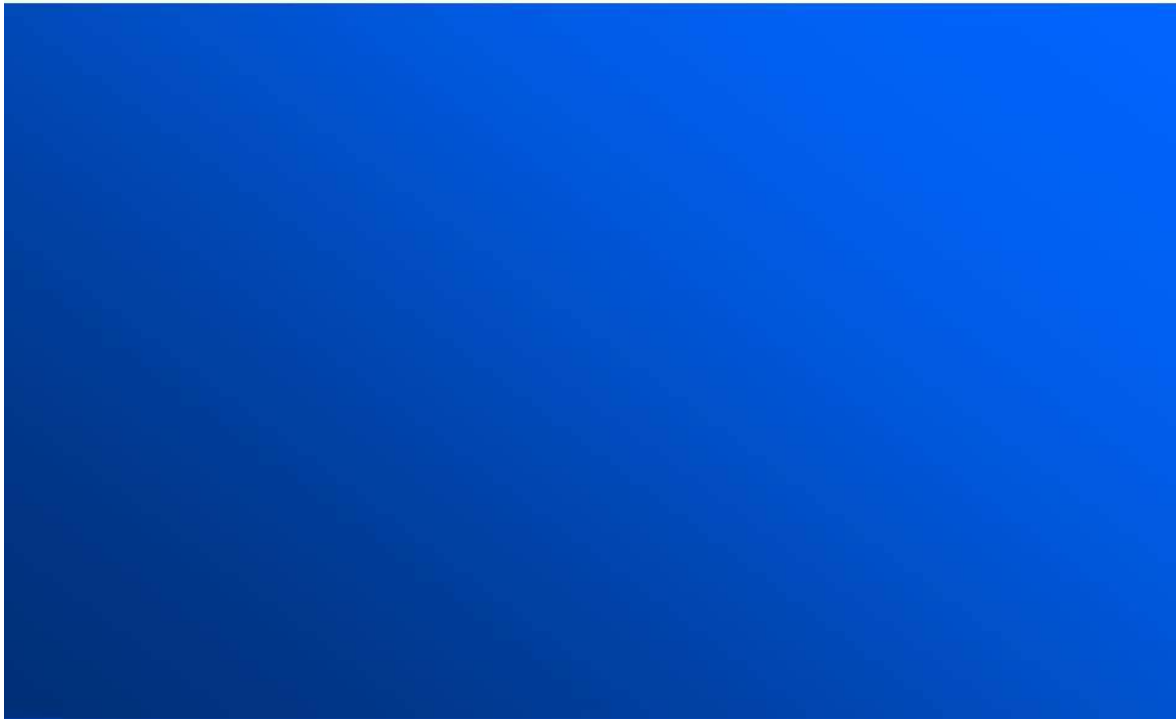


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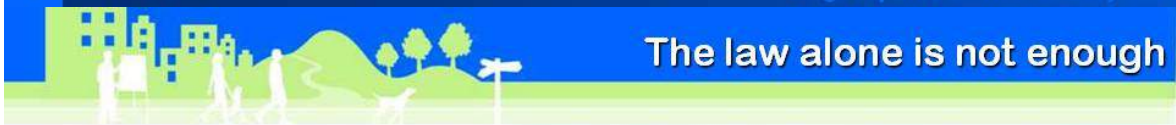


Devils and angels...



9 CRN May 2009

Dogs in parks and the countryside



The law alone is not enough

- Legal approaches can be the only option for a few acute cases.
- Enforcement can be time consuming, with the outcome uncertain; may just displace problems.
- More benefit with the majority of owners from promoting positive behaviours, rather than just stopping bad ones.
- Wider benefits: informal wardening; political support; reporting of fire, litter, antisocial behaviours; less hassle!
- Peer information and pressure most influential.



10 CRN May 2009

Dogs in parks and the countryside



Owner preferences

Single most important influences on walk selection:

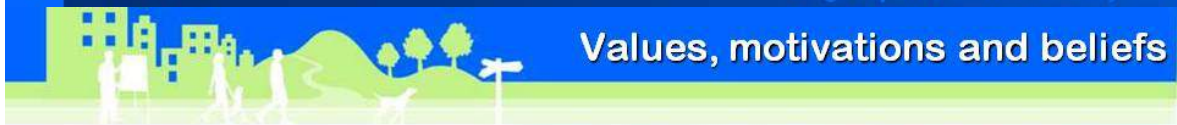
- 41% Dogs can be off-lead
- 10.7% Away from traffic
- 10.5% Close to home
- 8.7% Personal safety
- 4.7% Peace and quiet
- 4.1% Unlikely to meet other dog walkers
- 3.6% Mixing with other dogs
- 2.9% Away from livestock
- 2.5% Poo disposal facilities
- 2.2% Circular route
- 2.1% Avoiding where dogs unwelcome

Online survey – 834 responses, 19 influences offered.

*Sheffield Hallam University Research 2008 for KC / HCC / NE 2008.
Available at: www3.hants.gov.uk/countryside/dogs*

11 CRN May 2009

Dogs in parks and the countryside



Values, motivations and beliefs

Where owners take their dogs and how they allow them to behave, is influenced by factors including:

Personal factors:

- A primary concern towards their dog's safety and well-being.
- Their personal reasons for owning a dog and taking it for a walk.
- Experiences, restrictions and facilities at other nearby places.
- Their understanding and confidence in training their dog.
- Being on a lead can make some dogs more aggressive or vulnerable to attack.
- Misunderstanding about how others may see their dog, and impacts of unwelcome interaction or other undesired behaviour.
- The time available for interacting with their dog.



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Dogs in parks and the countryside

Values, motivations and beliefs

Site based factors:

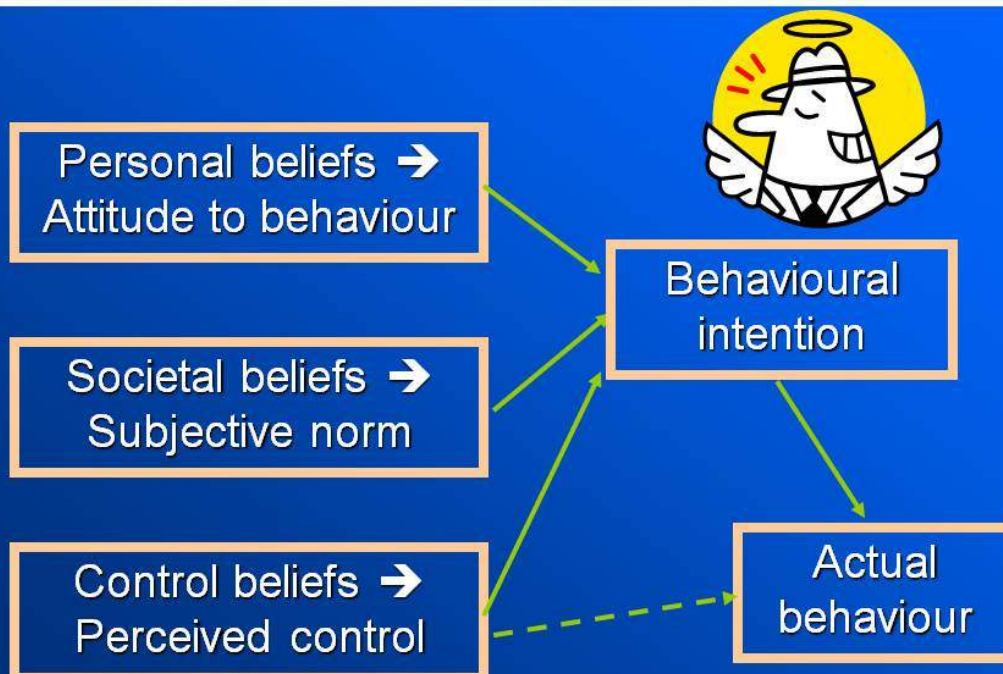
- Pre-visit and arrival information about the site.
- Availability of travel by private car or public transport.
- Perceptions of personal safety.
- Perceived degree of welcome, care and respect shown to themselves - and the site - by land managers and other users.
- Ease of complying with credible requests or restrictions.
- Conflicting, unclear or unexplained requests or information.
- Availability of convenient, alternative locations for activities.



13 CRN May 2009

Dogs in parks and the countryside

Theory of planned behaviour



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Dogs in parks and the countryside

Example: not using bins



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Dogs in parks and the countryside

Solutions need not be complex: once the behaviours are understood!



More information & ideas



- Forestry Commission / Kennel Club good practice guide
- General guidance and online case studies from across the UK
- www.forestry.gov.uk/england-dogs
- Research and pilot projects: Hampshire County Council, Kennel Club & Natural England
- www3.hants.gov.uk/countryside/dogs
- Contact us!



Managing dogs in the wood
Stephen Jenkinson
Paddy Szepes
March 2007

Forestry Commission England Case Study

CASE STUDY 1: On-site dog training

Summary
Initiating regular outdoor sessions with local dog trainers is a cost effective way to improve owner knowledge, education and wider support for a particular site.

Good practice

- Working in partnership with the dog community means the scheme is not seen as "retrofitting".
- Sites where dogs can be safely trained in the outdoors are a valuable commodity that owners and trainers are keen to locate and use.
- Improved training and control reduces conflict for all, and is seen positively by owners as providing more effective freedom for their dog.
- When engaged in the right way, dog owners can become committed, long-term site supporters.
- Such approaches reduce peer pressure within the dog-owning community for greater understanding and responsibility.

Description



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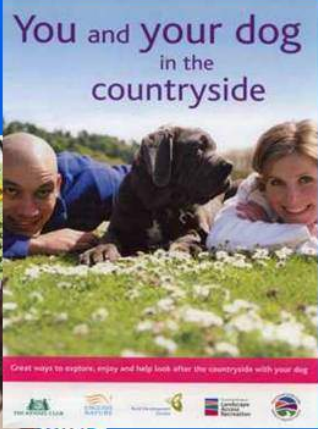
Dogs in parks and the countryside

Make it easy to do the right thing



The most effective interventions with dog walkers will be:


- ✓ Accessible
- ✓ Engaging
- ✓ Clear
- ✓ Consistent
- ✓ Credible
- ✓ Explaining
- ✓ Offering alternatives



You and your dog in the countryside

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Dog or bitch — which would you choose?

A real gentleman
Labrador breed profile

DOG STUFF!
46 New products - tried & tested - Book reviews

OUT & ABOUT!
74 Walk your way to health - My favourite walk

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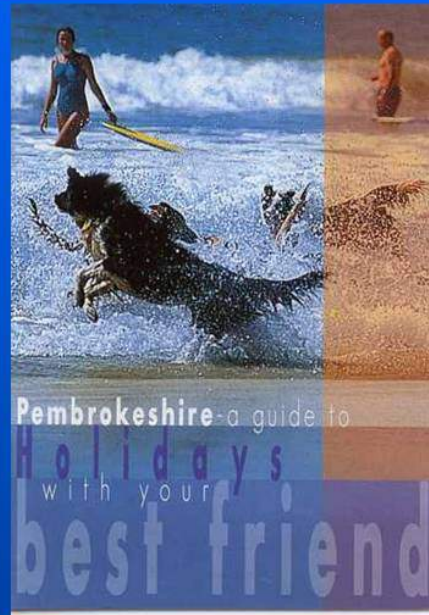
Our sales are slow. Please buy this sofa now to boost our profits. Thank you.



