

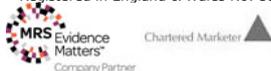


Paws in the Vale Evaluation



Report – April 2018

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Introduction

Paws in the Vale is a dog friendly pilot initiative introduced and run by Vale of Glamorgan Council. Its aim was to encourage businesses to be dog friendly and to promote this status to benefit them from the potential for additional custom this could generate.

This pilot project has received funding through the Welsh Government Rural Communities – Rural Development Programme 2014 – 2020 which is funded by the European Agricultural Fund for Rural Development, the Welsh Government and the Vale of Glamorgan Council. The LEADER programme aims to deliver rural regeneration by developing innovative ideas that create long term social and economic benefits for the rural Vale.

At the end of the pilot, Vale of Glamorgan Council commissioned this evaluation to gain feedback on the pros and cons of being dog friendly. The available scope within the evaluation for fieldwork was limited, and so the approach focused on generating maximum opportunity for engagement.

The evaluation comprised a comprehensive and inclusive approach to maximise the opportunity for engagement across the public (those who appreciate and do not appreciate dogs) and participating businesses.

An online questionnaire was designed to generate the views from the public regarding dog ownership and dog friendly provision within the Vale of Glamorgan. Promotion through social media generated interest from 676 members of the public. A total of 445 public respondents completed the questionnaire.

From 65 businesses initially signed up to Paws in the Vale, there were a total of 59 businesses still in business and with the potential for involvement with the evaluation. The online survey and hard copy questionnaires generated a response from 29 businesses (22 completed the survey).

In addition, responses were generated from 6 members of staff of participating businesses and 8 non-participating businesses.

Face-to-face and telephone interviews were conducted to collate qualitative feedback from participating businesses. A total of 24 face-to-face interviews and 2 telephone interviews were conducted with business owners and staff at 21 different businesses.

In total, a minimum of 35 separate participant businesses were involved in the evaluation (online surveys were anonymous), virtually three fifths of the total population.

The fieldwork ran from 16th March until 5th April 2018.



The volume of responses from the public has generated significant statistics for analysis, with a standard error of +/-4.6 (based on a 95% confidence level and a 50% response to a question). It has allowed for an interesting consideration of findings by dog owners and non-dog owners.

Whilst around two thirds of participating businesses have taken part in the evaluation, the low sample bases means that the findings are to be read as qualitative and indicative as opposed to statistically robust. For this reason, along with the varying number of responses to questions (as a result of the self-completion nature of the survey) means that the findings for participating businesses have been provided as absolutes only.

The main findings for the staff and non-participating businesses have not been reported on (except for an element of qualitative feedback from the staff on dealing with dogs) due to the low sample bases.

Significant open ended responses were provided which generate a valuable insight into the findings. These have been provided in full in Annex 1. These have been reported in a way as to assure anonymity of respondents.

All hard copy and online versions of the questionnaires and supporting survey material were available in both Welsh and English.

All research has been conducted in accordance with the Market Research Society Code of Conduct.



Summary

What is the level of dog ownership, appeal and opinion?

- Dog ownership and the appeal of dogs amongst non-owners will influence the view of dogs in Vale of Glamorgan. With the consideration that the nature of the survey is likely to attract dog owners, virtually three quarters of respondents own a dog. Amongst non-dog owners however, over three quarters are positive or neutral about dogs.
- Overall respondents' views are in the range of neutral to positive about the behaviour of dogs. There is a distinction however in the views of dog owners and non-owners. Whilst three quarters of dog owners are happy with dogs in Vale of Glamorgan, half of non-owners are unhappy.

Did Paws in the Vale meet its aim?

The aim of the pilot initiative was to encourage businesses to be dog friendly and to promote this status to benefit them from the potential for additional custom this could generate.

Objective 1: Encouraging businesses to become dog friendly

- With all but two of the surveyed businesses already being dog friendly, this implies that the programme had greater appeal to businesses that were already dog friendly. To make a definite conclusion however, it would be necessary to establish whether businesses are dog friendly or not prior to their joining the campaign. Business participants feel however that the initiative does have the potential to encourage the adoption of such policies amongst non-dog friendly businesses.

Objective 2: To promote dog friendly status

- The programme has been successful in promoting the dog friendly status of businesses. This influence however is wider than just for individual businesses. The promotion of the area as being dog friendly is seen as a significant "value added" element of the programme. It provides Vale of Glamorgan with a strong and unique selling point.

Objective 3: For businesses to benefit from the potential for additional custom being dog friendly could generate

- To benefit, consideration has to be made to three customer segments; dog owners who have visited because of the dog friendly status, dog owners who would have visited anyway without their dogs and people who have not visited because of the dog friendly status.
- The aim of the initiative therefore is to generate the "value added" element where:

Net additional business generated from dog owners



Is greater than



Business lost as a result of being dog friendly

The survey explored the impact on business in three ways:



Public perception

- The public's ability to comment on the impact results from:
 - Their **own experience** of whether they have visited or avoided a business as a result of its dog friendly status
 - **Their perception** of whether being dog friendly benefits or disadvantages business.
- Overall, public respondents are over three times more likely to think being dog friendly has any benefits as opposed to any disadvantages on business. As may be expected, dog owners are significantly more likely to have this view than non-owners.

Impact on decision to visit

- Paws in the Vale has impacted positively, both on influencing the visit to Paws in the Vale places and on influencing future visits.

Business perception

- The programme did not require participants to collate any pre-programme or programme data, nor to make any record of noted change in business as a result of Paws in the Vale. Businesses surveyed were in the main small owner-run companies, and whilst unable to quantify, were able to assess the impact which they felt participation had on their business.
- Whilst the findings are qualitative, to this effect, around; one in three state an increase in visitor/customer numbers, one in five an increase in income and one in two a positive or very positive economic impact on their business. None of the businesses state any negative impact on any of these three areas.
- The main reason for impact is that it allows people who otherwise might not come into the business to do so. In addition, it increases the length of time people can be in the business (they are not concerned about leaving their dog outside) and can ensure all members of the party can come in (no one is left outside looking after the dog). The competitive advantage of being dog friendly over businesses which are not was also mentioned.

How should Paws in the Vale be taken forwards?

- Based on the findings of the evaluation, Paws in the Vale should be taken forwards.
- Consideration of the strengths and weaknesses of the pilot will help to inform the future development of the programme and strengthen its impact, building on the foundations of the pilot.
- The value of the initiative is in the promotion of a dog friendly status for individual businesses and Vale of Glamorgan.

Areas to build on

- Build on the value and USP of Vale of Glamorgan as being a dog friendly location for visitors.
- Build on the strength of the logo. One improvement is to the wording, to make it both



clearer and larger. “DOGS WELCOME” is a clearer message than “WE ARE DOG FRIENDLY”.

- Develop the adoption and strength of the sticker. This is the main physical benefit of the initiative:
 - It is relatively inexpensive
 - It is effective in promoting to visitors that they are welcome with their dogs
 - It provides a strong “dog friendly brand” for Vale of Glamorgan
 - Businesses can benefit from being a “member” of a countywide promotion
 - It provides smaller businesses with a USP.
- The leaflets are useful in engaging with dog owners and are popular with visitors.
- Promote the initiative to businesses as the opportunity of “**Membership of Paws in the Vale**”. This could generate a stronger sense of belonging and commitment than the current approach of “promoting Paws in the Vale”.
- Such membership could provide a strong platform on which the programme can be taken forwards, exploiting its own momentum. Its potential in providing a USP for the whole Vale as well as individual business is significant.
- “Paws in the Vale” provides a strong umbrella brand for promoting dog friendliness for Vale of Glamorgan. It is seen that Vale of Glamorgan is developing its reputation as a dog friendly location; this should not be lost and should be built upon.
- The “Membership” of Paws in the Vale can be enhanced to ensure it provides the whole experience for visitors and residents; accommodation, shops, eating places and places to visit, whilst ensuring that residents and visitors who are not happy with dogs are catered for and considered.

Areas to address

- The physical provision such as water bowls and treat jars are welcomed but are not perceived to provide “the value” element to the programme, they are a “nice add on”.
- The support provided by the programme to be “being dog friendly”, such as workshops and online information do not appear significant. These may be more relevant to businesses that are not dog friendly.
- To encourage businesses to become dog friendly, the message should focus on its simplicity rather than introducing complexity. **“All businesses can be dog friendly and it is easy to do.”**
- Maintain the momentum of the programme – keep in touch with local business participants and continually encourage new participation. The personal approach currently has more impact on small businesses than emails and social media.
- Maximise on the rate of new business start-ups in the area as businesses to target and



involve.

- Increase participation by non-dog friendly businesses.
- Ensure a full geographical representation of the programme – a real “Vale Wide” initiative. Participation is currently concentrated in Cowbridge and Llantwit Major.
- Improve the online presence of the initiative. Ensure; it is accessible, it is not lost within the council website, it is user friendly, it is interactive (one click to book) and it is informative with a friendly tone.
- Develop simple and effective measurement tools to establish specific programme impacts.
- **Include the development and promotion of responses to support members of the public who are not happy or comfortable with dogs. These could include:**
 - Providing separate areas for visitors without dogs in dog friendly cafes/restaurants/pubs.
 - Encouraging owners with dogs to be aware that “not everyone is comfortable” with dogs.
 - Ensuring dogs are controlled, especially off lead.
 - Encouraging dog owners to clear up after their dog and dispose of dog waste bags responsibly.

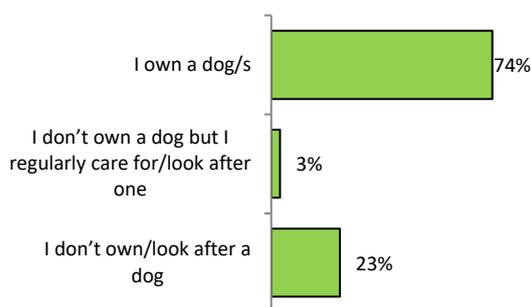


Data summary

Dog ownership

Virtually three quarters of public respondents own a dog (74%), with a further 3% not owning but regularly looking after a dog. Nearly one quarter of public respondents neither own nor look after a dog (23%).

Profile of dog ownership

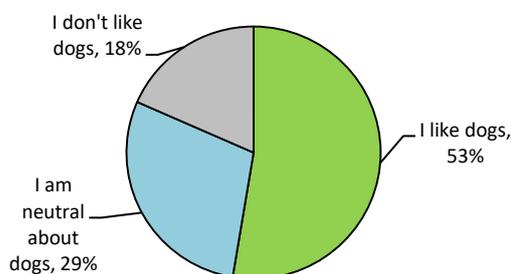


Sample base = 502

Significantly the main number of dogs owned is one (70%). 22% of dog owners have 2 dogs and 7% own 3 or more dogs.

Of respondents who do not own or regularly look after a dog, just over half like dogs (53%); 29% are neutral and 18% do not like dogs.

Appeal of dogs amongst non-dog owners



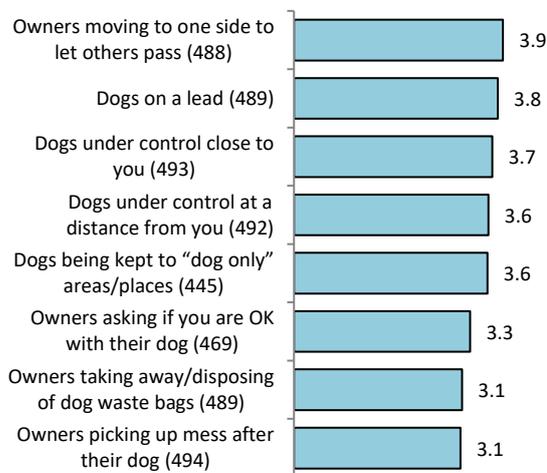
Sample base = 114

Public respondents were asked to rate the responsibility of dog owners in the Vale of Glamorgan for a range of activities relating to dogs.

