

Dogs at Jeskyns Dialogue App Discussion - Jan/Feb 2014

Feedback analysis summary report

Overview

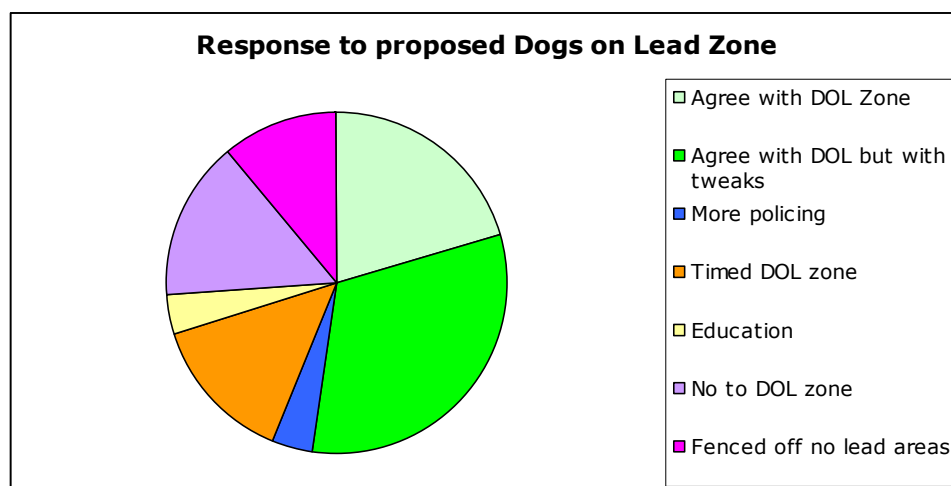
- The Dialogue discussion took place between 20th January and 21st February 2014.
- The main discussion page was viewed a total of 3,452 times, approximately 1,491 of them unique.
- A total of 137 ideas were posted which in return received over 500 comments.
- 3 weeks into the Dialogue to focus the discussions in the last week the Forestry Commission published a summary post detailing the 5 key solutions identified so far. 40 individual forum users commented upon these five solutions.

Breakdown of all Ideas

The discussion format of Dialogue App was chosen to enable everyone to participate in a thought provoking discussion about how responsible dog owner behaviour could be better managed at Jeskyns. It also allowed everyone to examine other points of view about this emotive subject and encouraged a problem solving approach through the sharing of ideas and experiences.

Much time and effort was committed to the careful reading and interpretation of each idea submitted which enabled us to better understand the viewpoints of a range of different visitors and to draw some general consensus.

The pie chart below shows a break down of all the ideas posted in relation to their response to a proposed Dogs on Leads Zone (20 ideas were not included as they did not relate to the subject).



“Agree with Dog on Lead Zone” those ideas that supported the original Forestry Commission proposal for a dogs on leads zone as posted by [Denise JeskynsRanger](#) at the start of the Dialogue.

“Agree with Dog on Lead Zone but with tweaks” those ideas that agreed with the concept of a dogs on leads zone but also stated that the proposed zone needed some changes such as a reduction in its size, good hard surfaced access and a location that meant that off lead dog-walkers did not feel they were being restricted to the furthest reaches of the site only.

“More policing” is about investing in staff time to police and penalise irresponsible dog owner behaviour. It related to the many points being made that responsible owners were getting punished for the behaviour of an inconsiderate minority and the fact that the proposed dog on lead zone would need to be policed or no one would obey the rules.

“Timed Dog on Lead Zone” many ideas were submitted recognising that a dog on lead zone may not be needed all the time, only during peak activity times. A number of dog walkers use the park early in the morning or in the evening when there aren't many people around. It was suggested that at these times (and a few other times such as during school hours) the dog on lead zone could be relaxed.

“Education” was about leaflets, promotion of the [Jeskyns Dog Code](#) and demonstration sessions promoting good behaviour for dogs and people.

“No to Dog on Lead Zone” means as it says.