The comfort you deserve: a price you can afford. Indulge yourself on this sofa now.



Engaging accessible messages



Which booklet would you want to pick up?

21 CRN May 2009

Dogs in parks and the countryside

Lack of clarity & consistency is not uncommon!



22 CRN May 2009

Dogs in parks and the countryside

Good idea – poor communication

- 100 acre off-lead area provided in parish plan
- Inconsistent information in nearby village car park
- Dog ban stated on countryside access web site
- Conflicting signage on entry to site



The Moors Message

- ★ Walk on footpaths – ride on bridleways
- ★ Tread gently – plants and animals are fragile
- ★ Use stiles or gates (and close gates behind you)
- ★ Take your litter home
- ★ Keep your dog under close control
- ★ Enjoy the peace and keep

Can I take my dog?

Dogs are not allowed on Open Access land in the North York Moors unless otherwise indicated on local signs.

They are allowed on Rights of Way but please keep them on a short lead (less than 2m) at all times.

Temporary lead: FC Laggan



Conservation grazing

Case study: Malvern Hills

- ✓ Specific, credible and regularly-updated information about grazing locations on newspaper and website.
- ✓ Relevant outdoor dog training made more accessible, motivating owners to more effectively control their dog and enjoy greater freedom.
- ✓ Drop-in vet health checks provide opportunity for engagement and communication.
- ✓ Land managers seen as working positively with a major site user, lessening conflict and bad publicity.



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Dogs in parks and the countryside

Effective engagement

- ✓ Dog owners can be easy to engage with – when done in the right way.
- ✓ Use the strength of the human-animal bond.
- ✓ Engage with their agendas, not just your own.
- ✓ Make connections between interventions: health, tourism, reporting rural crime.
- ✓ Dog "pit-stops" can be very effective.
- ✓ Staff with dogs can be a great asset
- ✓ Be seen to understand and acknowledge the benefits of dog ownership.
- ✓ Vets and other dog owners listened to most.



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Dogs in parks and the countryside



Principles for success

- ✓ Basic principles of visitor management.
- ✓ Seeing importance and value of dogs and their owners as well as "problems".
- ✓ Addressing causes, not just symptoms.
- ✓ Positive approaches to negative impacts.
- ✓ Challenging stereotypes and assumptions.
- ✓ Knowing problems can reflect management limitations as much as irresponsible owners.
- ✓ Recognising that if what you are doing isn't working, it's time for something else!



THE KENNEL CLUB
Making a difference for dogs



The Kennel Club
1-5 Clarges Street
London W1J 8AB

Tel: 020 7518 1020
www.thekennelclub.org.uk



**Assessment of perceptions, behaviours
and understanding of walkers with dogs
in the countryside**

Maxine Gregory



Structure

- Who are SIRC and why this research was done?
- Who are dog walkers?
- What are their needs?
- Factors which influence behaviour
- Strategic and operational recommendations



Who are SIRC?

- Economic impact / quantitative foundations
- Mixed methods approach
- The 'innovation lab'



Why the research was needed?

- Commissioned by HCC and jointly funded by HCC and the Kennel Club
- The Kennel Club aim – 'to promote in every way the general improvement of dogs'
- HCC aim – 'to encourage people to visit and enjoy the countryside'
- Evidence to support the joint aim - to optimise benefits and minimise negative effects of dog walking
- To build on the evidence collated by Portsmouth University (understanding the psychology of dog walkers)



Why the research was needed?

- Dog walkers = the most frequent visitors
- To address land managers concerns e.g. dogs out of control (effects on wildlife and livestock), management of dog poo
- Non dog walker concerns – few anecdotes re: dogs off lead jumping up
- No local / national structure to assist in voicing opinions of dog walkers



Research aims

- To understand expected and appropriate behaviours,
- To measure levels of welcome and engagement experienced, and
- How these may impact upon effectiveness of differing management approaches?



The research sample

- 1,069 dog walkers (all online survey respondents + 56% of site survey respondents)
- 1,300 respondents in total

- 487 site surveys (Manor Farm Country Park, 4 locally managed HCC sites and public right of way network)
- 813 online surveys (HCC website, Kennel Club distribution lists, local country parks, distributed on survey routes)

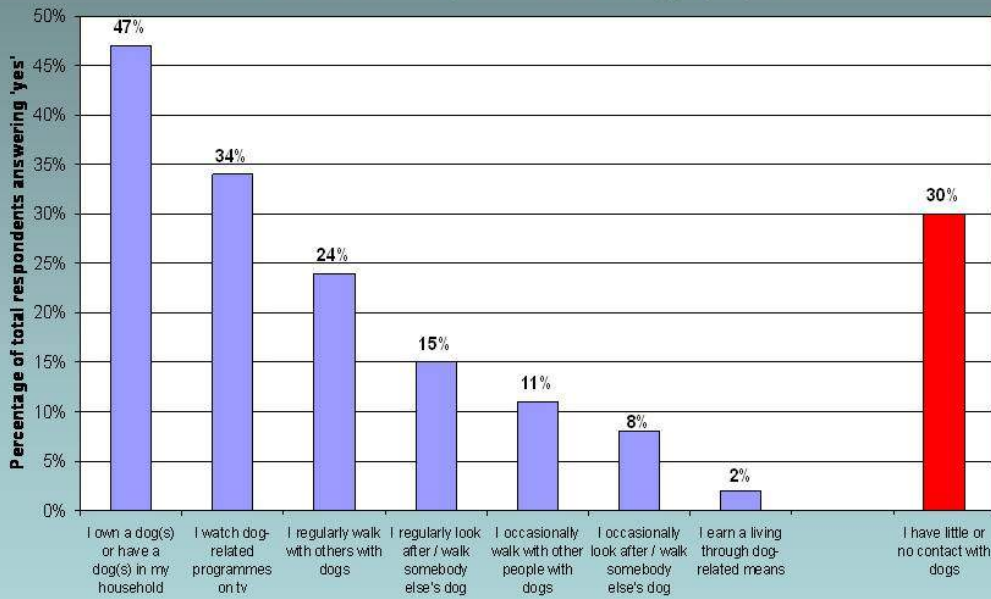


Who are dog walkers?

- Not a homogenous group
- Very intensive users:
 - 42% walk more than twice per day at local level (one third nationally through online survey)
 - **75% of all respondents walked more than once per day**
 - Site usage by dog walkers averages 2-3 times/wk
 - Walkers without dogs average 2-3 times/month
- Varying spectrum of involvement



The extent to which respondents were "doggie people"

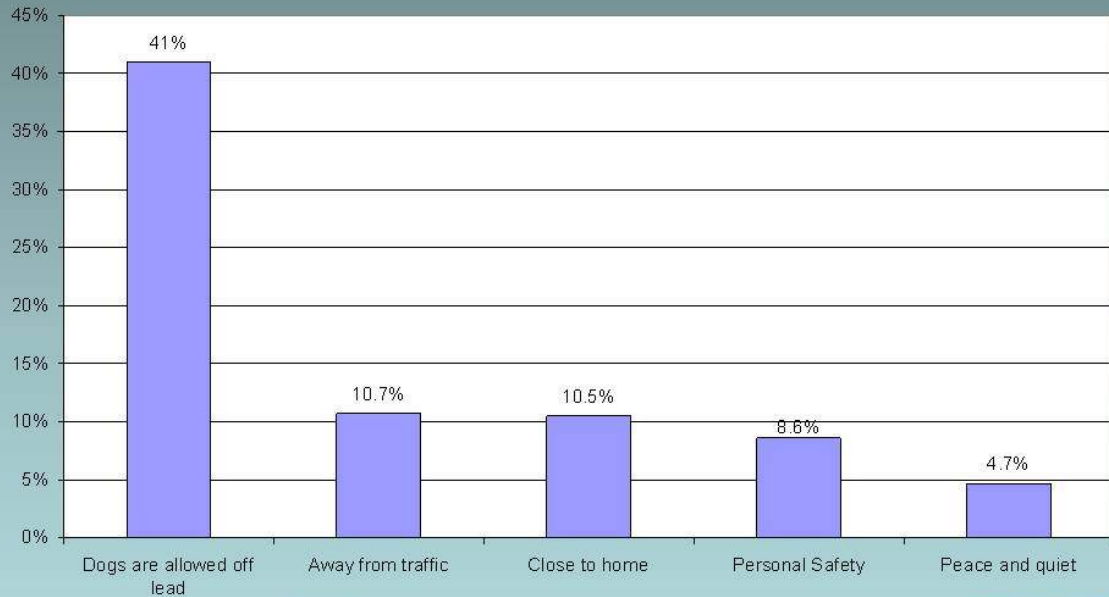


The needs of dog walkers

- What is the single most important factor?
- Top 3...



The top 5 main influences for dog walkers



Tastes and preferences

What influences where you walk your dog?

Respondents answering: 'always / often'

- Close to home = 92%
- Dogs are allowed off lead = 87%
- Away from traffic and cars = 87%
- Circular route = 76%
- Avoiding where don't feel welcome = 72%
- Personal safety = 67%
- Away from livestock = 65%



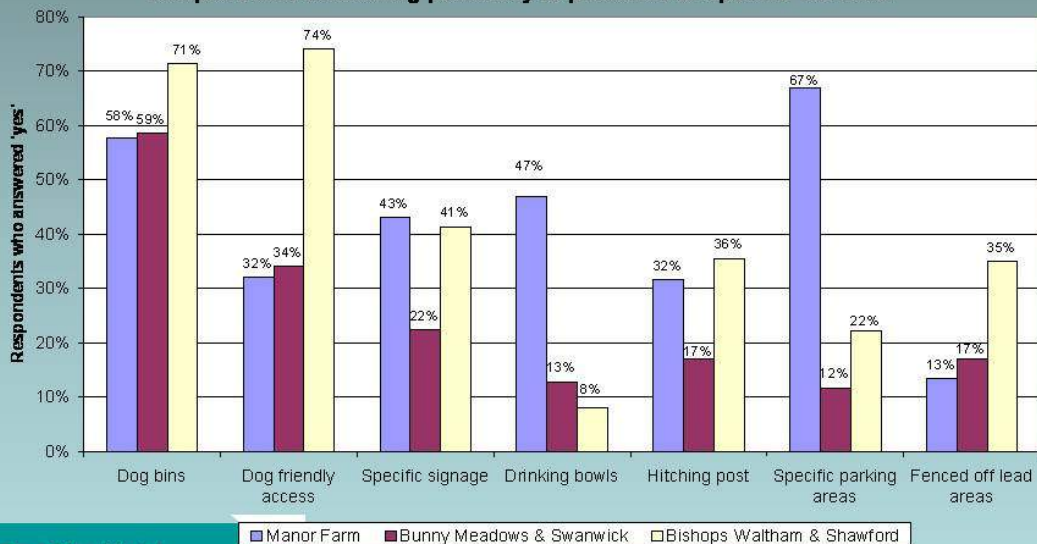
The needs of dog walkers

- High degree of welcome experienced by all
- Additional provision in some areas
- Services and events which were of interest:
 - wildlife walks
 - dog friendly events
 - agility / activity courses
 - training
 - informal socialisation opportunities



Knowledge of sites

Awareness of facilities:
Respondents answering positively to presence of specific facilities



