



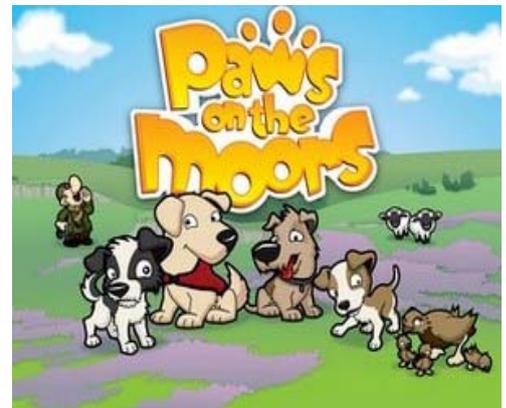
CASE STUDY 5: Innovative communication with dog owners

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.
- Variety 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 responsible dog ownership messages were also printed on the card. A complementary web page provided information about dog friendly B&B's, vets and canine first aid.

In April 2007, a 25 minute podcast was launched at Crufts, that followed 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 8 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.

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