On a rating of 1-5, where 1 = very irresponsible and 5 = very responsible, all activities achieved a mean rating above the midway point of 3 (neither irresponsible nor responsible) although none of these achieved a rating of 4.0 or above (responsible).

The ratings for all 8 areas of dog responsibility are between the points of 3.0 and 4.0, illustrating an "above midway but less than responsible" outcome.

Views on responsibility of dog ownership



Sample base = (provided in brackets),

Overall, public respondents are happy about dog ownership in Vale of Glamorgan. Two thirds are either happy or very happy (67%), 15% are neutral and 18% are unhappy or very unhappy. The mean rating on the scale of 1-5, where 1 = very unhappy and 5 = very happy is 3.7.



Whilst 78% of dog owners (and those who regularly look after a dog) are happy or very happy with dog ownership (a mean rating of 4.0) this is the case for 27% of non-dog owners (a mean rating of 2.7).

In fact, 53% of non-dog owners are unhappy or very unhappy about dog ownership in Vale of Glamorgan

Reasons for public respondents being happy with dogs

Behaved ^{penarth} Cleaning Considerate Issues ^{Lover} Problem
 Local Love Dogs Experiences Pick Glamorgan Walk
 Aggressive Owners are Responsible
 Great Initiative Places ^{Care} Friendly ^{Rhose}
 Beaches ^{Clear} Control ^{Daily} Live ^{Play} Irresponsible
 Community

Sample base = 329

Reasons for public respondents being unhappy with dogs

Poop ^{dirty} Far Too Many Dogs Unhappy Attacked ^{False}
 Parks Animals Walk ^{Ogmore by Sea} Bags
 Beauty Spots Lead ^{Scared of Dogs} Beach
 Majority of Owners are Responsible Places ^{Happy} Pavements
 Bins ^{Disgusting} Think Problem

Sample base = 76,

Paws in the Vale awareness, promotion and interest

Nearly half of public respondents (45%) are aware of Paws in the Vale.

The Paws in the Vale logo is the main source of awareness (28%). 19% of public respondents became aware through stickers in the window of local businesses.

By far the main source of awareness of Paws in the Vale amongst business participants is direct contact made to the business by Vale of Glamorgan Council, generating awareness for 18 out of 23 participant businesses.

Signs/information at their business premises are used by 16 out of 19 Paws in the Vale participants and their own website/Facebook/Social media is used by 14 out of 18 participants as ways in which they tell people they are dog friendly.

The two main reasons for their interest in participating in Paws in the Vale were the business promotion of their dog friendly status (14 of 23 participating businesses) and to encourage more business (12 of 23 participating businesses).

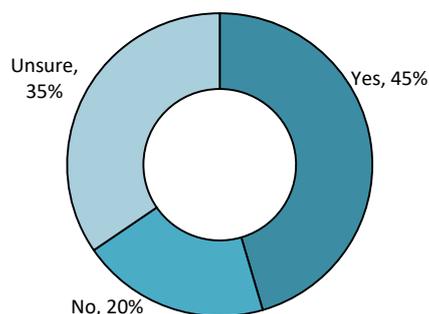
Visits and dog support

One fifth (20%) of all public respondents have visited a place promoted by Paws in the Vale

In fact, over two fifths (45%) of public respondents who are aware of Paws in the Vale have visited a place promoted by Paws in the Vale.

Whilst public respondents with a dog are more likely to have visited such a place (50%), this is still the case for 30% of public respondents who do not own or look after a dog.

Visits made to places promoted by Paws in the Vale



Sample base = 220



The three main types of place visited which are promoted by Paws in the Vale are:

- An eating place (90% of all respondents and 78% with a dog)
- Country park/park (87% of all respondents and 76% with a dog)
- A walking trail (82% of all respondents and 72% with a dog).

Feedback on visits to places promoted by Paws in the Vale

Pub_{Knap} Llantwit_{Bear} Hotel Barry Island_{Place}
 Cosmeston_{Captains Wife} Cowbridge_{ogmore} Friendly
 Cobbles

Sample base = 49 responses

20 of the 22 Paws in the Vale participants were already dog friendly prior to their involvement, with just 2 not being dog friendly. All 23 Paws in the Vale participant businesses are currently dog friendly.

A water bowl topped up regularly is provided by virtually all Paws in the Vale participants (21 of 22 businesses). Sixteen of 19 participants provide a treat jar/treats and 13 of 18 participants have a dog policy. 9 of the 22 Paws in the Vale participants have a written dog policy.

Public respondents who had visited a place promoted by Paws in the Vale with a dog were asked if they had used any of a range of provisions available. By far the two main types of provision used were water from a bowl (82%) and dog treats (70%).

All of the Paws in the Vale participants (22 out of 22 businesses) welcome dog owners and encourage them with their dogs.

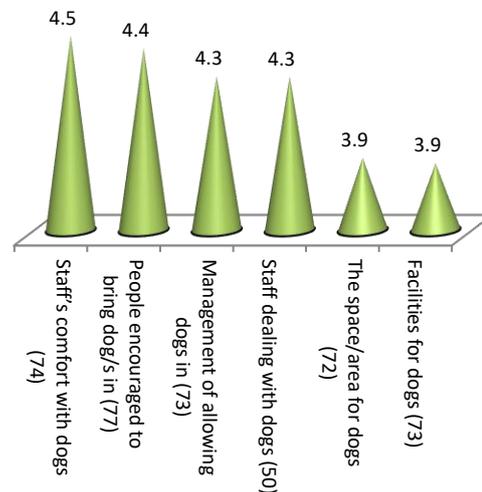
Sixteen out of 18 participants specify where dogs are and are not allowed and let non-dog owners know that they are dog friendly, 16 out of 20 participants ask owners before giving dogs a treat.

Participants are least likely to let people know that dog waste can go in any bin (8 out of 19 participants).

Public respondents who had noticed any of the services were asked to rate how positive these are on a scale of 1-5, where 1 = very negative and 5 = very positive.

All 6 services achieved a mean rating above the midway point of 3.0, and four services received a positive mean rating of 4.0 or above.

Mean rating of dog services at places promoted by Paws in the Vale



Sample base = (provided in brackets)

The main element of Paws in the Vale which was used was the Paws in the Vale sticker, with 18 of the 22 participating businesses stating they had used this.

Ten participating businesses had given Paws in the Vale leaflets to customers, 9 had recommended Paws in the Vale to other businesses, 8 had promoted their business via the Visit the Vale website and 7 had used the Paws in the Vale logo on their website/Facebook Page/Social media.

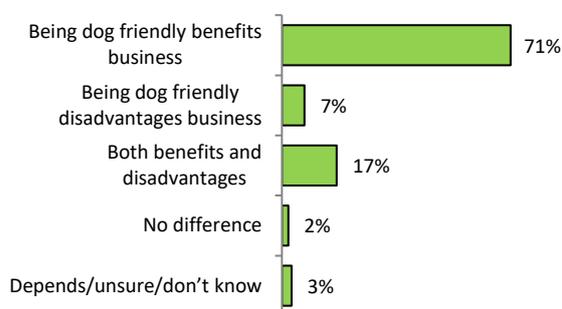


Impact of Paws in the Vale and being dog friendly

Public respondents are significantly more likely to think being dog friendly has benefits for businesses in Vale of Glamorgan (71%) than to think it has disadvantages (7%).

17% of public respondents think there are both advantages and disadvantages.

Impact of being dog friendly on businesses in Vale of Glamorgan



Sample base = 444

Reasons for views on benefits/disadvantages of dogs to businesses in Vale of Glamorgan

Afraid of Dogs Dislike Animals Lives Consider Allergic Walk
 Choose Places Smell Owners Eat in a Restaurant
 Business Not Welcome Dogs in Restaurants Friendly
 Control Allow Dogs Freedom Behaved Managed
 People Own Dogs Means Dogs Inside Tied up Outside

Number of responses = 100

Seven of the 22 Paws in the Vale participants state that their customer/visitor numbers have increased as a result of Paws in the Vale.

None state that this has decreased and 15 state that it has had no impact on numbers.

Four of the 21 participants state that Paws

in the Vale has had a positive impact on their income. None state that this has had a negative impact, and 17 state that it has had no impact.

Twelve of the 22 Paws in the Vale participants state that Paws in the Vale has had a positive or very positive economic impact on their business. None state that this has had a negative economic impact on their business and ten state that it has had no impact.

The positive impact of Paws in the Vale is supported by the qualitative research. Whilst difficult to quantify, it was felt that being dog friendly has a positive impact on business. The main impact is that it allows people who otherwise might not come into the business to do so.

It also has the impact of allowing people to be more comfortable and having more time to spend. For example, in a shop, they are not concerned about their dog being left outside.

It also allows all people in a party to come into the shop together, rather than one person being left outside to look after the dog. The competitive advantage of being dog friendly over businesses which are not dog friendly was also mentioned.

The majority of Paws in the Vale participants (16 out of 21) state that there were no difficulties in being involved with Paws in the Vale.

Four participants felt that inconsiderate dog owners was a difficulty and 3 that other customers/visitors being put off by dogs was a difficulty.

Being promoted by Paws in the Vale had an



influence on three fifths of the 84 public respondents who had visited a place promoted by Paws in the Vale.

Paws in the Vale going forwards

It can be seen that the Paws in the Vale promotion has a significant impact on influencing visits to places.

At least three fifths of public respondents state they are more likely to visit each of the places if they are promoted by Paws in the Vale.

Public respondents are over three times more likely to visit each type of place because it is promoted by Paws in the Vale than to say they are less likely to visit.

More likelihood of visiting places as opposed to less likelihood of visiting

Type of place promoted by Paws in the Vale	Number of times more likely
Country park/park (349)	9.0
Walking trail (350)	9.0
Outdoor/tourist attraction (354)	7.3
A shop (312)	6.1
An eating place (363)	3.8
Indoor attraction/tourist attraction (340)	3.5
Accommodation (336)	3.3

Sample bases in brackets

Just 3 of the 21 Paws in the Vale participants felt there were ways in which Paws in the Vale could be improved. The qualitative research identified ways in which Paws in the Vale could be enhanced. The main focus is to build further on the foundations rather than to change or alter the programme.

Maximising the promotion of being dog friendly is the main focus for improving Paws in the Vale. This ranges from including specific wording on the sticker through to enhancing user experience of the website. It was also felt that the momentum of the programme could have been better

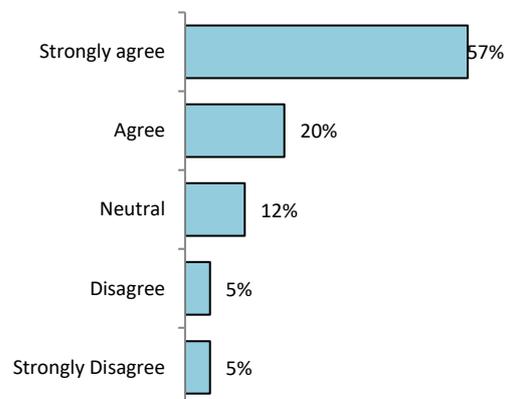
maintained, that this appeared to have tailed off after the initial launch.