Knowledge of sites

- 55% of users stated that Manor Farm does not have 'off lead exercise areas'
- A further 32% were unsure (only 13% yes)
- However 47% of dog walkers wanted this facility
- A further 41% of walkers without dogs also thought that this would be a good idea



Factors which influence behaviour

- Dog owners know what is acceptable behaviour in most circumstances
- Bad behaviour less prominent than expected
- Good ability to comply
- Clear expectations are the key

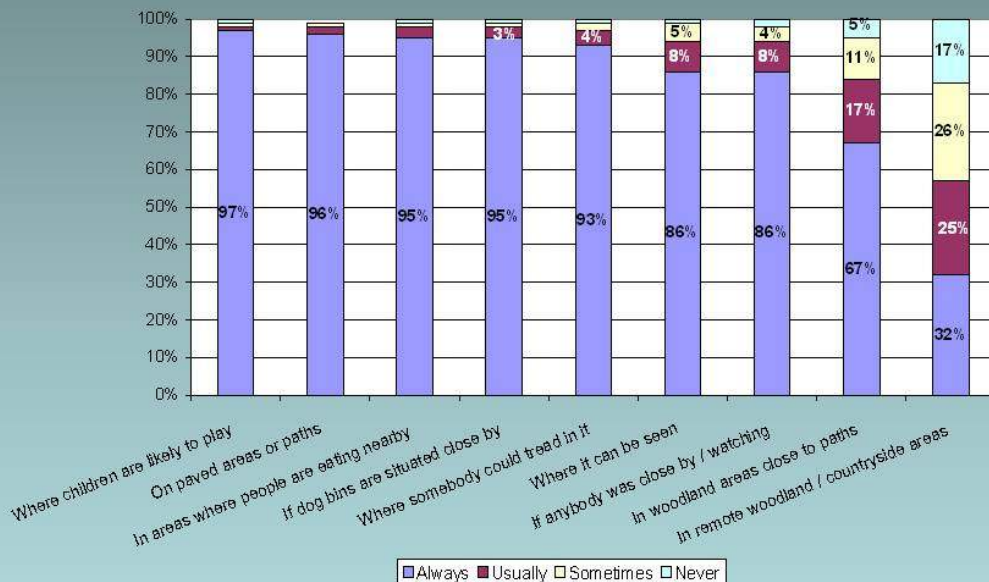


Factors which influence behaviour

- Instructive signage = 41% yes
- Notably 59% = not influenced
- 32% influenced by fines
- A minority of dog owners influenced by presence of dog bins and behaviour of other users (approx 20%)



In what circumstances do you pick up after your dog?



Unclear expectations

“Manor Farm hasn’t got many [bins]. I think because they don’t expect you to pick up everywhere. They say on paths and open spaces but in the woods they don’t expect you to”



Sheffield
Hallam University

SHARPENS YOUR THINKING

Unclear expectations

"If 'nature' can dispose of it in an natural way without it causing offence or inconvenience to others then I would prefer to leave it than put it in a plastic bag to be preserved forever in a landfill site. I have trained my dogs to back off the path into long grass wherever they can. Otherwise I'll pick up - always in a "pick up area" though."



Sheffield
Hallam University

SHARPENS YOUR THINKING

Confusion over expectations

- "Pick up" areas - remote woodland?
- Appropriate use of litter bins
- "Close control" perceptions
- Off lead exercise areas
- Non dog walkers - what can they expect?



Strategic and operational considerations

- Contradictory messages
- Lack of provision v lack of awareness
- Knowledge of acceptable behaviour
- Good ability to comply (92% able to recall)
- Genuine confusion over expectations

Recommendations

- Value is recognised (loyal users, all weathers, unofficial countryside wardens)
- Structure to hear the views of dog walkers
- Improved provision / awareness to facilitate acceptable behaviour
- Positive, explanatory signage
- Increased knowledge / awareness of expected behaviour



THANK YOU!
Any questions?





Taking the lead

Dogs in parks and the countryside

Introduction

- **Duncan Stewart, Managing Consultant, TNS Travel and Tourism.**
- **Part of recently merged TNS Research International with many years experience in this sector.**

Current and recent clients include...



A range of types of visitor and population research...

- Large national, household surveys
- Surveys of visitors to sites
- Local catchment area surveys
- Qualitative research e.g. focus groups
- On-line research



www.tns-custom.co.uk



TNS Travel & Tourism

Main sources for today's presentation

- **Monitoring Engagement with Natural Environment (MENE)** – March 2009 – Interim - Natural England
- **Outdoors Online Research (OOR)** – May 2007 – Natural England
- **Scottish Recreation Survey (ScRS)** – 2003 to 2007 - Scottish Natural Heritage
- **Quality of Experience in Forests (QOE)** – 2003 to 2008 – Forestry Commission
- **Wales Recreation Survey Pilot (WRSP)** – 2006 - Countryside Council for Wales



TNS Travel & Tourism



Dogs and their owners



Some key dog metrics

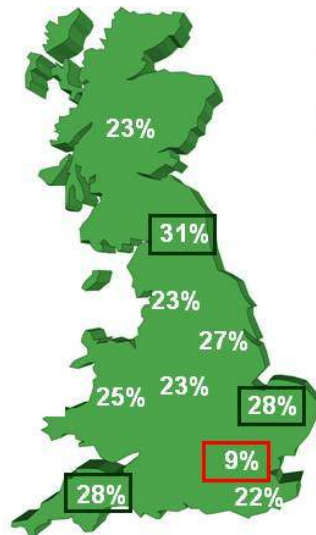
- **23% of UK households have a dog**
 - About 7.3 million dogs
 - In around 6 million households.
 - 14 million people live in these households.
- **Why own a dog?**
 - Companionship.
 - Children want one.
 - Security.
 - I've always had one.
- **Why not?**
 - No time – working or family commitments.
 - Cost - £1,500 to £2,000 per year.



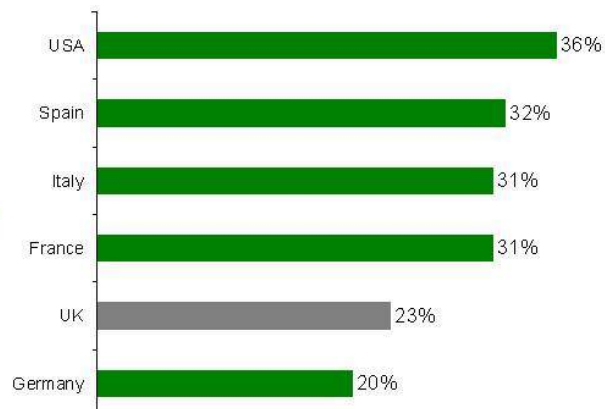
Sources: 1 MENE, 2 www.churchill.com

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Variations by geography



- **Higher levels of ownership in rural areas – 26% of households**
- **Lower in urban areas – 21% of households**
- **How does the UK compare with other countries?:**

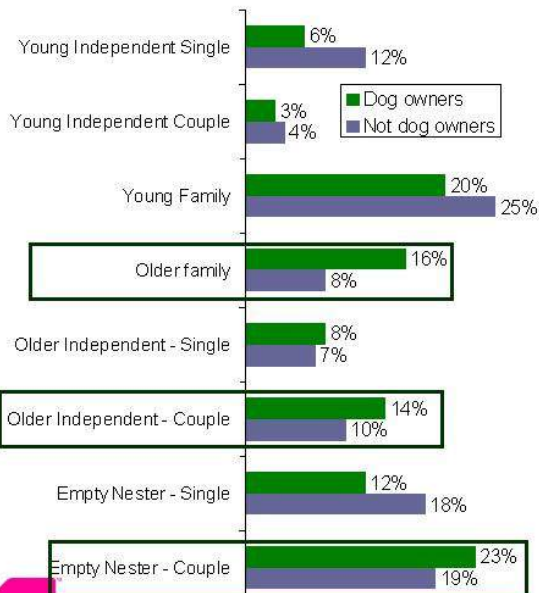


Sources: 1 MENE, 2 www.fnaccord.com

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Profile of dog owners in England

- Dog owners are more likely to be older families or older couples:



- And more likely to be in C2 or DE socio-economic groups:



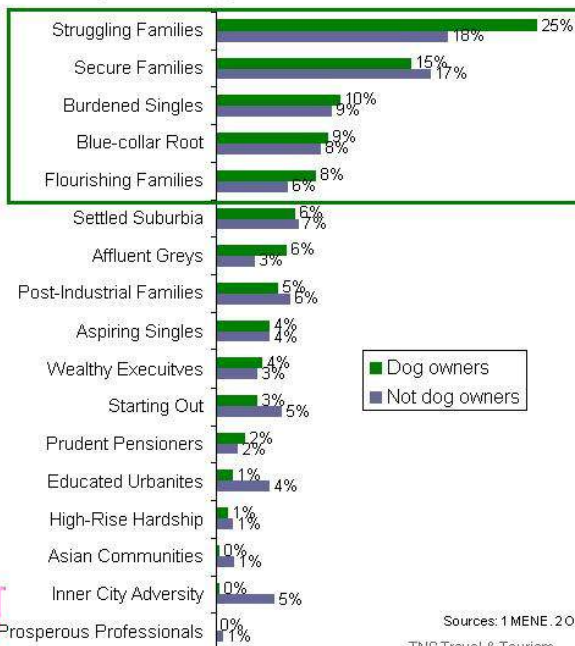
tns

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Source: MENE

Profile of dog owners in England

- ACORN analysis identifies groups most likely to be dog owners:



Also...

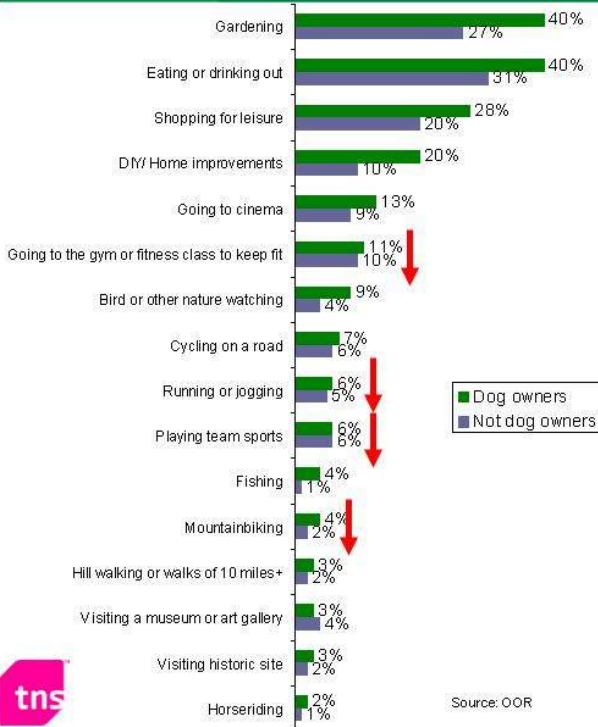
- 2% of dog owners are in Black and Minority Ethnic Groups - compared with 13% of the English population.
- 76% of dog owners have access to a car - compared to 70% of the population.
- 22% of dog owners have a long term illness or disability - same as within population.