“Fenced off no lead areas” was a response to the popularity of the training areas and there was a request for more of these areas. There was also recognition that many dogs did not have perfect recall. Some owners felt that a dog off lead area would need to be fenced in order to prevent less well trained dogs running off into the wrong zone. There was also recognition that there was a risk for all users in mixed usage (bike riders, horses, dog walkers etc.) and perhaps there should be more zoning for activities in general. The importance of good clear signage was raised.

Breakdown of response to Summary Post

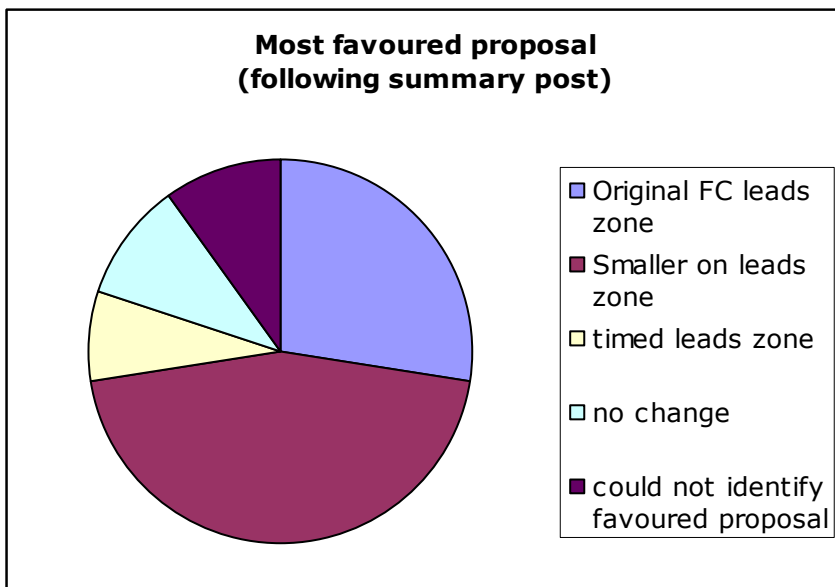
On the 11th February, the FC published a Summary Post: [Summary so far - 11th Feb 2014 — Dialogue App](#).

The summary post detailed five key solutions that had been identified by forum users through the discussions.

1. Creation of a dog on lead zone as per the original FC proposal.
2. Creation of a dog on lead zone but smaller than the original FC proposal.
3. Creation of a dog on lead zone but with time restrictions.
4. More visible site Ranger presence and enforcement of Jeskyns Dog Code.
5. Education and promotion of responsible dog ownership messages on site.

The aim of this post was to summarise the key issues and themes of the Dialogue so far and to focus the discussions in the last 10 days of the forum.

- In total 40 individual forum participants made comment upon the post.
- 32 of these participants favoured a dogs on leads zone in some shape or form as the preferred method to addressing the current issues.
- 4 participants favoured "no change at all" and there were 4 participants for whom a favoured proposal could not be identified.
- The proposal for a dogs on leads zone smaller than the original FC proposal seemed the most popular with almost half of the sample favouring it over other options.



- Nine of the participants identified the need for hard surfaced access to and within any dogs off lead areas as a key issue of importance.
- Many participants also made reference to education, enforcement/site presence and the Yellow Dog Campaign as supporting actions to consider in helping to address the current issues.

Breakdown of written responses

All promotional and publicity information about the Dialogue encouraged participants to use the online forum. However, in order to achieve inclusivity the following statement was included in all promotional materials about the Dialogue:

"Comments can also be made by post, but please be aware that postal submissions will not be added to the online discussion and will therefore not be able to receive support from other forest users."

- In total, correspondence from 15 individuals was received in either email or written form throughout the Dialogue Discussion period.
- 7 of these favoured the original FC dogs on leads proposal, 4 a smaller dogs on leads zone and only one individual preferred a timed on leads zone.
- 2 individuals felt that staff presence and enforcement would be a more effective method and one individual cited no preference at all.