There is the need to “keep on top of the programme”. It was mentioned that the rate of business turnover, especially of shops, in the area is quite high. This provides the opportunity to engage new businesses, but requires the resource to monitor such start ups.

In total, just over three quarters of public respondents (77%) agree or strongly agree that Paws in the Vale should be continued. One tenth of public respondents (10%) disagree or strongly disagree that it should be continued.

The mean rating for taking Paws in the Vale forwards on a scale of 1-5, where 1 = strongly disagree and 5 = strongly agree is 4.2.

Level of agreement with Paws in the Vale being taken forwards



Sample base = 441

It is interesting to notice the difference however when considering dog owners and non-dog owners.

Virtually all dog owners (99%) strongly agree or agree that Paws in the Vale should



be taken forwards compared to 46% of non-dog owners.

The mean rating provided by dog owners is 4.6 compared to the mean rating provided by non-dog owners, just below the midway point, a mean rating of 2.9.

Where respondents agree or strongly agree

Inclusive Known Scheme Cosmeston Happy Company Aware
Never Heard Important Social Media Places Good Idea
Businesses Excellent Idea Owners Great Idea
Friendly Barry Island Responsible Amazing Lives
Cornwall Bring Custom Advertised Town Great Initiative

Number of responses = 126

Where respondents disagree or strongly disagree

Think Scheme Children Actively Place Animals Owners
Not Going Money Walk Shops Reason Ownership

Number of responses = 33

Nineteen of the 23 Paws in the Vale participants agree or strongly agree that the Paws in the Vale initiative should be continued. Three participants are neutral and one strongly disagrees.

The qualitative feedback further supports participants' views for taking Paws in the Vale forwards. It was felt that the programme itself, supported by the sticker, was the main benefit to be taken forwards rather than the more product-driven elements.

It was felt that the "promotion of the area as being dog friendly" was the real value, in that it generates a unique selling point for the area to encourage visitors.

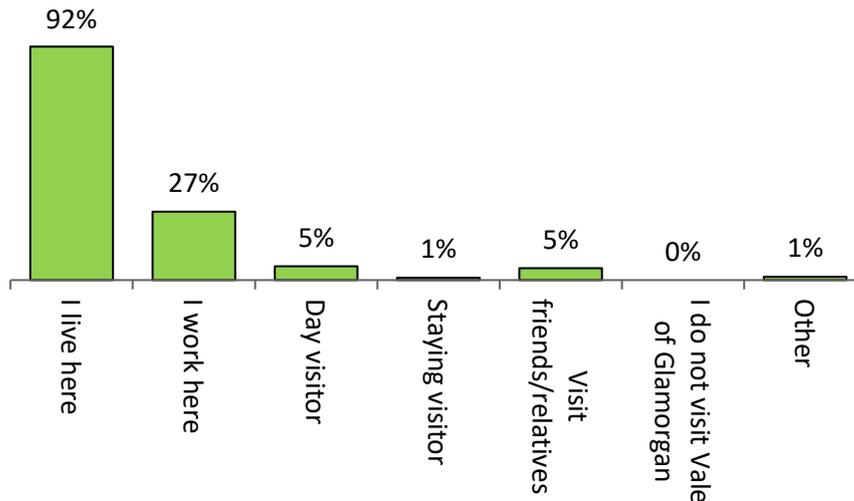


Main report

Profile of respondents

All public respondents (100%) visit Vale of Glamorgan in some format. 92% of public respondents live in Vale of Glamorgan and 27% work in Vale of Glamorgan.

Chart 1: Relationship with Vale of Glamorgan

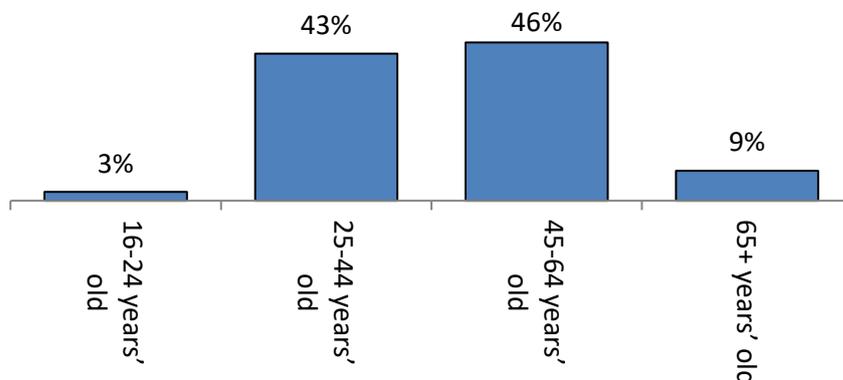


Sample base = 433, all respondents who provided an answer, multiple response

Just 32 public respondents do not live or work in Vale of Glamorgan and provided a response regarding their length of visits. 29 of these respondents state they have day visits.

The vast majority of public respondents are aged 25-64 years' old, with 43% aged 25-44 years old and a similar proportion (46%) aged 45-64 years' old.

Chart 2: Age of respondent

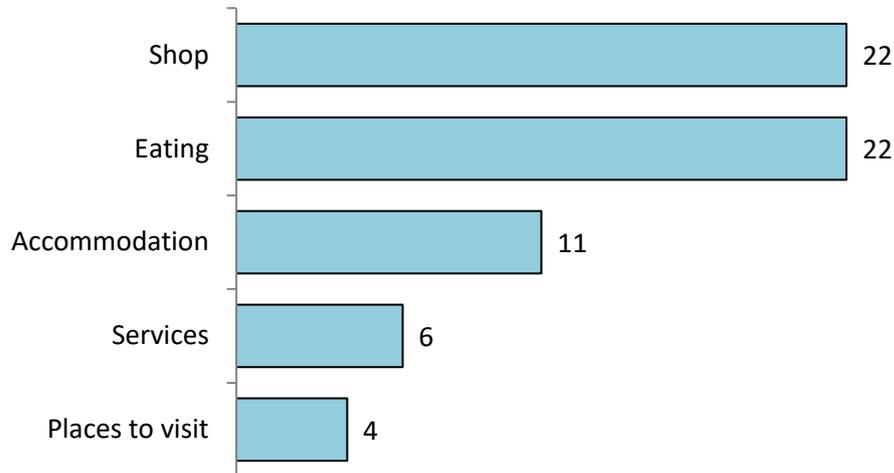


Sample base = 435, all respondents who provided an answer, single response



Just over two thirds of original participating businesses comprised shops (22 of the original 65 businesses) or eating places (22 of the original 65 participating businesses).

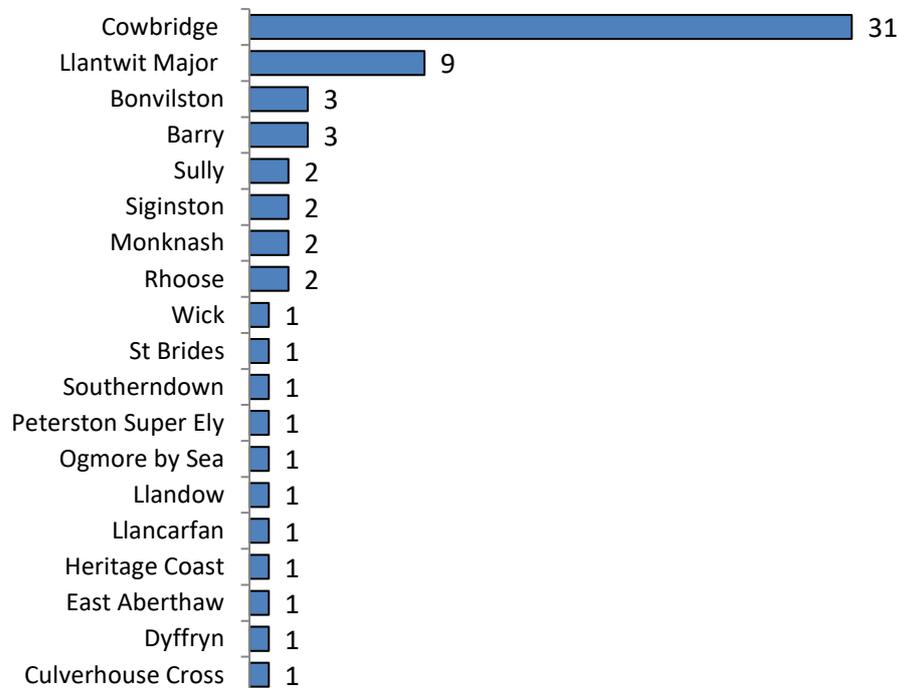
Chart 3: Business type of all original Paws in the Vale participant businesses



Sample base = 65 businesses, all original participating companies

Nearly half of all original participating businesses (31) were located in Cowbridge, with a further 9 located in Llantwit Major.

Chart 4: Location of all original Paws in the Vale participant businesses



Sample base = 65 businesses, all original participating companies

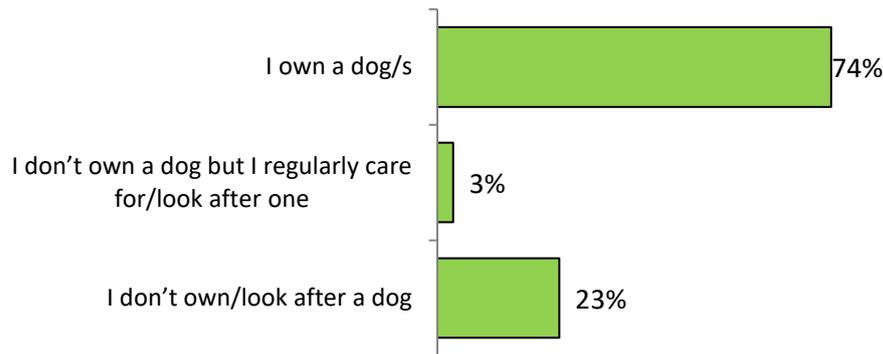


The public and dogs

1. Dog ownership

Virtually three quarters of public respondents own a dog (74%), with a further 3% not owning but regularly looking after a dog. Nearly one quarter of public respondents neither own nor look after a dog (23%).

Chart 1: Profile of dog ownership

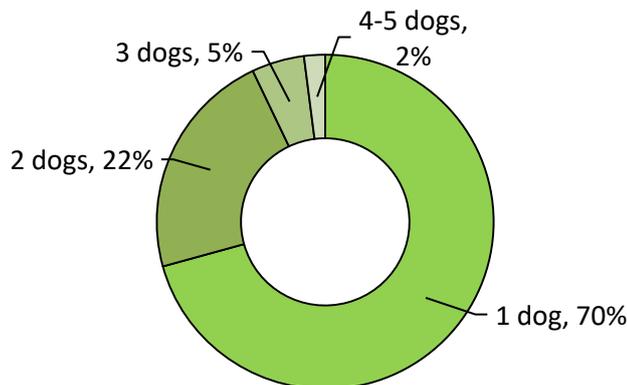


Sample base = 502, all respondents who provided an answer, single response

2. Number of dogs owned

Significantly the main number of dogs owned is one (70%). 22% of dog owners have 2 dogs and 7% own 3 or more dogs.