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Sources: 1 MENE 2008

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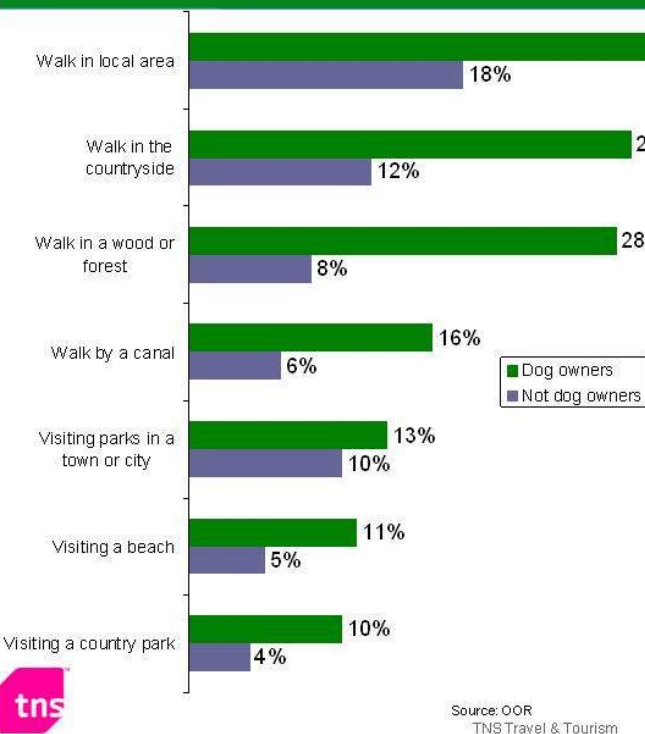
Leisure activities undertaken 'most months'



However...

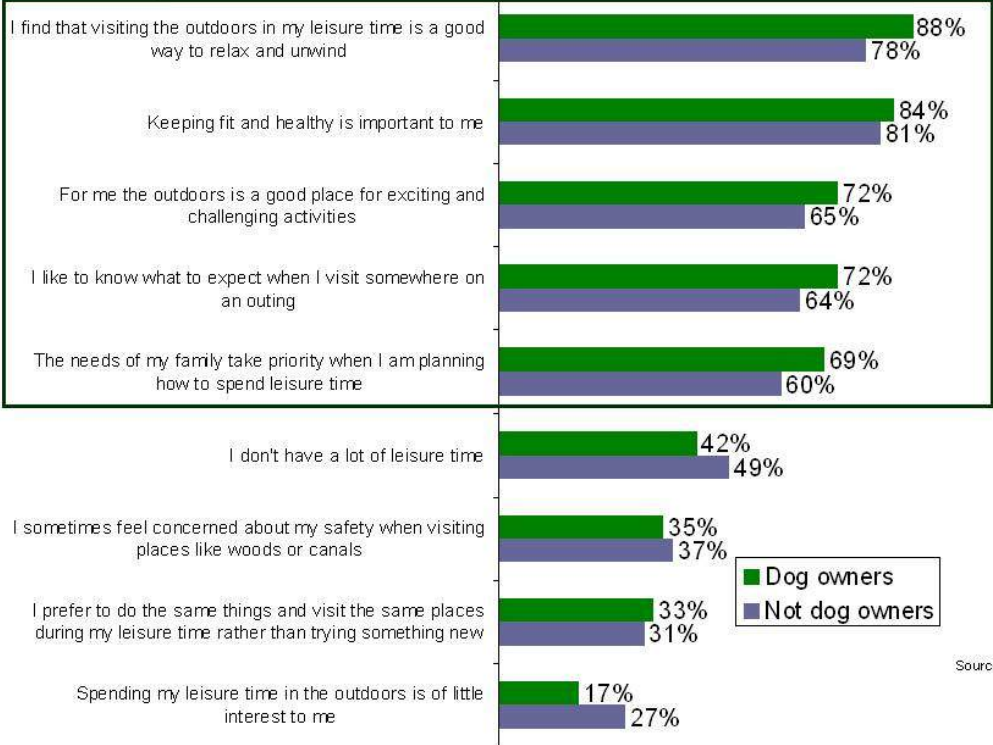
- This relates to the **lifestage profile** of the dog owner.
- Variations are less marked when this is 'controlled' for, e.g. amongst older families those with a dog are **less likely** to undertake a number of active pursuits.

Leisure activities undertaken 'most months'



- All of these activities are much more likely to be undertaken by dog walkers...
- ...across all demographic groups and life-stages.

Attitudes to leisure and outdoors

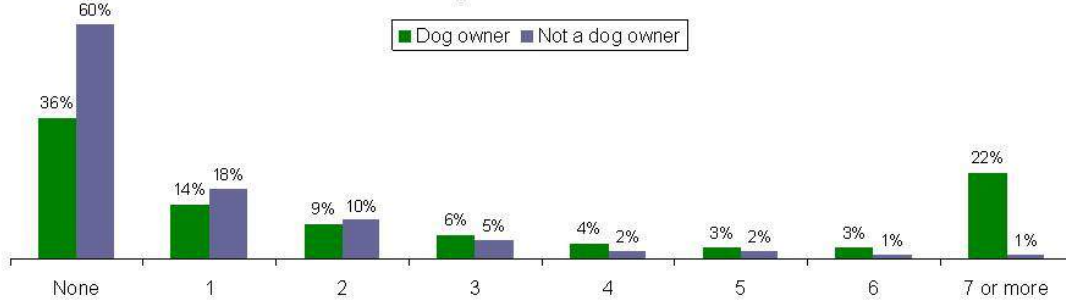


Dog walking

Volume of dog walks

- Two thirds of dog owners (66%) normally spend leisure time out of doors every week (compared to 46% of people who do not own dogs).

Number of visits taken to outdoors per week



- The average dog owner takes around 170 visits to the outdoors per year – more than double the average for other people (80 visits).
- At a GB level, dog walkers take around 1.5 billion visits to outdoor green spaces per year – over 40% of all outdoor visits. **Treat these estimates with caution!**



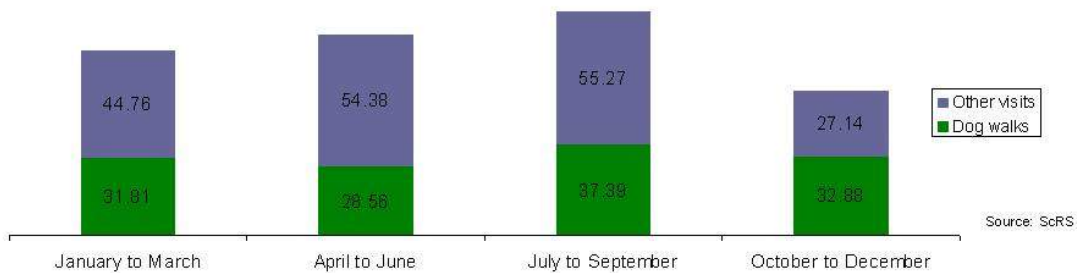
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Source: MENE, ScRS

Time of visit - season

- The volume of dog walking visits varies less by season than the volume of visits involving other activities

Average volume of visit taken in Scotland, by quarter 2003 to 2007



Source: ScRS

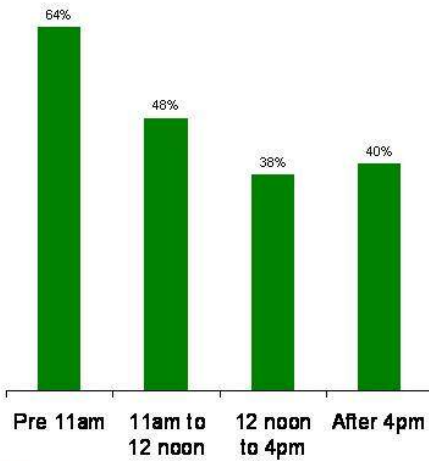
- An all weather activity!



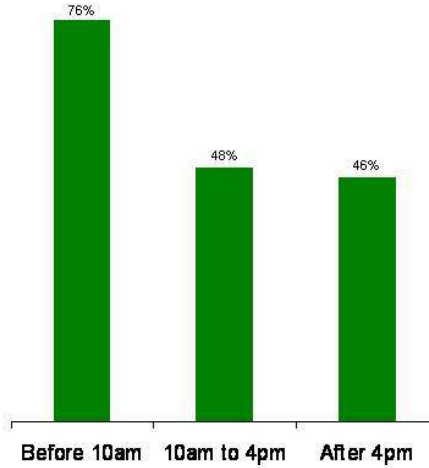
Time of visit – by hour

- A higher proportion of dog walkers take visits in the morning...

% of visitors dog walking by time of day
Pentland Hills Regional Park



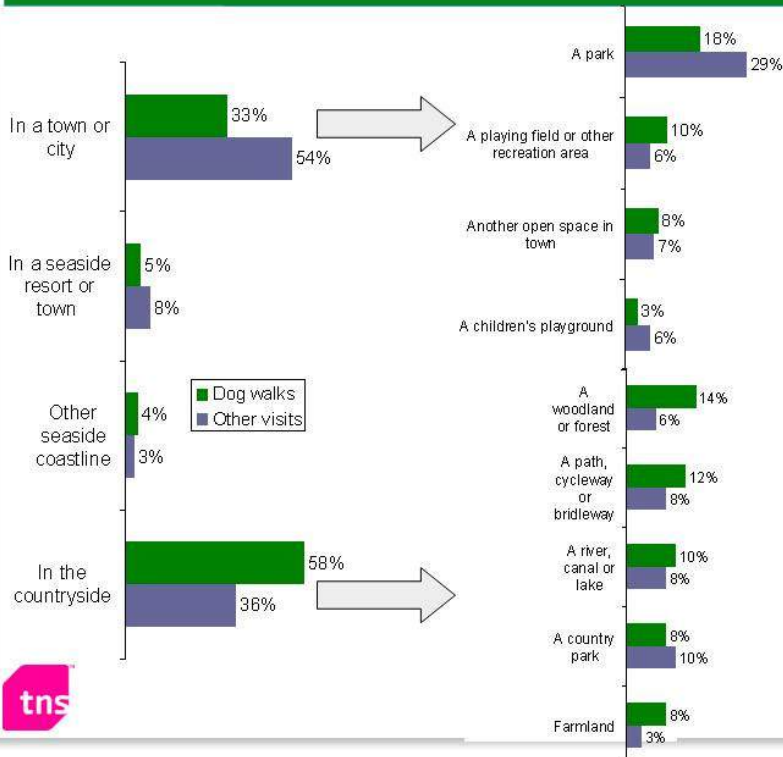
% of visitors dog walking by time of day
Forestry Commission Sites in Scotland



Sources: 1 Pentland Hills Visitor Survey 2006. 2 All Forests Surveys 2005-2007

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Types of place visited



Source: MENE

Factors affecting choice of place visited

"I tend to **avoid parks** because they get over used and you get problems...it's much **better to be out in the open countryside**. The big benefit is being able to get somewhere fairly remote to **let the dog off the lead**."

"I can't exercise my dogs on my land during lambing time. So **the forest is bliss** at that time."