Chart 2: Number of dogs owned



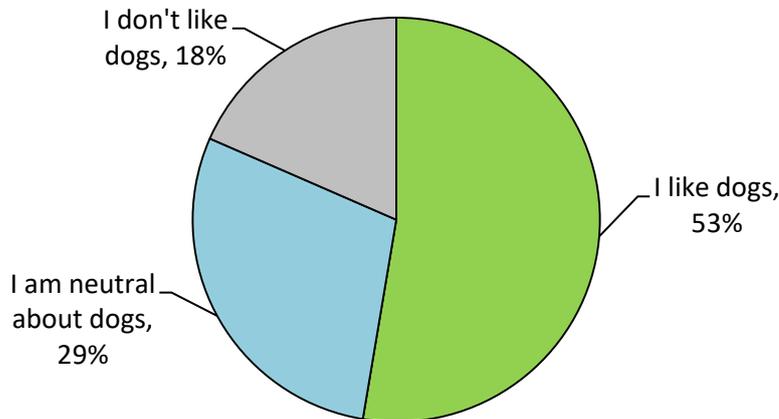
Sample base = 316, all respondents who own a dog and provided an answer, single response



3. Appeal of dogs amongst non-owners

Of respondents who do not own or regularly look after a dog, just over half like dogs (53%); 29% are neutral and 18% do not like dogs.

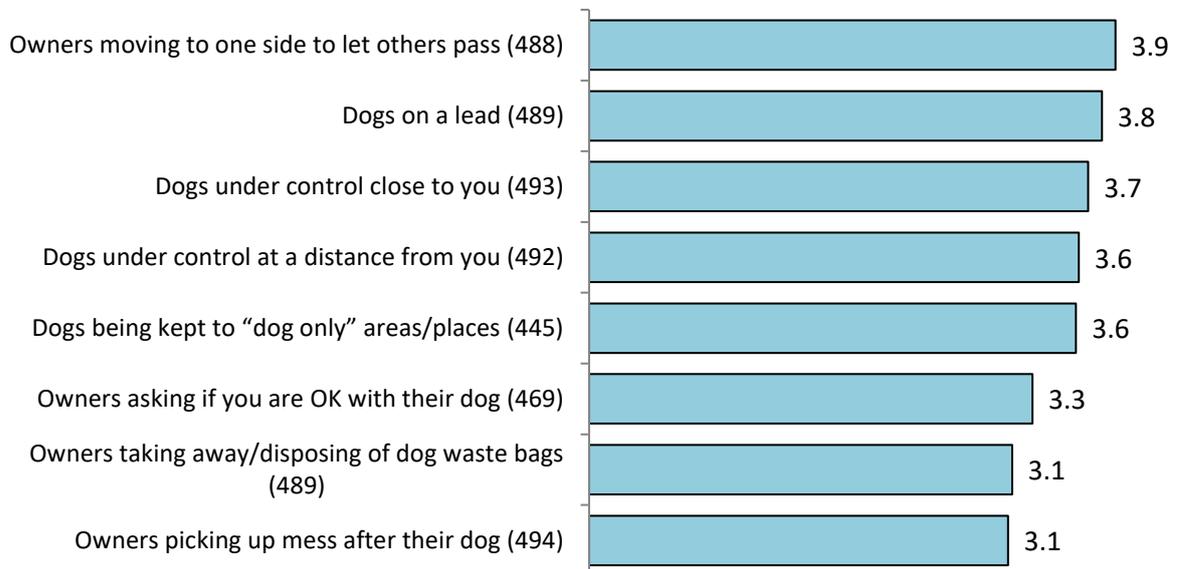
Chart 3: Appeal of dogs amongst non-dog owners



Sample base = 114, all respondents who do not own or look after a dog who provided an answer, single response

4. Dog ownership and responsibility

Chart 4a: Views on responsibility of dog ownership in Vale of Glamorgan



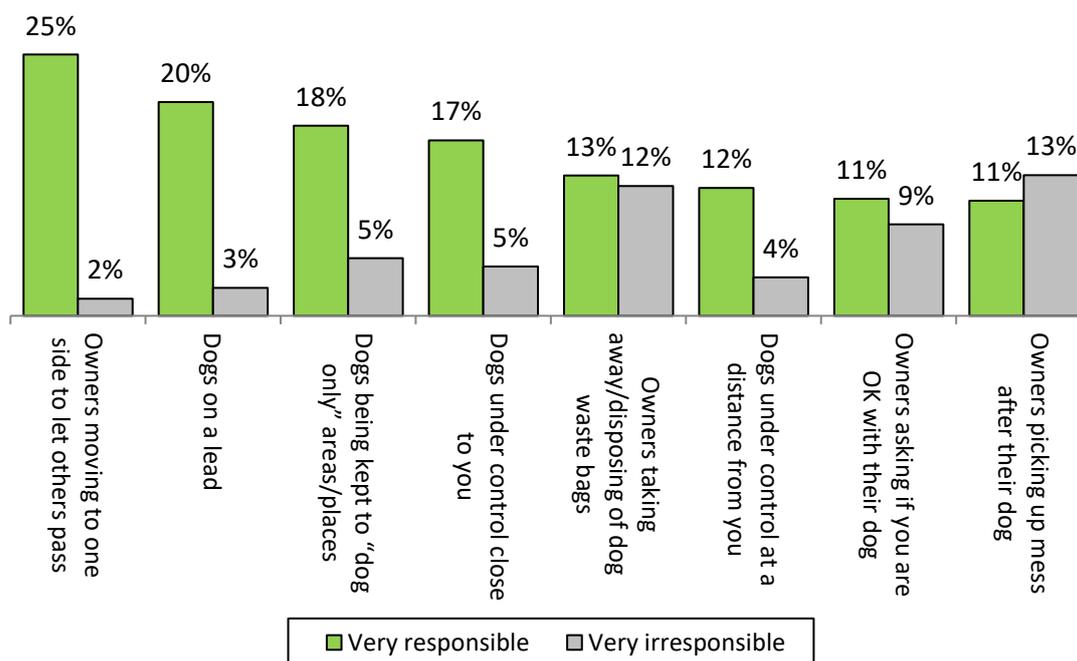
Sample base = (provided in brackets), single response for each activity, responses provided on a scale of 1-5, where 1 = very irresponsible and 5 = very responsible



Public respondents were asked to rate the responsibility of dog owners in the Vale of Glamorgan for a range of activities relating to dogs. Chart 4a details the mean ratings achieved.

On a rating of 1-5, where 1 = very irresponsible and 5 = very responsible, all activities achieved a mean rating above the midway point of 3 (neither irresponsible nor responsible) although none of these achieved a rating of 4.0 or above (responsible). The ratings for all 8 areas of dog responsibility are between the points of 3.0 and 4.0, illustrating an “above midway but less than responsible” outcome.

Chart 4b: Views on responsibility of dog ownership in Vale of Glamorgan



Sample base = (provided in brackets on Chart 4.a), proportion of respondents who rated (i) very responsible and (ii) very irresponsible for each activity, single response for each activity

To consider these findings further therefore, and to remove the more “midway” elements, Chart 4b details the proportions of public respondents who rated at either end of the scale, either 5 = very responsible or 1 = very irresponsible. These findings reflect the slightly more positive mean ratings for; owners moving to one side to let others pass, dogs on a lead, dogs being kept to “dog only” areas/places, dogs under control close to you and dogs under control at a distance from you.

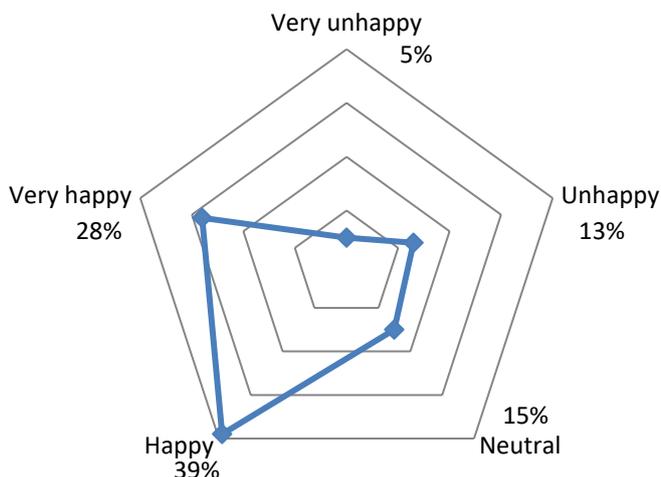
Three areas of responsibility where public respondents are as likely to rate very irresponsible as they are very responsible are; owners picking up mess after their dog, owners taking away/disposing of dog waste bags and owners asking if you are OK with their dog. Other views on responsibility of dog ownership are detailed in Annex 1, List 1.



5. Level of satisfaction with dogs in Vale of Glamorgan

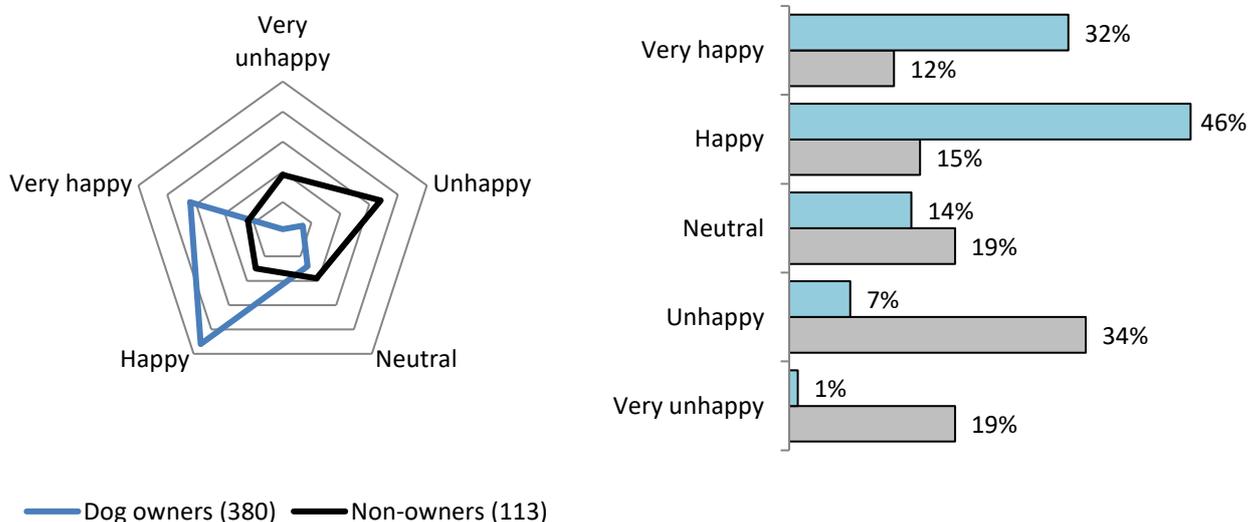
Overall public respondents are happy about dog ownership in Vale of Glamorgan. Two thirds are either happy or very happy (67%), 15% are neutral and 18% are unhappy or very unhappy. The mean rating on the scale of 1-5, where 1 = very unhappy and 5 = very happy is 3.7.