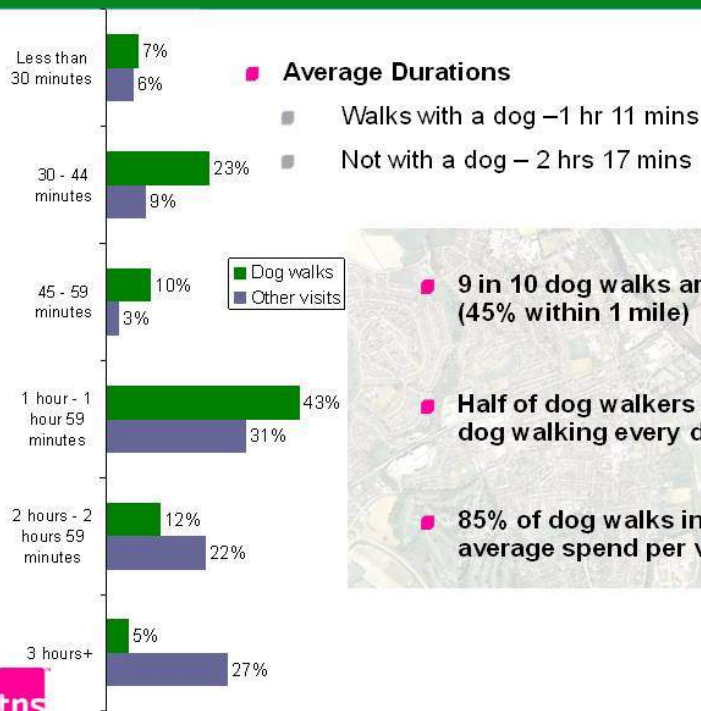
"It's short walks locally through the week but a longer trek **somewhere else on weekends**."

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Source: GOE 2003, Focus Group, Glentress

Short and close to home



9 in 10 dog walks are within 5 miles of home (45% within 1 mile)

Half of dog walkers visit the same place for dog walking every day (49%).

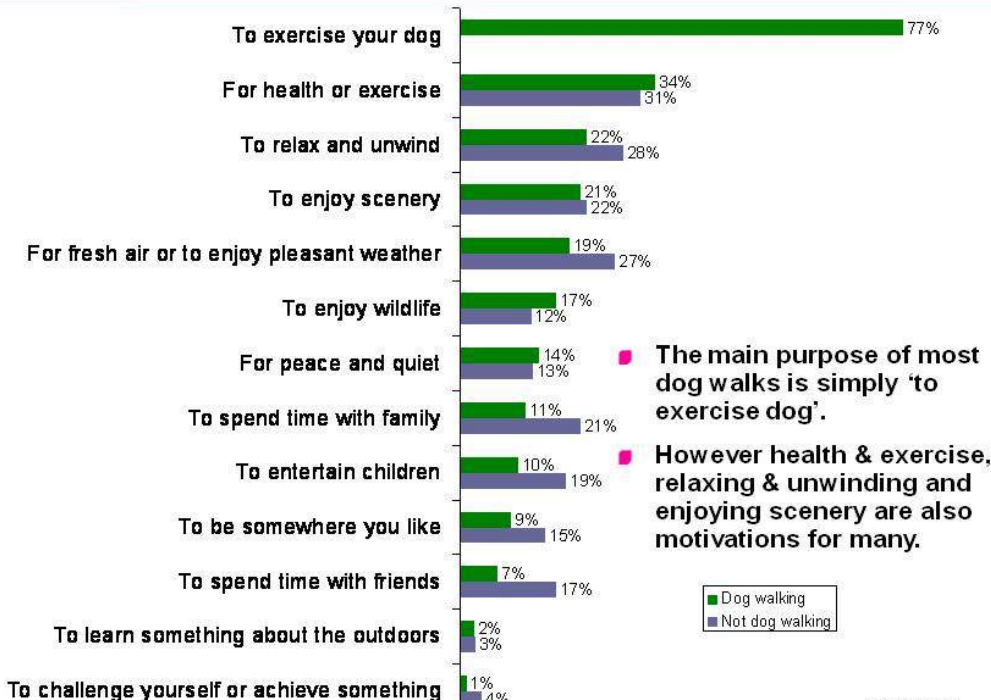
85% of dog walks involve no expenditure. The average spend per visit is £2.

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Sources: 1 MENE, 2 ScRS

Motivations



Factors important to quality of experience

Nature – backdrop and wildlife

*"If you're walking dogs you're watching nature anyway because **it's there, all around you.**"*

Escaping crowds, solitude, peace and quiet.

Meeting other dog walkers

Facilities and information?

"The forest is quite a scary place when the weather comes down."

Value for money

"It's a 50p fee when I go there and I admit to not paying it every time. I'd rather that you could become some form of 'Friend of the Forest' and pay an annual subscription."



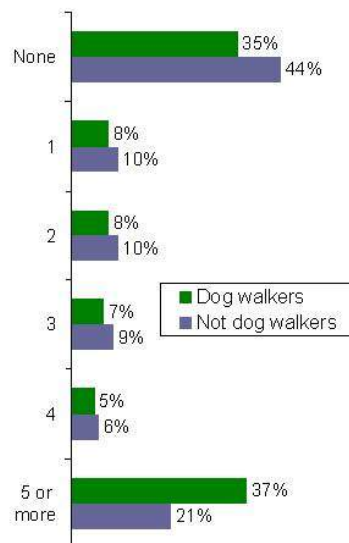


The impacts of dog walking

Benefits

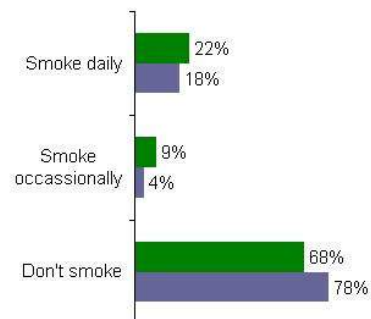
Physical health and exercise

- In the past week on how many occasions have you done 30 minutes or more of physical activity?



- Dog owners are likely to do *fewer* other physical activities than other people in a similar lifestage (e.g. going to the gym, mountainbiking).

Smoking

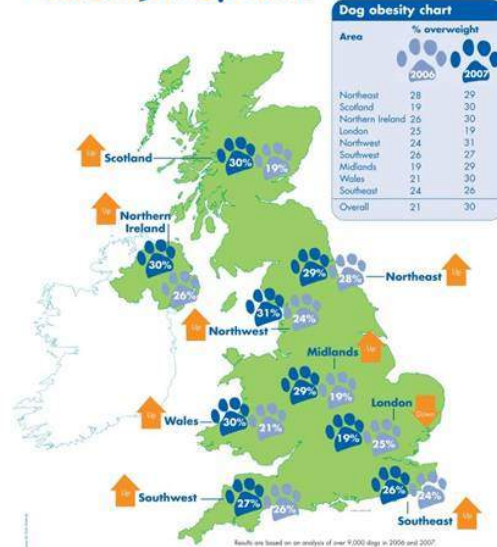


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Benefits

- **Mental health and well being**
 - Relaxing and unwinding
 - Engagement with nature
- **Community 'spirit'**
 - Mixing with other local people
 - Feeling 'ownership' for a local site
- **Economic benefits?**
 - Expenditure during visit
 - An all year activity
 - A rural activity
 - NHS savings
- **Inclusive**
 - Undertaken by men and women
 - All social economic grades
 - Residents of rural areas
- **Healthy, happy dogs**

PDSA's UK dog obesity map 2007



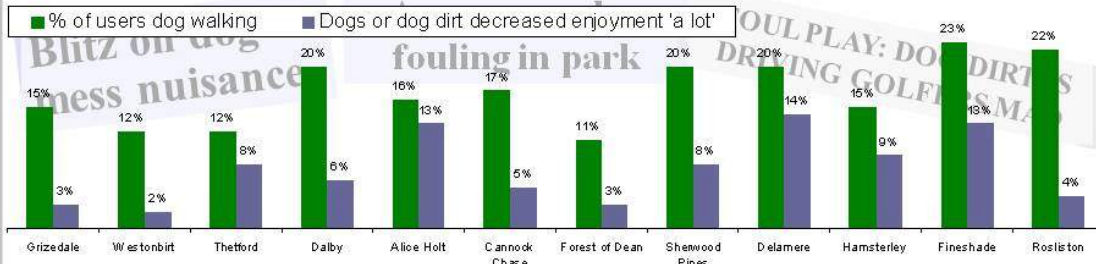
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www.pdsa.org.uk
Registered charity nos
208217 & SC027585



Negative impacts

- **Dogs and dog mess – can have a large impact on enjoyment**



- **Dogs not under control**

- During your last visit, did you come across any other recreational users who were behaving irresponsibly or illegally?

	Annual outdoor visits - Scotland
People dropping litter	5%
Dog not under control	4%
Misusing alcohol or drugs	2%
Lack of courtesy	2%

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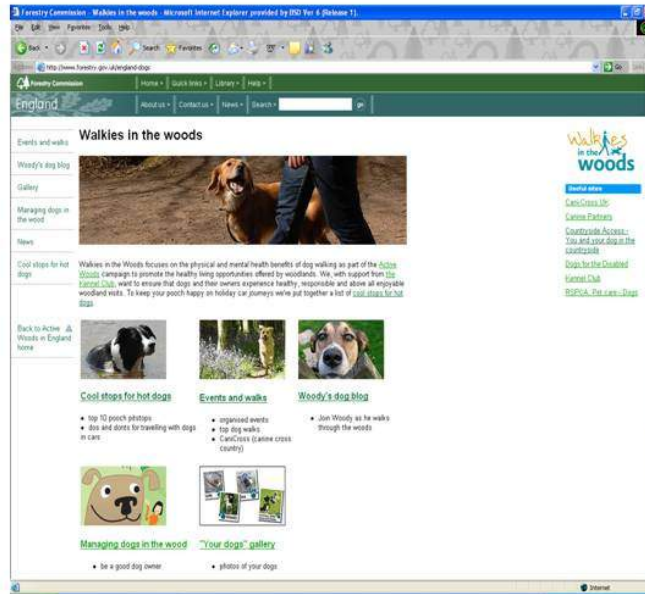
Summary

- Around **a quarter of the population** have a dog in their household.
- **Families with older children and older couples** are more likely to own a dog.
- Members of **C2 and DE social classes** are also more likely to own a dog.
- Dog walking represents around **two in five outdoor recreation visits** overall but a higher proportion in winter months.
- Most dog walks are **close to home** – given the choice, somewhere open where the dog can go off the lead is preferred.
- On average, dog walkers **visit the outdoors twice as often** as other people and are more likely to undertake the required 30 minutes x 5.
- Dog walking provides **relaxation and an 'escape'** – nature, peace and quiet.
- Dog fouling and dogs not under control impact on the enjoyment of many users of the outdoors – including other dog walkers.

 **Forestry Commission**
England

How to find out more?

www.forestry.gov.uk/england-dogs



1 www.forestry.gov.uk/england-dogs **Dogs in the Woods**

 **Forestry Commission**
England

Walking dogs in the woods

Paddy Harrop

Recreation and Public
Affairs Manager

 **Forestry Commission
England** **Overview**

- why the Forestry Commission manages access for dog walkers
- the importance of working with dog owners and stakeholder groups
- examples of positive access management
- how to find out more about the Forestry Commission's approach

2 www.forestry.gov.uk/england-dogs **Dogs in the Woods**

 **Forestry Commission
England** **DEFRA Forestry Strategy**



- to secure trees and woodlands for future generations;
- to ensure resilience to climate change;
- to protect and enhance natural resources;
- to increase the contribution that trees, woods and forests make to our quality of life;
- to improve the competitiveness of woodland businesses and products.

3 www.forestry.gov.uk/england-dogs **Dogs in the Woods**



- FC corporate plan 2006
- work across government with partners both to create more accessible
- greenspace as part of the Sustainable Communities Plan and encourage
- greater use of woodlands for healthy exercise and wellbeing'

- **Dog walking is the largest activity on FC land**
- **Need to pro-actively manage dog access**
- **Managing access reduces conflict**
- PLUS
- 1. Owning a dog can help to reduce stress
- 2. Stroking a dog can help to reduce blood pressure
- 3. Owning a dog can boost your immune system
- 4. Dog owners take more exercise
- 5. Dogs can help safeguard against loneliness and depression
- 6. Dog owners are more likely to recover from a heart attack
- 7. Some dogs can be trained to detect epileptic seizures
- 8. Dogs can help to increase the attention span of children with learning difficulties
- 9. People who have a dog tend to live longer



Forestry Commission
England

What practical steps can
you take to engage with
dog walkers?

Forestry Commission
England

Kennel Club

Forestry Commission / Kennel Club concordat

- Signed at Crufts March 2005
- Commits each organisation to work together to improve people's health and well-being through dog ownership, whilst respecting the forest environment and the needs of other users.
- Builds on and develops existing good practice from across the UK





It is vital to engage with dog walkers to understand behaviours and needs, and provide reassurance changes are not “anti-dog”; this can be done by:

- Encouraging staff to go out with their dogs to make contacts.
- On-site canine notice boards, offering positive messages about useful services and facilities alongside any restrictive messages.
- Being seen to understand and acknowledge the benefits of dog ownership, and undertaking work that is helpful to dog owners.
- On-site doggie “pit-stops” with petfood samples.
- Canine activity trails, ‘dog-days’ and dog-training events.
- Ensuring dog owners can access other events, guided walks, etc.





- Born through chance meeting with irate dog owner! Actually a dog trainer complaining about the amount of dog poo and lack of control.
- Initial suggestion to run training sessions at no cost, providing messages about picking up and 'on lead' areas included.
- Estate permission granted for 6 months trial – aim to reduce poo on paths, better use of dog area and improve dog control.
- First session in December 2004 had 4 clients; 6 months later around 16 dog owners attending each week
- Training classes remain popular and continue to this day.





1. Guidance for managers including case studies
2. Good dog walkers guide
3. Postcard
4. Dog activity trail guidance and pilot
5. Workshops for managers
6. Case studies



- Dog show organised in 2006 attracting 200 entries.
- Dog trainers now requesting 'dog warden' jackets so they and clients can police the sites; local management concerns about this degree of community engagement.
- Project successful in reducing poo in paths and increasing off-lead control.
- Having a local dog group use the site is a great way to encourage peer pressure for responsible behaviour.
- Very cost effective: 90% of work done by local trainers – FC spend £500 for rosettes, trophies and graphics for advertising.



- Community woodland site near Swindon
- Regular dog use
- Increasing interest in bird life leading to hide
- Potential conflict
- Provision of 'dog dip'

Forestry Commission England **Delamere – dog fouling**

• A multi-faceted approach

- ✓ Simple consultation and monitoring
- ✓ A zoning approach to 'dog mess' – to be phased in
- ✓ Zone VC, picnic and play areas as 'MUST PICK UP AREAS'
- ✓ Designate & fence 'dog drop' area
- ✓ Provide information boards and signage
- ✓ Educate and inform the public
- ✓ Launch ideas at Dog Day on 29 July 06



1 www.forestry.gov.uk/england-dogs **Dogs in the Woods**

Forestry Commission England **Dog activity trail**





Hampshire's Countryside for you and your dog

Jo Hale
Countryside Service
Hampshire County Council

Local Authority perspective

- Visitor management issue
- Encourage people to benefit from our services
- Walkers with dogs most regular users but we do the least for them
- Why?



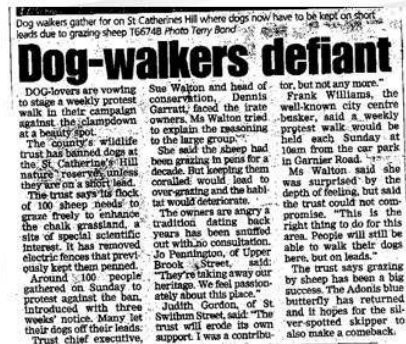
Local Authority perspective

- Need to conserve & enhance habitats, grow crops, keep livestock
- Limited resources
- Impact of dogs
- Pressure increasing
- Purpose of access changing i.e. education



Local Authority perspective

- Time for a new approach
- Political support – LAF
- Dog walkers – powerful lobby

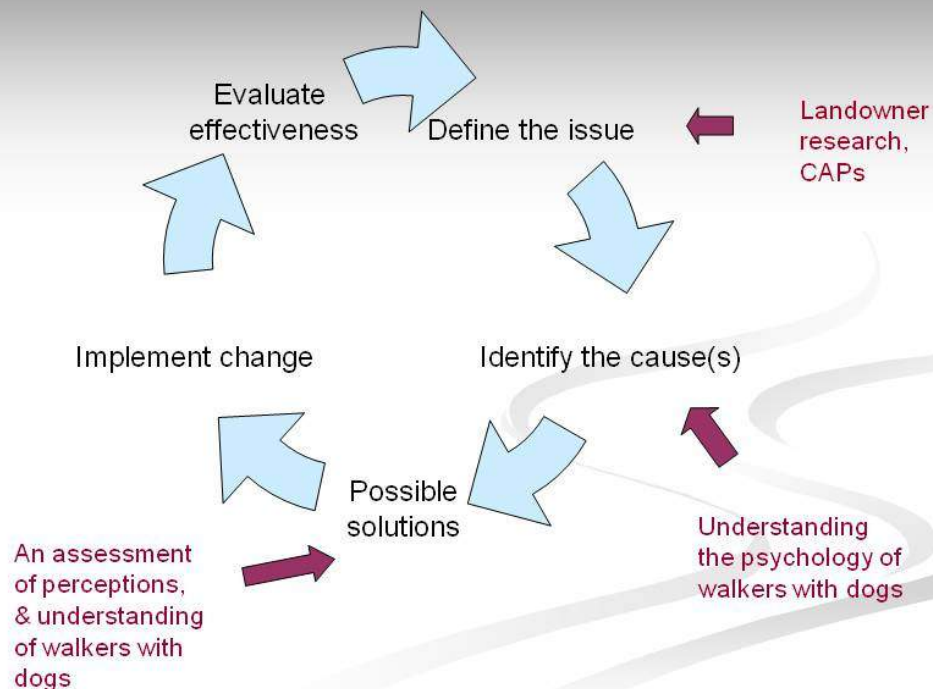


Hampshire's countryside for you and your dog

‘to investigate the needs and behaviours of dog walkers and test management approaches to optimise the benefits and minimise the negative effects of dogs in the countryside’



Project cycle – value of research



8 Steps to Change

1. What is the problem?
2. What do you want to happen?
3. How would you like walkers with dogs to behave?
4. Do you need to change site management?
5. What is the best way to communicate?
6. What are the consequences of implementing change?
7. Has it worked?
8. What will happen if people still not complying?

Danebury Hill Fort

- 40 hectare of chalk downland SSSI
- Designated SAM
- Grazed by 65 Manx Loughtan sheep and between 10-20 cattle
- Existing facilities include toilets, notice board, signage and one poo bin



Need for change

- Uncontrolled dogs
- Dog poo not being picked up and binned
- Worrying and occasional killing of sheep.
- Confrontations with dog walkers



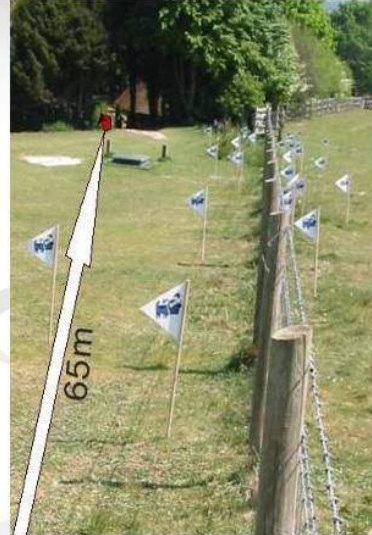
Outcomes

- Improve communications between team and walkers with dogs
- Increase the amount of dog poo collected
- Improve the overall experience for all visitors and assist with conservation
- Reduce erosion



Desired behaviours

- Sheep not approached, chased, injured or killed by dogs
- Dog poo picked up and binned everywhere on site
- Dogs not approaching or jumping up at visitors uninvited



Changes to management

- Talk to dog walkers
- Signage – paw prints
- Leaflet – intro to system, welcome
- Map board
- Danebury dog day
- Re-siting dog bin



- Traffic light system



Where shall we walk today?
It's easy, just look out for the paws.

This system enables you and your best friend to help us look after this area for everyone's enjoyment. When you see these paws during your walk, please observe the explanations below.

- Exercise area.**
Dogs may run freely beyond this point, please consider other visitors.
- Dogs on a lead please.** Stock may be grazing or there could be a threat to ground nesting birds. See information board.
- Sorry, no dogs.**
You won't see many of these. Exclusions are only for Health & Safety or conservation reasons.

Whichever area you are in, you are required to clean up after your dog.

Updated guidance will be displayed on the site information board.



Further information

For any comments, questions or problems about this site or this system please contact The Hampshire County Council Rangers on **01942 860948** or email centralcountrysidesites@hants.gov.uk.

Other useful information.

**Have you lost or found a dog?
Is the dog chipped?**
Dog warden: 01264 368463
Pet log: 0870 606 6751

Does your dog need a vet?
www.vethelpdirect.com
A free and easy to use diagnostic service for pet ailments and vet directory.

Need the police?
0845 045 45 45
Details of the current grazer can be found on the information board.



DANEBURY
Iron Age Hill Fort



Where shall we go today?
Dog-owners Guide



Danebury Dog Day



Evaluation

83% improved clarity of where they could walk

92% better understanding of where dog should be on a lead

75% improved clarity of where livestock are



Evaluation

- 82% reduction in poo



Passport/Guide



Manor Farm Country Park

- Large park very few dog bins - poo left on site
- Complaints from other users

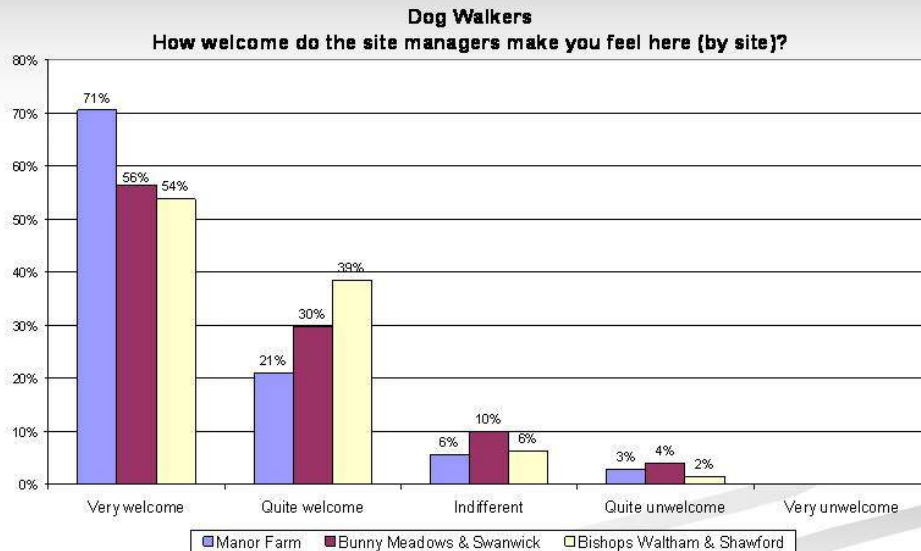


Baseline Data

- 29% no dog bins provided at one site
'Manor Farm hasn't got many [bins]. I think because they don't expect you to pick up everywhere'
- 50% not aware of the specific signage relating to dog walkers



Baseline Data



Desired behaviours

- Dog poo flicked off the path in the woodland areas but picked up and binned everywhere else on site.
- Increased use of the dog exercise field.
- Dogs not approaching people particularly in the picnic areas.
- Dogs on the lead close to the farm area.