Chart 5a: Level of satisfaction overall about dogs in Vale of Glamorgan



Sample base = 494, all respondents who provided a response, single response

Chart 5b: Level of satisfaction overall about dogs in Vale of Glamorgan by dog ownership



Sample base = 493, all respondents who provided a response to both questions, single response

Chart 5b illustrates the significant difference of views between dog owners and non-owners. Whilst 78% of dog owners (and those who regularly look after a dog) are happy or very happy with dog ownership (a mean rating of 4.0) this is the case for 27% of non-dog owners (a mean rating of 2.7). In fact, 53% of non-dog owners are unhappy or very unhappy about dog ownership



in Vale of Glamorgan

Word Cloud 5a: Reasons for public respondents being happy with dogs in Vale of Glamorgan

Behaved Penarth **Cleaning** Considerate **Issues** Lover **Problem**
Local **Love Dogs** Experiences **Pick** Glamorgan **Walk**
Aggressive Owners are Responsible
Great Initiative **Places** Care **Friendly** Rhooose
Beaches Clear **Control** Daily **Live** Play **Irresponsible**
Community

Sample base = 329, all respondents who rated happy or very happy and provided a reason

Word Cloud 5b: Reasons for public respondents being unhappy with dogs in Vale of Glamorgan

Poop Dirty **Far Too Many Dogs** Unhappy **Attacked** False
Parks Animals **Walk** Ogmoredun **by Sea Bags**
Beauty Spots Lead Scared of Dogs **Beach**
Majority of Owners are Responsible **Places** Happy **Pavements**
Bins **Disgusting** Think **Problem**

Sample base = 76, all respondents who rated unhappy or very unhappy and provided a reason

The listed reasons for public respondents' views on dogs in the Vale of Glamorgan supporting these word clouds are detailed in Annex 1, List 2.

Views on other types of responsibility of dog owners are detailed in Annex 1, List 3.

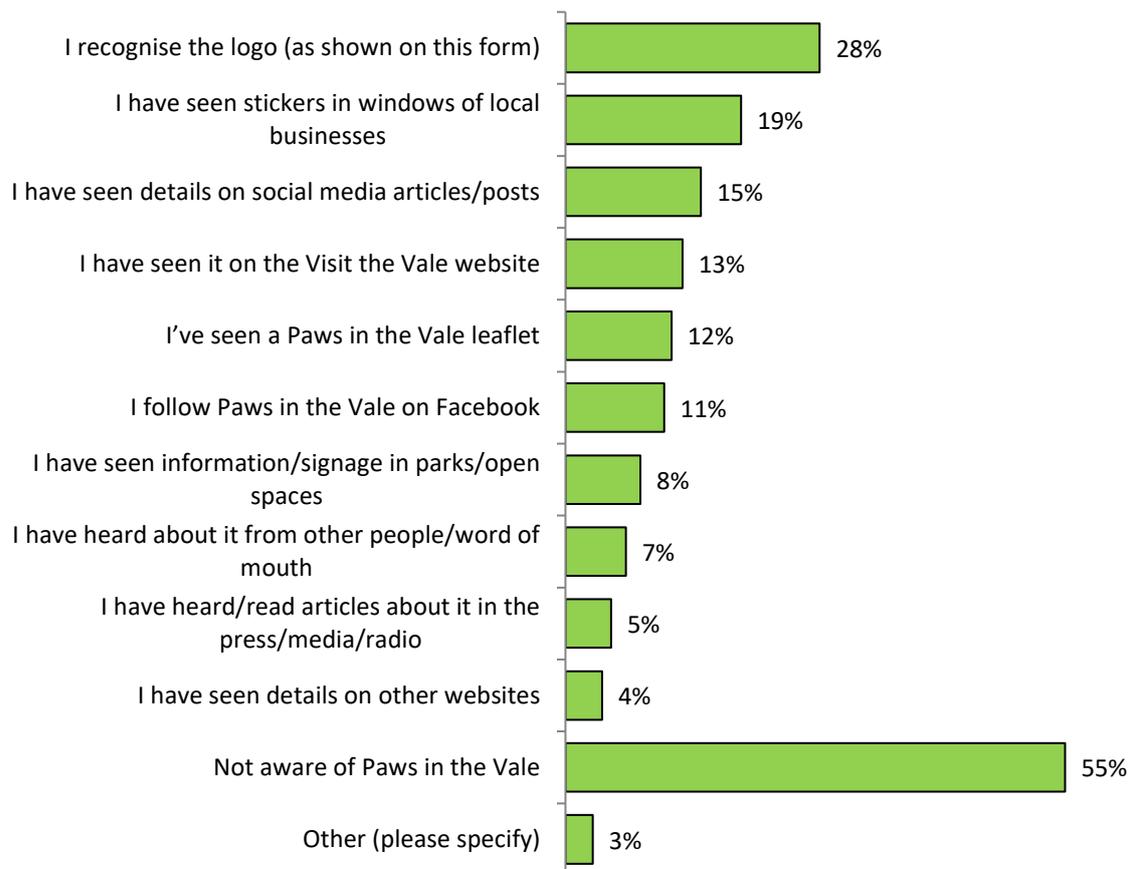


Paws in the Vale awareness, promotion and interest

1. Awareness of Paws in the Vale

Nearly half of public respondents (45%) are aware of Paws in the Vale. The Paws in the Vale logo is the main source of awareness (28%). 19% of public respondents became aware through stickers in the window of local businesses.

Chart 1a: Level and source of awareness of Paws in the Vale amongst public respondents

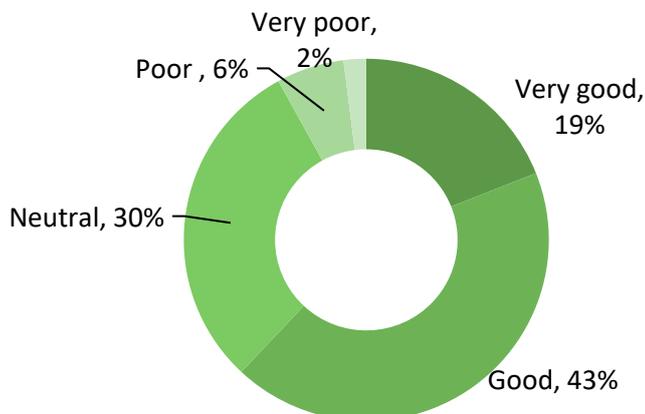


Sample base = 493, multiple response, all respondents who provided a response
Other: Please refer to List 4

Public respondents who had seen any social media/face book activity for Paws in the Vale were asked to rate this activity. On a scale of 1-5, where 1= very poor and 5 = very good, a mean rating of 3.7 was achieved. This is above the midway rating of “neutral” and just below the rating of “good”. 62% of public respondents provided a rating of good/very good and 8% provided a rating of poor/very poor.



Chart 1b: Rating of social media/Facebook activity



Sample base = 138, all respondents who have seen social media activity and provided a response, single response

Word cloud 1: Views on social media activity



Sample base = 37, all respondents who have seen social media activity and provided a response

The full list of responses regarding social media is detailed in List 5.

Table 1: Source of awareness of Paws in the Vale by participants

Source of awareness of Paws in the Vale	Paws (23)
Direct contact from Vale of Glamorgan Council	18
Vale of Glamorgan Council website	1
Social media	1
Saw a Paws in the Vale sticker	0
Newspaper/magazine/radio	0
Recommendation/referral by another business	0
Word of mouth	0
Unsure/can't remember	0
Other	4

Multiple response, Others are detailed in List 6



By far the main source of awareness of Paws in the Vale amongst business participants was direct contact made to the business by Vale of Glamorgan Council, generating awareness for 18 out of 23 participant businesses.

2. Promotion

Table 2.a: Methods of promoting being dog friendly

Methods of promotion	Paws (individual sample bases)
Signs/information at your business premises	16 (19)
Your website/Facebook/social media	14 (18)
Written dog policy	7 (14)
Dog Friendly UK website	5 (14)
Other websites	2 (12)
Your business leaflets/brochures	5 (12)
Other	1 (7)
Nothing	1 (7)

Multiple response

Other = face-to-face, sticker in the window, Canopy, Stars Holiday Let listed as dog friendly, Sorry can't remember, Paws in the Vale leaflets and stickers, verbal, verbally when asked

Paws in the Vale participants were asked which methods they had used to tell people they were dog friendly either (i) before Paws in the Vale, (ii) since Paws in the Vale (iii) both before and since Paws in the Vale or (iv) Never.

Due to the relatively low sample bases, positive responses have been provided based on all those who responded to one of the three options (i, ii or iii) for each service. The total sample has been taken from those who provided a response to one of the four options (i, ii, iii or iv).

Signs/information at their business premises are used by 16 out of 19 Paws in the Vale participants and their own website/Facebook/Social media is used by 14 out of 18 participants.

Paws in the Vale participants were asked which of the Paws in the Vale support services they had found to be useful. Half of participants (10 out of 20) found the marketing materials/promotional information to be useful and the listing on the Visit the Vale Website to be useful. Nine out of 10 participants found working with those developing the programme to be useful.



Table 2.b: Paws in the Vale support that has been useful

Support of use	Paws (20)
Marketing materials/promotional information	10
Listing on Visit the Vale website	10
Working with those delivering the programme	9
Press/trade coverage of Paws in the Vale	7
Social media support	4
Free listing on Dog Friendly UK website	5
Enhanced subsidised listing on Dog Friendly UK website	1
Press/trade coverage of your own business	0
Meeting other businesses	2
Being recommended by other businesses	0
List of participating businesses	1
Nothing	4
Other (please specify)	1

Multiple response

Other: I know we have been on board with the scheme I personally know very little about it

It was mentioned that the website and social media activity for Paws in the Vale could be stronger.

- *Social media from Paws in the Vale hasn't been a big part. Around the launch Of Paws in the Vale they used the social media and there was a big crescendo to start with and then you got the momentum going but now it seems to have lost its momentum.*
- *If you want to drive economy into the Vale then you should be able to book the journey through the website. If people go to the website, they can be lost easily, they should be able to book there and then with a click, not just a list of companies with phone numbers. The information on the website is old hat, it's very council like. There's a lot of text, it needs to be icon lead. The website for Pets in Pyjamas is a major one. Mr Mrs Smith have options for dogs, boutique hotels, and Pets in Pyjamas.*
- *It needs a bit more substance for example, you know what there is to offer from accommodation and then you go to Cosmeston Lakes, perhaps a list of members (so people can see it's a comprehensive offer for visitors). (Not aware there was a list of members on the website) – to be honest I found the website a bit clunky because it sits inside the Visit the Vale website, would be better as a stand-alone website. Look at Pets in Pyjamas as a good example, it's icon lead and everything can be done from within the website. It's icon lead and not heavy on the text, Paws in the Vale is very council, very dos and don'ts, it needs to be a customer journey.*



- *Social media is very good to promote the area as dog friendly, it should be continued to encourage people to be dog friendly and to support the area being dog friendly. We're obviously a dog friendly business but it's very good to encourage those who aren't, it's great for the area, to promote restaurants and accommodation and get them on board.*

3. Reason for interest in Paws in the Vale

The two main reasons for their interest in participating in Paws in the Vale were the business promotion of their dog friendly status (14 of 23 participating businesses) and to encourage more business (12 of 23 participating businesses).

Table 3: Reasons for interest in Paws in the Vale

Reason for interest in Paws in the Vale	Paws (23)
Business promotion of our dog friendly status	14
To encourage more business	12
The advice and support on being dog friendly	8
The resources/toolkit	6
Social media/online support	5
Other	5

Sample base = 23, all Paws in the Vale participants who provided an answer, multiple response

These findings are supported by the qualitative research. It was felt that being dog friendly provides a USP for the Vale of Glamorgan. It is a feature that should be promoted and encouraged in order to attract visitors to the area through this specific attribute.

By encouraging visitors to the area, local businesses would then naturally have the opportunity to benefit from the higher visitor volume. It was also mentioned that being dog friendly can provide small businesses with a USP that differentiates them from larger businesses which may not be dog friendly.

- *If it encourages people to come to Cowbridge, a lot of people come to the area on holiday with dogs.*
- *People are more aware of dogs, it's nice if people have dogs and feel involved.*
- *Thought it was a good idea, it should be extended to cats; I have a customer who comes with their cat. Anything that shows we're different to the big boys, the big stores, has to be a winner. Anything that makes us different and stand out from the others.*
- *Paws in the Vale is a good way of making being dog friendly more formal.*
- *Colleague worked with Paws in the Vale and suggested it.*



- *It's good to promote, good for the town and good for local business, it's good to promote awareness, anything to promote dog ownership and dogs.*
- *Being able to be promoted as part of a Cowbridge wide marketing campaign.*
- *It's quite a good idea promoting the town.*
- *Had considered allowing dogs, and Paws in the Vale gave the ideas and tools to do so. Stickers, water bowls.*
- *Friends in the RCC aware of Paws in the Vale, if you're a responsible dog owner you take your dog on holiday if you can and they care about their dogs. We advertise for families and couples and they tend to be responsible dog owners.*
- *Everyone loves dogs, it's great for business, for example with police dogs, it creates engagement with the public for the police force.*
- *Already dog friendly and there at the launch of Paws in the Vale. See there is a gap in the marketplace.*
- *I signed up but didn't receive anything. Wanted to go to the workshop but was busy so may have missed the boat – on holiday. Always been dog friendly, as a food provider wasn't aware that you could be dog friendly but someone told me it was up to me if I wanted to be.*
- *Just involved because of the dog friendly aspect, it's good to encourage non-dog friendly businesses to be dog friendly and good for the area to be promoted as dog friendly – the area should be promoted as dog friendly, it's a rural location. Let people outside of the area know about it.*
- *It doesn't put us out very much as we're doing it any way, we've always been dog friendly, always helpful to people with dogs.*



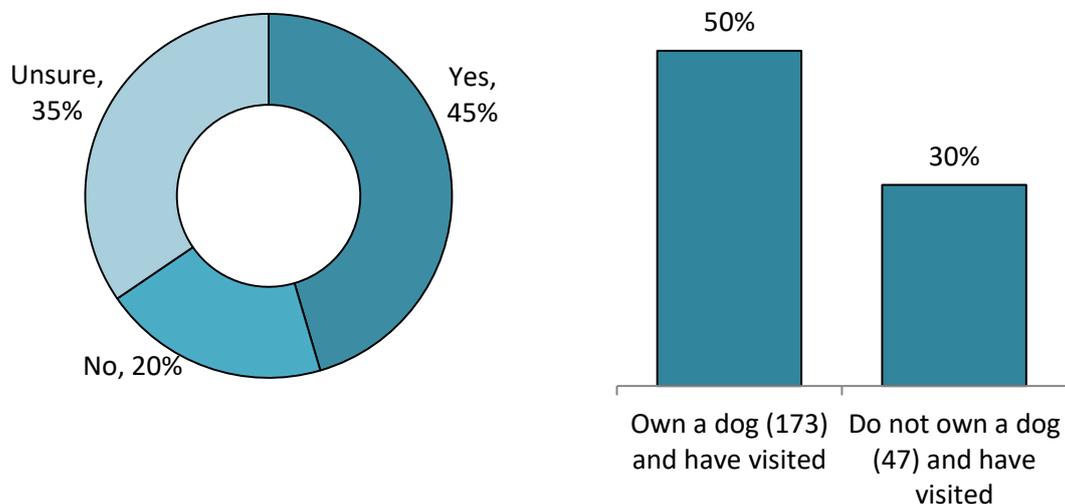
Visits and dog support

1. Public visits to Paws in the Vale promoted places

One fifth (20%) of all public respondents have visited a place promoted by Paws in the Vale (*NB: Based on the 100 of public respondents who have visited a Paws in the Vale promoted place as a percentage of the 493 public respondents who stated whether or not they were aware of Paws in the Vale*).

Over two fifths (45%) of public respondents who are aware of Paws in the Vale have visited a place promoted by Paws in the Vale. Whilst public respondents with a dog are more likely to have visited such a place (50%), this is still the case for 30% of public respondents who do not own or look after a dog.

Chart 1: Visits made to places promoted by Paws in the Vale



Sample base = 220, all respondents who are aware of Paws in the Vale and provided a response, single response

2. Types of visits made to places promoted by Paws in the Vale

The three main types of place visited which are promoted by Paws in the Vale are:

- An eating place (90% of all respondents and 78% with a dog)
- Country park/park (87% of all respondents and 76% with a dog)
- A walking trail (82% of all respondents and 72% with a dog).

The next group of places most likely to have been visited are:

- A shop (66% of respondents and 41% with a dog)
- Outdoor attraction/tourist attraction (58% of respondents and 45% with a dog).

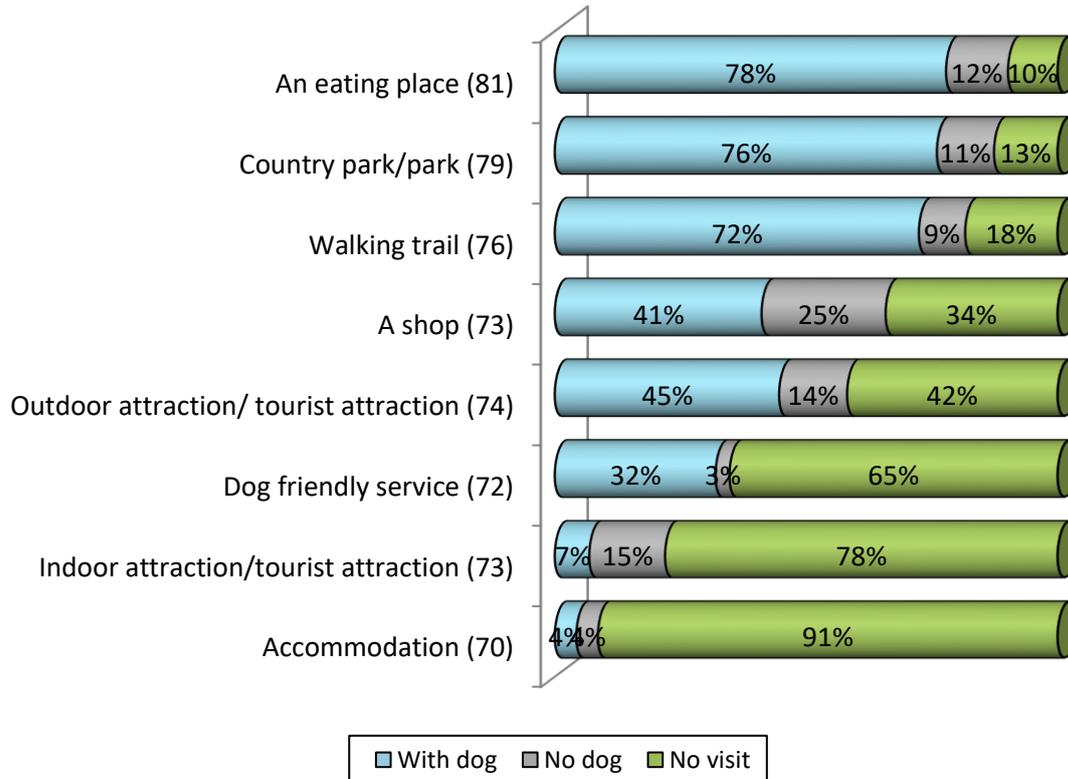
The group of places less likely to have been visited are:

- A dog friendly service (35% of respondents and 32% with a dog)
- An indoor attraction/tourist attraction (22% of respondents and 7% with a dog)



- Accommodation (9% of respondents and 4% with a dog).

Chart 2: Types of visits made to places promoted by Paws in the Vale



Sample base = (provided in brackets), all respondents who have visited a Paws in the Vale promoted place and provided an answer, single response for each place

Other places = Beach, Shops, Local Office and Chemist happy to accept

Public respondents who had visited Paws in the Vale promoted places were asked to provide feedback. These responses are detailed in List 7. The main places visited are; Barry Island (12), Cowbridge (11) and Llantwit (7).

Word cloud 2: Feedback on visits to places promoted by Paws in the Vale



Sample base = 49 responses



3. Dog friendly status

20 of the 22 Paws in the Vale participants were already dog friendly prior to their involvement with just 2 not being dog friendly. All 23 Paws in the Vale participant businesses are currently dog friendly.

Table 3: Status of dog friendliness of business

Status of dog friendliness	Paws (22)/(23)
Business dog friendly prior to Paws in the Vale	20
Business not dog friendly prior to Paws in the Vale	2
Business currently dog friendly	23
Business currently not dog friendly	0

Single response for each element

The high level of being dog friendly prior to being involved in Paws in the Vale is supported by the qualitative findings.

- *Dog friendly, I love dogs and own a dog.*
- *No problems at all, always been dog friendly, I'm a dog person, it's a very rural area, there's lots of places to walk with dogs and so it's good for local business.*
- *We've always allowed dogs in the grill bar area and outside. Now they can use all of the tiled area, they're very welcome.*
- *We've always let dogs in.*
- *Always allowed dogs in, not a policy as such, but if people had dogs then they were welcome. Most people ask if they can come in.*
- *Always welcomed dogs in, never disallowed them.*
- *Always been dog friendly.*
- *We were dog friendly anyway.*
- *Always been dog friendly.*
- *We support dogs and have always been dog friendly.*
- *Always been dog friendly, there are lots of dog owners.*
- *We didn't stop dogs before.*
- *Yes, were dog friendly.*
- *I suppose so, we let dogs in.*
- *Didn't allow dogs before, had considered it but hadn't put anything in place.*
- *Always dog friendly, signage.*
- *We advertised we were dog friendly everywhere we could, on the website, we have rules; dogs have to be on a lead, picking up mess after their dog, following the country code.*



4. Provisions for dogs/dog owners

Paws in the Vale participants were asked whether they provided each of the following provisions for dogs/dog owners either (i) before Paws in the Vale, (ii) since Paws in the Vale (iii) both before and since Paws in the Vale or (iv) Never.

Due to the relatively low sample bases, positive responses have been provided based on all those who responded (i, ii or iii) for each provision. The total sample has been taken from those who provided a response of (i, ii, iii or iv).

Table 4: Provisions businesses make for dogs/dog owners

Provisions made	Paws (individual sample bases)
Water bowl topped up regularly	21 (22)
Treat jar/treats	16 (19)
Dog policy	13 (18)
Dog friendly guidelines for guests	11 (19)
Allowing dog waste in any bin	9 (19)
Dog Walking Countryside Code	7 (18)
Free dog waste bags	6 (18)
Somewhere to wash dogs down	6 (16)
A dog tether outside	2 (18)
Dog towels	3 (17)
Dog menu	1 (17)

Single response for each provision

Other = Frozzy dog yoghurt, temporary dog tags, list of dog friendly pubs, first aid kit

A water bowl topped up regularly is provided by virtually all Paws in the Vale participants (21 of 22 businesses). Sixteen of 19 participants provide a treat jar/treats and 13 of 18 participants have a dog policy.