Changes to management

- Talked to dog walkers
- Dog exercise area
- Leaflet
- Posters 'Arnie & Socks'
- Dog poo bin
- Big Doggy Do



Green Infrastructure

- Consider area implications
- Potential consequences of changing management
- Actions identified
 - Area wide information, activities for dog walkers
 - Promote lessons learnt
 - New appropriate provision
 - Consistent approach



Green Infrastructure

- New space fit for purpose
- Reduce reliance on protected land to meet recreation requirements
- What next?
 - Guidance for private land managers
 - RoW signage
 - Planning guidance

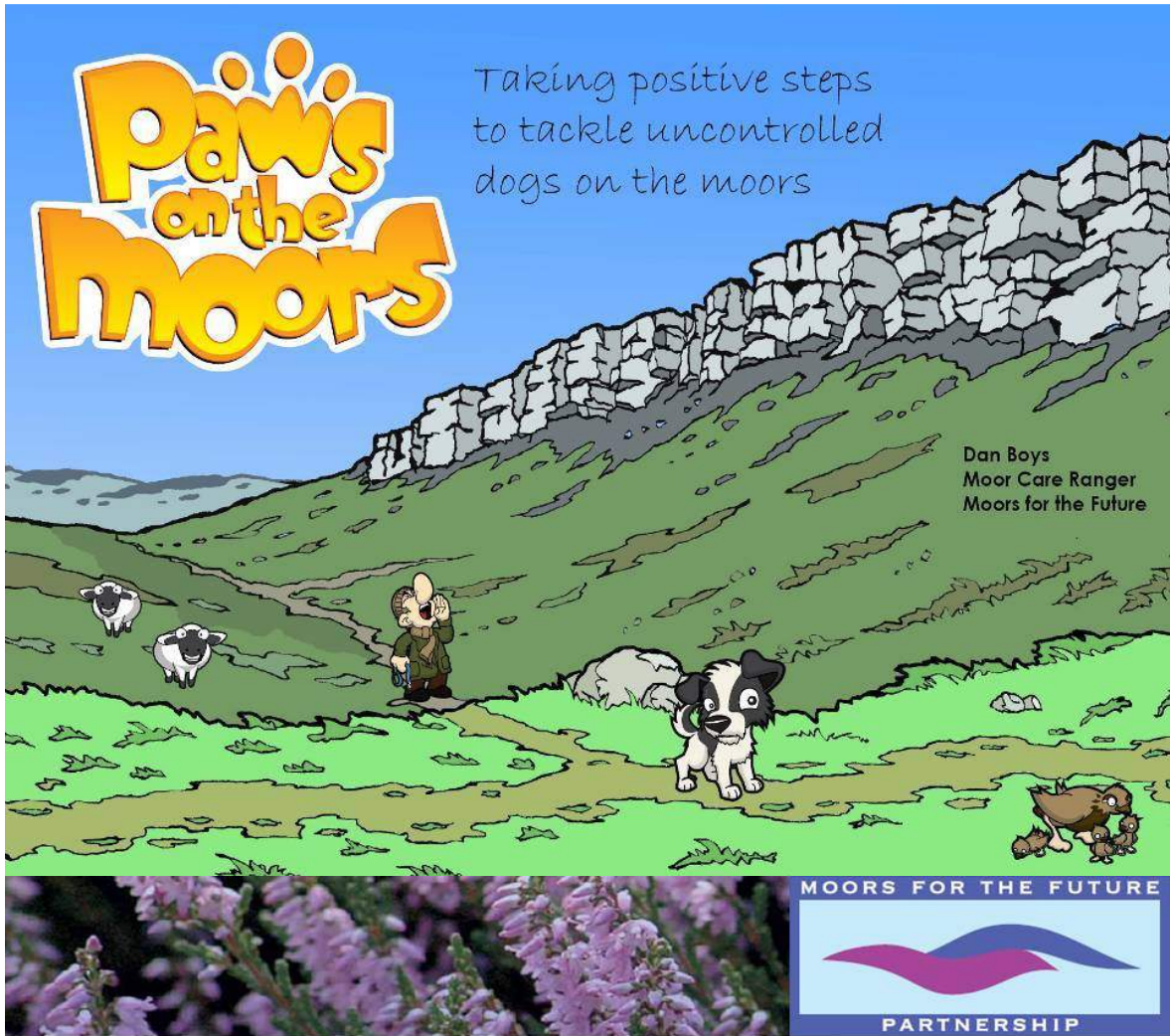


Summary

- Dog owners are major countryside users (and voters)
- The demand for off-lead access close to home, away from traffic, will not go away
- New approaches (communication) could benefit land managers and dog owners
- Positive provision should be planned into new development



www.hants.gov.uk/dogs



- Intro to Moors for the Future
- 2006 - Dog passports
- 2007 – Podcast and live theatre
- 2008 – Animation, Website and Bluetooth
- 2009 – Teaching resources and on-site signage







What do we do?



Restoration



Research

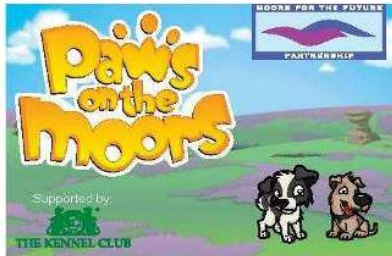


Awareness Raising





Dog Passports



Responsible dog owners are welcome on the moors:

- Please keep your dog close by, under control and in sight, however always use a short 2 metre lead:
 - Between 1st March – 31st July when rare moorland birds lay their eggs on the ground (CROW Act 2000)
 - Near farm animals – all year round. Sheep are particularly sensitive to dogs (Animal Act 1971)
 - If you cannot rely on your dog's obedience
- If livestock chase you and your dog, it is safer to let your dog off the lead – don't risk getting hurt trying to protect it.
- Please follow official signs that illustrate the sensitive times and places where dogs are not allowed.

For more information please visit www.moorsforthefuture.org.uk

Dog's name:.....
 Breed:.....
 Microchip/tattoo number:.....
 Pet insurance Details:.....
 Owner's name & contact no:.....

Attach a photo of your dog here



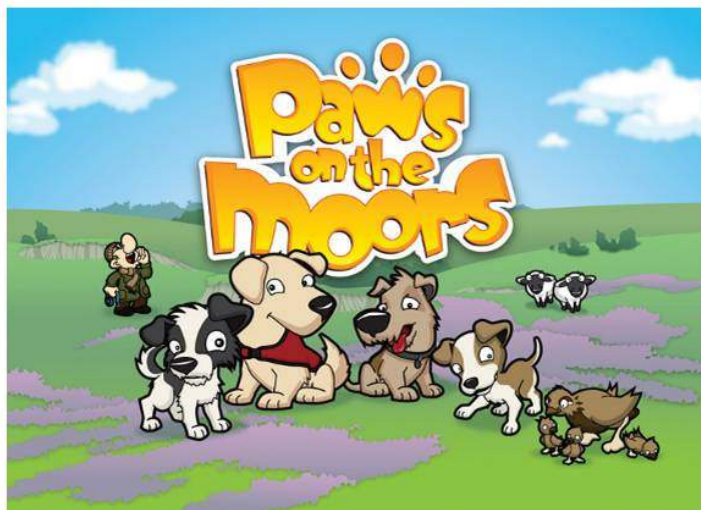
- this will help people know what to look for if it goes missing

Don't forget to download the free 'Paws on the Moors' podcast that follows the adventures of six dogs on the moors, through their fictitious internet dog blog! Visit www.moorsforthefuture.org.uk

other useful phone numbers:

RSPCA: 0870 55 55 999	Petlog: 0870 606 6751
Vet:	Police:
Dog Warden:	Other:



* visit www.moorsforthefuture.org.uk and click on 'paws on the moors' for local contacts and other useful information




The project has three aims:

- To innovatively and positively inform responsible dog owners were welcome on the moors
- To use a variety of media to deliver the messages
- To provide free access to the media

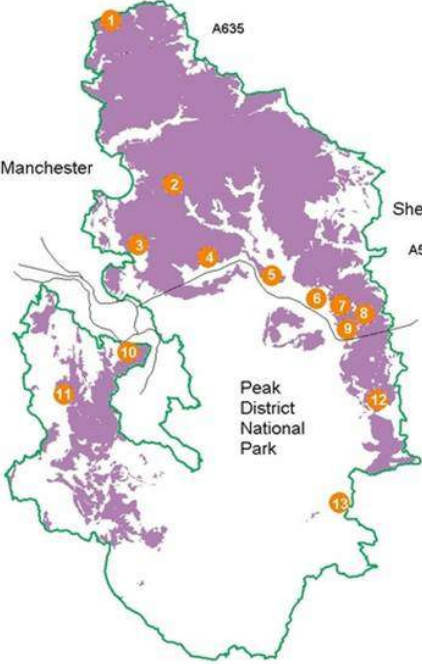
"Dogs in Parks and the Countryside"


MOORS FOR THE FUTURE




PARTNERSHIP




Audio Trails

- Moorland areas
- 1 Marsden Moor
- 2 Bleaklow
- 3 Hayfield (Kinder Scout)
- 4 Edale
- 5 Hope to Bamford
- 6 Hathersage
- 7 Surprise View
- 8 Burbage Valley
- 9 Grindelford
- 10 Chapel-en-le-Frith (Combs Moss)
- 11 South West Approaches
- 12 Gardom's Edge
- 13 Stanton Moor
-  Train Line

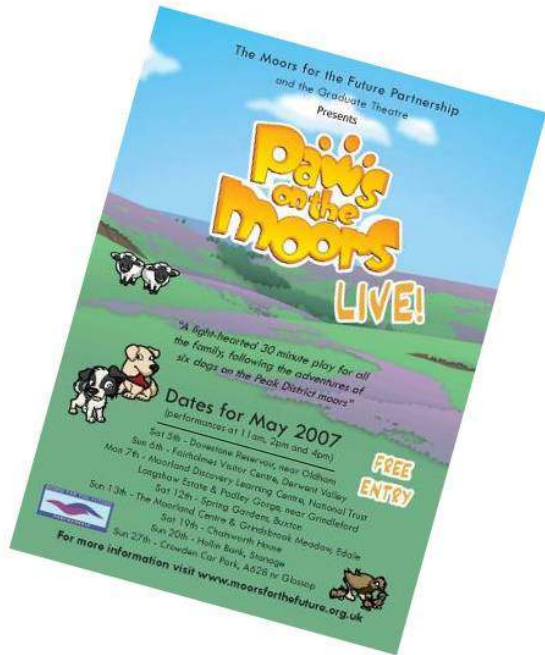


MOORS FOR THE FUTURE



PARTNERSHIP

Live Theatre

The Moors for the Future Partnership and the Graduate Theatre Presents

Paws on the Moors LIVE!

"A light-hearted 30 minute play for all the family, following the adventures of six dogs on the Peak District moors"

Dates for May 2007
(performances at 11am, 2pm and 4pm)

- Sat 5th - Dovestone Reservoir, near Oldham
- Sun 6th - Fairholme Visitor Centre, Darwent Valley
- Mon 7th - Moorland Discovery Centre, Darwent Valley
- Wed 9th - Spring Gardens, Buxton
- Sat 12th - The Moorland Centre & Grindelford Meadows, Edale
- Sat 19th - Chatsworth House
- Sun 20th - Halls Bank, Stanton
- Sun 27th - Crowden Car Park, A626 nr Glossop

FREE ENTRY

For more information visit www.moorsforthefuture.org.uk

2008

Paws on the Moors

.org

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About
News
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Dog Biographies

Kennels & Dog friendly B&B's

Leads

First Aid for dogs and vets

Welcome to 'Paws on the Moors', a website dedicated to help you and your dog enjoy the Peak District moorlands to their full potential, whilst helping to protect this special landscape, its wildlife and livestock.

The Paws on the Moors directive ...
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc auctor vestibulum lectus. Etiam tortor, Vestibulum blandit aliquam enim, Donec cursus libero et turpis, Suspensisse potenti.

The movie requires the latest Flash player extension. [Click here](#) to download the plug-in.

A

I

I

Commended in the Association of Heritage Interpretations '2007 Interpret Britain & Ireland awards'

CLICK TO PLAY

Responsible dog owners are welcome on the moors:

Please keep your dog close by, under control and in sight; however always use a short 2 metre lead:

- Between 1st March - 31st July when rare moorland birds lay their eggs on the ground (Countryside Rights of Way (CROW) Act 2000 - also known as the 'right to roam')
- Near farm animals - all year round. Sheep are particularly sensitive to dogs (Animal Act 1971)
- If you cannot rely on your dog's obedience

If livestock chase you and your dog, it is safer to let your dog off the lead - don't risk getting hurt trying to protect it.

Please follow official signs that illustrates the sensitive times and places where

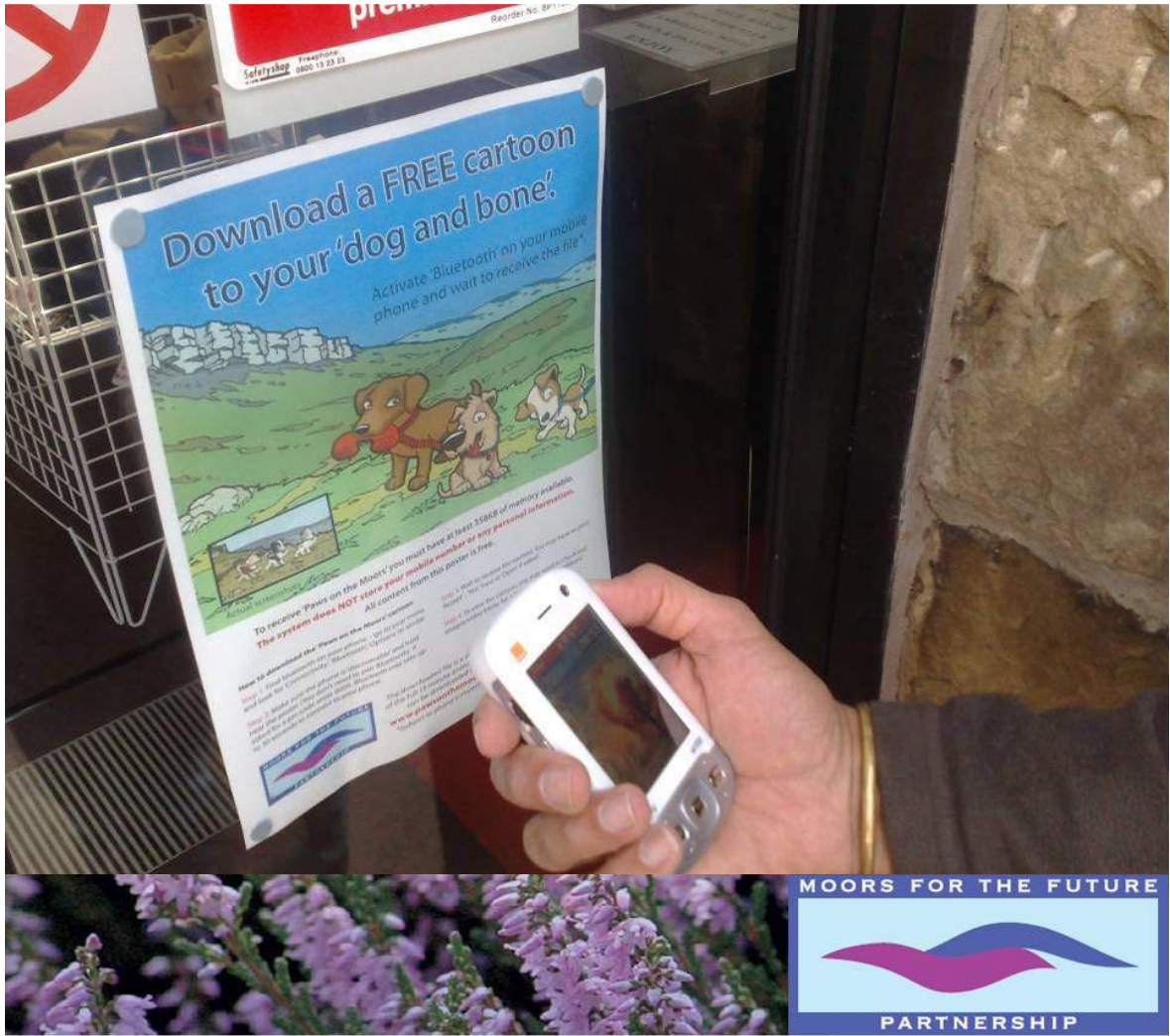
Leads/links

Dog first aid and Vet Contacts

Name: Barney
Breed: Young collie-cross
Age: 11 months
Occupation: still at school
Likes: being outdoors
Dislikes: cruel humans and rescue kennels

Name: Megan
Breed: Welsh collie
Age: 5
Occupation: conservationist
Likes: nature and routines
Dislikes: ignorance

Name: Bingo
Breed: Lakeland terrier
Age: 5 years
Occupation: free spirit





Assembly Ideas

- 1 Getting a good discussion going
- 2 Children in role of moorland users
(farmer, bird watcher, dog walker)
- 3 Teacher in role of (irresponsible!) dog owner



Lesson Plans

- Dog biography
- Effects diagram
- Hot seating
- In their shoes
- Ingredients for a perfect moorland
- Playwriting
- Diamond ranking

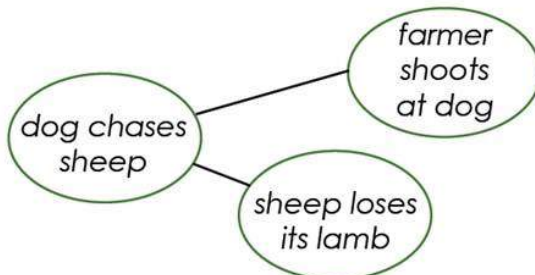


Effects Diagram



*dog chases
sheep*

Ask the class what might be possible consequences of this action and then add these to the board in the form of a flow diagram e.g.

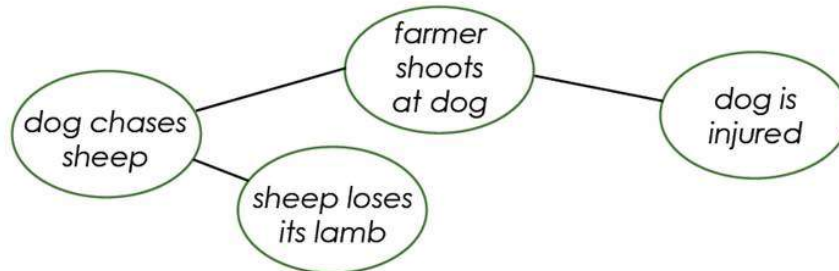




Effects Diagram



Take one of these consequences and add any further consequences e.g.



Repeat the exercise until the full extent of the consequences of the first action are realised.



Diamond Ranking



All dogs need exercise.

Bird's eggs are more important than dogs.

If farmers want to keep their sheep safe then they should fence them in.

Everyone has the right to walk on moors.

etc.....

"Dogs in Parks and the Countryside"

MOORS FOR THE FUTURE
PARTNERSHIP

Pawis on the Moors.org

Lambing and nesting season is March 1 - July 31
Please keep dogs on a short lead during this sensitive time.

1 March - 31 July
is lambing and bird
nesting season
Please keep dogs
on a fixed 2 metre lead

Forestry Commission England

CASE STUDY 5: Innovative communication with dog owners

Summary
Creative use of multi-media techniques helps to positively promote responsible dog ownership, to new audiences on the Peak District National Park's moorland.

Good practice

- Recognises that a vital step when communicating with dog owners is delivering messages that are: above all else, engaging and accessible.
- Varies of new media used to target audiences who may not engage with traditional methods, such as leaflets and visitor centres.
- Worked closely with key stakeholders such as the Kennel Club to ensure consensus and appropriate messages.
- Positive messages and 'freebies' engage with owners' primary concern of keeping their dog safe and happy.

Description
The Paws on the Moors initiative was developed following concerns that uncontrolled dogs disturbed wildlife, and in particular ground-nesting birds.

The first initiative was the design and distribution of a free, wallet-sized 'passport' card that enabled owners to record information about their dog in case it went missing on the moors. Three responsive dog ownership messages were also printed on the cards. A complementary web page provided information about dog friendly B&Bs, vets and canine first aid.

In April 2007, a 25 minute podcast was launched at Crufts, that follows the adventures of six dogs on the moors through their fictitious web blog. This light-hearted radio play follows a young puppy who meets new friends and discovers the delights and some of the dangers a dog can find in and around the moors.

The podcast was turned into a live theatre production and performed to over 400 people at 5 venues across the Peak District. An exit survey of 10% of the audience confirmed they both fully enjoyed the performance and understood the messages. In November 2007, the initiative won a commendation in the Association of Heritage Interpretation's 'Interpret Britain and Ireland Awards'. An animated version of the podcast has been commissioned for Spring 2008.

For more information contact:
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MOORS FOR THE FUTURE
PARTNERSHIP

Best practise –

- AH1 commendation
- FC case study No5

www.forestry.gov.uk/forestry/INFD-7CHKLU

"Dogs in Parks and the Countryside"

The image shows two overlapping website screenshots. The top-left screenshot is for 'MOORS FOR THE FUTURE PARTNERSHIP'. It features a header with the organization's name and logo, a navigation menu, and a main content area with a 'Welcome to the Moors for the Future Web Site' section. The top-right screenshot is for 'Paws on the Moors'. It has a colorful header with the title and a navigation menu. The main content includes a welcome message, a list of links (Dog Binographies, Kennels & Dog Friendly B&B's, Leads, First Aid for dogs and vets), and several informational boxes about dog control and moorland protection. The footer of the Paws on the Moors site includes contact information and a copyright notice for 2008.

www.moorsforthefuture.org.uk

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Thank you