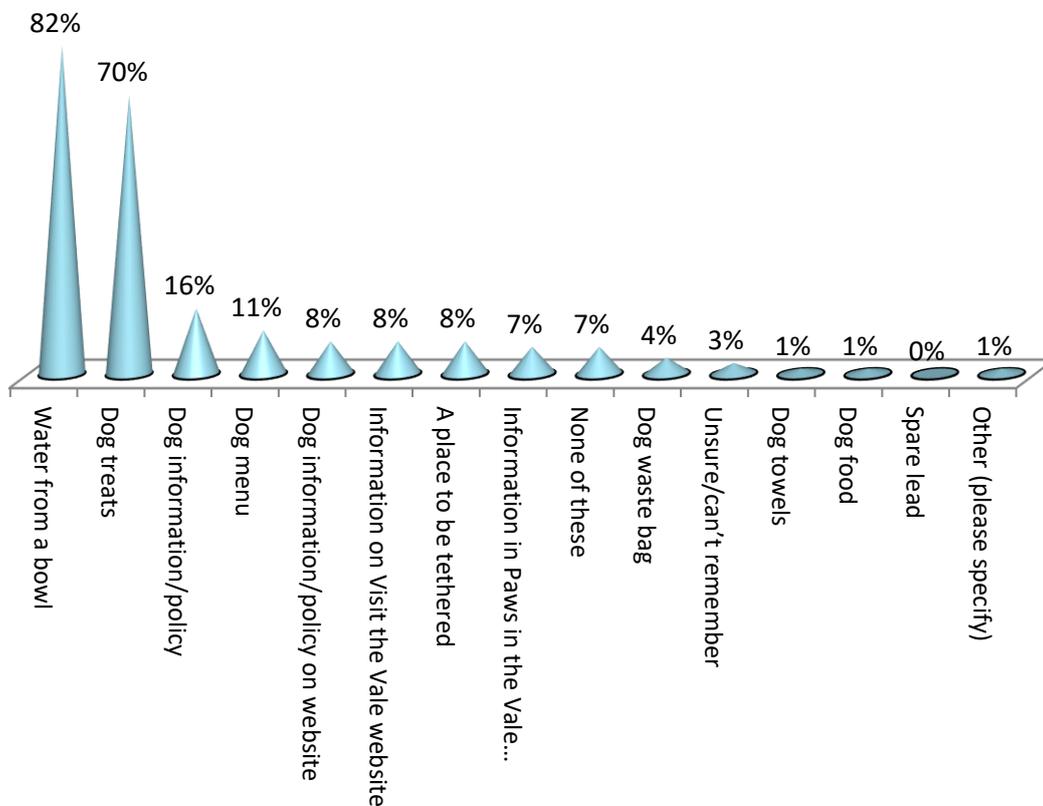
The provisions least likely to be made are; a dog tether, dog towels and a dog menu.

When asked about a written dog policy, 9 of the 22 Paws in the Vale participants have a written dog policy. Details of the written dog policy are detailed in List 8.

Public respondents who had visited a place promoted by Paws in the Vale with a dog were asked if they had used any of a range of provisions available. By far the two main types of provision used were water from a bowl (82%) and dog treats (70%).



Chart 4: Use of provisions on a visit to a Paws in the Vale promoted place



Sample base = 73, all respondents who have visited a Paws in the Vale promoted place with a dog, and provided an answer, multiple response
Other = dog bed

5. Services for dogs/dog owners

Paws in the Vale participants were asked whether they provided each of the following services for dogs/dog owners either (i) before Paws in the Vale, (ii) since Paws in the Vale (iii) both before and since Paws in the Vale or (iv) Never.

Due to the relatively low sample bases, positive responses have been provided based on all those who responded (i, ii or iii) for each service. The total sample has been taken from those who provided a response of (i, ii, iii or iv).

All of the Paws in the Vale participants (22 out of 22 businesses) welcome dog owners and encourage them with their dogs. Sixteen out of 18 participants specify where dogs are and are not allowed and let non-dog owners know that they are dog friendly, 16 out of 20 participants ask owners before giving dogs a treat. Participants are least likely to let people know that dog waste can go in any bin (8 out of 19 participants).

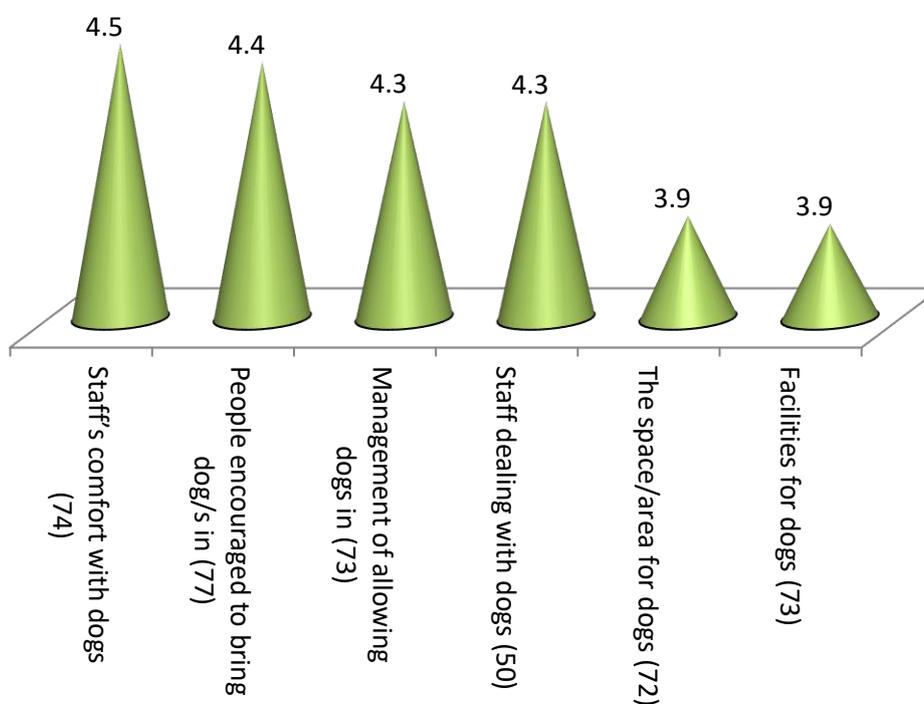


Chart 5: Services provided for dogs/dog owners

Services provided	Paws (individual sample bases)
Welcome owners and encourage them with their dogs	22 (22)
We specify where dogs are allowed and not allowed	16 (18)
We let non-dog owners know we're dog friendly	16 (18)
We ask owners before giving dogs a treat	16 (20)
We recommend good local walks	15 (18)
Ensure non-dog owners are happy with us being dog friendly	13 (18)
We tell people dog waste can go in any bin	8 (19)

Single response for each provision

Chart 5.a: Mean rating of dog services at places promoted by Paws in the Vale



Ratings provided on a scale of 1-5, where 1 = very negative and 5 = very positive

Sample base = (provided in brackets), all respondents who have been to a place promoted by Paws in the Vale and noticed the services and provided an answer, single response for each service

Other = Biscuits always available! Members of the public reactions to dogs, Would be nice to have an enclosed area for reactive dogs, I am only commenting on the 3 places I listed that are promoted by you.

All public respondents who had visited a place promoted by Paws in the Vale (either with or without a dog) were asked if they had noticed any of the above services to support dogs and their owners.

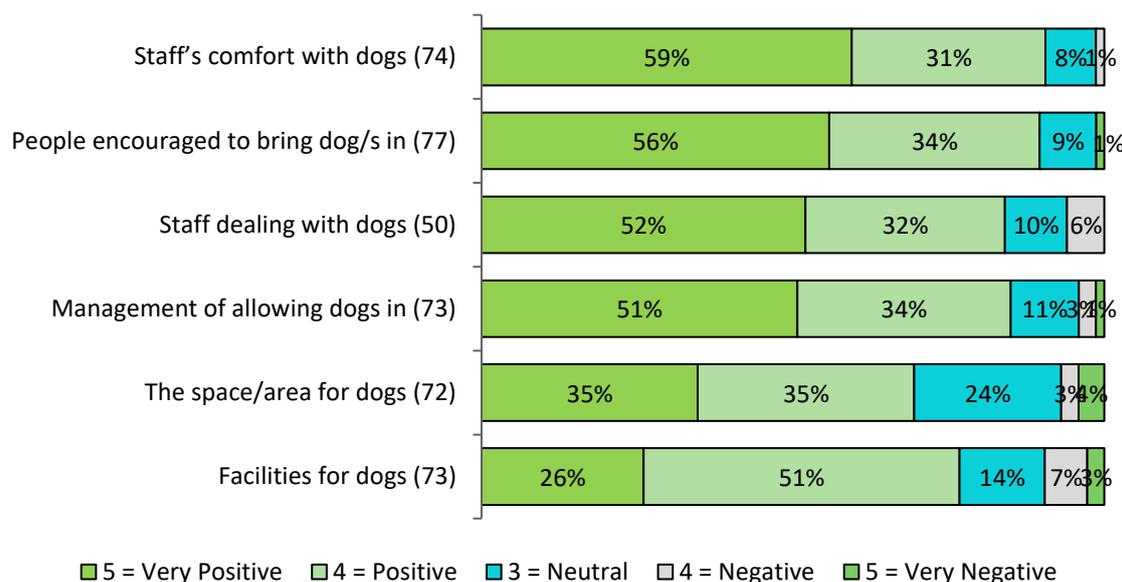


Public respondents who had noticed any of the services were asked to rate how positive this was on a scale of 1-5, where 1 = very negative and 5 = very positive.

All six services achieved a mean rating above the midway point of 3.0, and four services received a positive mean rating of 4.0 or above.

Staff's comfort with dogs achieved a mean rating of 4.5, people encouraged to bring their dogs in a mean rating of 4.4, management of allowing dogs in a mean rating of 4.3, and staff dealing with dogs a mean rating of 4.3.

Chart 5.b: Individual rating of dog services promoted by Paws in the Vale



Ratings provided on a scale of 1-5, where 1 = very negative and 5 = very positive
 Sample base = (provided in brackets), all respondents who have been to a place promoted by Paws in the Vale and noticed the service and provided an answer, single response for each service

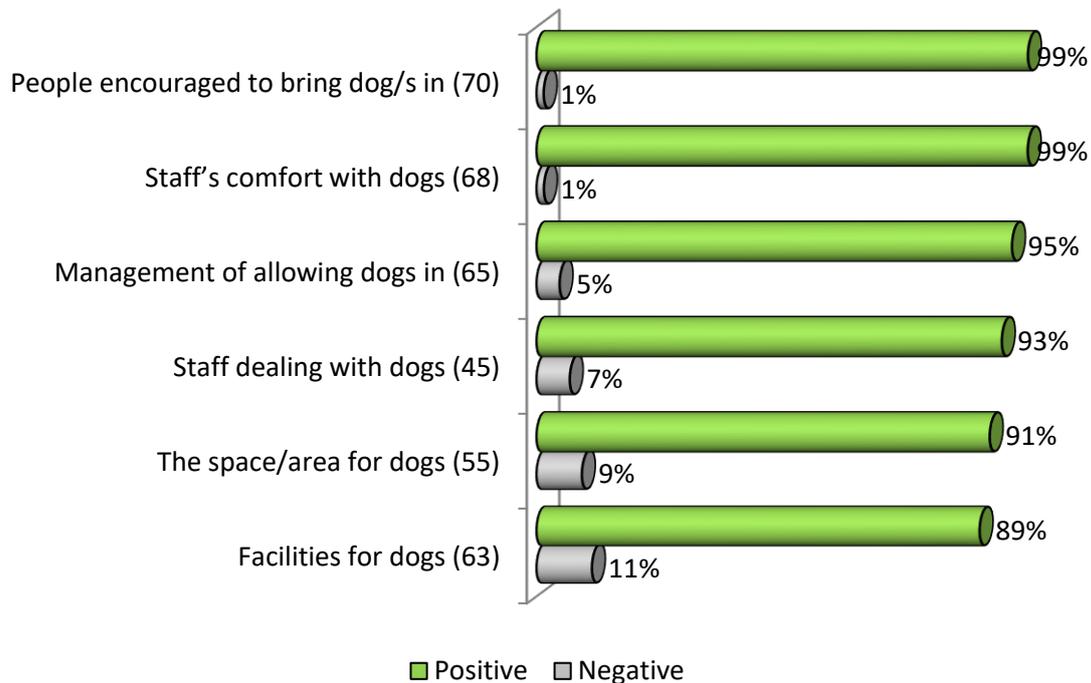
Chart 5.b and Chart 5.c illustrate the extent of positive ratings compared to negative ratings for each of the services provided.

Specifically Chart 5.c compares the proportions of public respondents providing a positive response (positive or very positive) to the proportions of respondents providing a negative response (negative or very negative).

Respondents are at least eight times more likely to have provided a positive response for each service area than to have provided a negative response.



Chart 5.c: Proportion of respondents providing a positive response and a negative response of services promoted by Paws in the Vale participants



Ratings grouped for positive (rating of positive or very positive) and negative (rating of negative or very negative)

Sample base = (provided in brackets), respondents who have been to any of the places promoted by Paws in the Vale and noticed the service and provided an answer, single response for each service

6. Useful elements of Paws in the Vale

The main element of Paws in the Vale which was used was the Paws in the Vale sticker, with 18 of the 22 participating businesses stating they had used this.

Ten participating businesses had given Paws in the Vale leaflets to customers, 9 had recommended Paws in the Vale to other businesses, 8 had promoted their business via the Visit the Vale website and 7 had used the Paws in Vale logo on their website/Facebook Page/Social media.



Table 6: Elements of Paws in the Vale which have been used

Elements of Paws in the Vale	Used Paws (22)
Paws in the Vale sticker	18
Paws in the Vale leaflets for customers	10
Recommended Paws in the Vale to other businesses	9
Promoted your business via Visit the Vale website	8
Paws in the Vale logo on your website/Facebook Page/social media	7
Dog friendly workshop to attend	5
Told people about information on Visit the Vale website	5
Paws in the Vale Handbook	4
Paws in the Vale logo on your leaflets/letterheads, etc.	2
Paws in the Vale trade pages on Visit the Vale website (e.g. dog friendly guidelines)	2
Dog friendly workshop online	1
Online Video Learning Lessons from Cornwall	1
Nothing	1

Multiple response

The qualitative research highlighted the usefulness of the Paws in the Vale sticker. It was felt that this was the key element of the programme. It clearly highlighted the fact that the premises were dog friendly. People with dogs could see at a glance that they could come in with their dogs. It was raised however that perhaps wording on the sticker such as; “Dogs Welcome” or “We are Dog Friendly” would make this message clearer and stronger.

The treats jar and water bowl were also popular, however these had “gone missing” from a few of the premises. The leaflets were also a useful source of information for customers with dogs.

- *Dog treats, dog bowls, it's a nice thing to do for dogs. The information on the maps were only available digitally, it would have been good to have something to hand out. A lot of people ask for places where they can walk with their dogs.*
- *We do show people the literature if they have got dogs, they are interested to know where they can go. There's no point with the sticker as we only have 1 place. The leaflets are very handy.*
- *The sticker, have used the treats jars (it's somewhere), don't leave the water bowl outside but have it in the shop in warmer weather. Not had the chance to look at the social media side of things. Have had the walking brochures, people have taken them.*
- *I wanted a sticker, I haven't got one, people poke their head around the door and ask.*
- *The sticker in the window, the dog treats jar was very popular until it was stolen. Had the*



water bowl out until it was pointed out that dogs could potentially catch diseases off each other from cross-contamination.

- *The sticker, treats jar, dog bowl, leaflets. The leaflets have all gone, there were cards for them to fill in. They can Google the website or places to go. There was a big leaflet that was very useful, it had details of all the dog friendly places and where to go – someone took it away with them, but it was very useful. We provided a fan heater for the dogs in the bar in the cold weather. The sticker has been very good.*
- *The sticker, the biscuits, the treat jars, someone walked off with the water dish (I left it outside for the dogs). Not sure if I've used the website, it should be in the Cowbridge Guide, it's not for profit, they have 280,000 page views, need to speak to the web designer to add Paws in the Vale onto the website – suggested this previously. Not used any of the other services, looked at the website once I think.*
- *Not aware of any of the social media, used the sticker, treat jar and bowl.*
- *The sticker is really good, people with and without dogs recognise it. We use the dog treats and dog bowl, the sticker. No really used the social media, it's the physical element, the sticker; people recognise it and they know that can come with their dog. The sticker is very good.*
- *Good to have the sticker and treats jar but that is all. Nothing online, etc. It's good if you have a dog you know you can come in.*
- *The sticker, dog treats and water,. Don't do social media.*
- *The sticker, but the sun ruined it, are there any more stickers available?*
- *The sticker, the water bowl wasn't necessary, not used any of the social media.*
- *The sticker, the dog treats but the dogs didn't like them, not really got room for them.*
- *Sticker, water bowl, treats. Would have used the social media but wasn't aware of social media benefits.*
- *The sticker – people notice it, it was put where people used to tie their dogs and they saw it. The dog bowl and treats. Not needed anything else, the sticker is so powerful. By the time they have got in the shop, there's no need for leaflets as they know we're already dog friendly. The leaflets and promotions need to be outside of the shops (outside of the area) to generate awareness to then encourage people into the area and into the shops. The promotion needs to be external to then pull people in. No social media.*
- *We advise that they are subject to the dog bi-laws and to have dogs on leads when required.*
- *We did have the sticker but we strip out at the end of each season, we had the dog water bowl and have also put down stainless steel bowls. The dog treats we used, but they're an*



expense the council shouldn't have. Devon and Cornwall have always been strong for being dog friendly for years and it's good for tourism.

7. Staff and Paws in the Vale

None of the 6 members of staff responding had received any training or advice at work about dealing with dogs and their owners. Five had received information about Paws in the Vale and what it involves, with 3 members of staff having been told about it in a group setting/workshop.

Four of the 6 members of staff feel very comfortable in dealing with dogs at their place of work, with a further member of staff feeling comfortable. One member of staff feels neutral and no members of staff feel uncomfortable. Staff's comments are as follows:

- *Dogs are easier than people.*
- *Accepted as part of my role that they will be around. Not a dog person but happy to help when asked and appropriate.*
- *We've always welcomed dogs.*
- *I have a dog myself.*
- *I deal with people all the time - no problem with dogs.*

Two of the 6 members of staff feel that more could be done to help them deal with dogs and their owners at their place of work.

- *Staff, most have got dogs and they're generally quite comfortable, there's no specific training.*

8. Cosmeston Lakes Country Park Case Study

Cosmeston Lakes Country Park is one of the outdoor areas which participated in the Paws in the Vale Pilot initiative. Whilst already dog friendly, they introduced a traffic light system to inform visitors with dogs where dogs were allowed off lead, on lead or not allowed.

The vast majority of visitors with dogs to the country park were both local and regular; and it was felt that the introduction of the scheme was perceived by some members of public as restricting current activity rather than confirming the current situation. The scheme was met with queries from the public about whether they would be fined for not abiding by the scheme and also vandalism of the discs. The system has been retained however as it provides guidance for new visitors.

The country park supports visitors with dogs and will continue to do so. There is however an ongoing issue of dog waste bags being left behind, and to some extent dogs off leads behaving inappropriately. These views were supported by a few comments from the public evaluation.

The country park did not see any difference in the number of visitors as a result of being part of Paws in the Vale. It is felt that it is a relevant scheme however; more so for businesses such as shops, restaurants and accommodation, where visitors are less likely to be aware of the dog friendly status. It is also thought to be a positive for the tourism industry.



Prior support for visitors with dogs

Being a country park, Cosmeston Lakes was already dog friendly. Around 95% of Cosmeston Lakes has full access for dogs. The café is not part of the initiative, but it does allow dogs into the foyer.

Visitors with dogs to the country park are in the majority both local and regular dog walkers.

Prior to Paws in the Vale, regulations were generally abided to regarding where dogs could and could not go and where dogs had to be kept on a lead in the country park.

By laws were, and are, in place, and these inform dog walkers of their responsibility for their dogs and access within the country park.

Staff mentioned a range of resources for dogs which were in place prior to Paws in the Vale. This included; water bowls, dog friendly guidelines, somewhere to wash dogs down, Dog Walking Countryside Code, allowing dog waste in any bin and dog towels. Frozzie's dog yoghurt has recently been introduced.

Traffic Light discs

Involvement with the Paws in the Vale initiative involved the introduction of traffic light discs around the park:

- Red: for the areas where dogs are not allowed
- Amber: for where dogs are allowed on a lead
- Green: for where dogs are allowed off lead.

Dogs walkers had access to all of the places where they previously had access to, apart from some zoned off areas, such as the play areas and conservation areas.

It was felt that that there was some disapproval from the public about the traffic light discs. Some people previously had walked dogs off the lead where they shouldn't, but if they were well behaved dogs, it hadn't been an issue. It was felt that the introduction of the discs was seen to some extent as formalizing and restricting already accepted behaviour.

Some members of the public emailed Vale of Glamorgan to see if they were going to be fined if they didn't abide by the traffic light system. A member of the public sprayed all of the discs with black paint, and Cosmeston Lakes had to replace around 60 discs. This happened twice more and then the activity stopped.

The system is not formally enforced, but staff do warn visitors; for example, if a dog is off a lead in the car park, on the jetty or around the lake where dogs should be on a lead. The system requires staff to police it, and if someone is with an excitable dog they will be asked to put it on a lead.



Dog waste

Cosmeston Lakes had previously had dedicated dog bins, and dog waste can be placed in any bin. Dog waste bags are available to buy at the shop.

There is a problem with dog waste in the park. People generally do clear up after their dog, but the issue is then people not disposing of the waste bags properly, especially leaving them in trees; “Blue Bag Trees”. Whilst the bags are cleaned up regularly by country park staff, the public do complain; staff time is required to keep cleaning up the dog waste bags which are left behind.

The location is a country park, and it is not felt to be ideal to introduce more litter bins into a natural environment. In addition to the look, are the cost and the staff time required to empty them. A couple of public comments within the evaluation support this, and raised the issue of dog waste.

Sometimes staff do talk with the public, then behaviour changes for the better for a while before reverting back to being an issue.

Dog behaviour

There might be the odd instance of an excited dog jumping up people, running up to children and horses, but it is felt there is probably only one complaint every 6-8 weeks – people accept it’s a dog place. A couple of comments from the public evaluation related to the issue of dogs being off lead.

Over time there has been a couple of instances with dogs fighting, and one instance where a woman had her hand bitten.

Staff training

Staff don’t receive formal training, although some guidance is given; for example, staff are told not to separate two dogs if they are fighting.

Staff identified a range of dog related activities which they had been asked to do before being part of Paws in the Vale. This included; welcoming owners and encouraging them with their dogs, telling people dog waste could go in any bin, specifying where dogs are allowed and not allowed, asking owners before giving dogs a treat, ensuring non-dog owners are happy with dogs, recommending good walks and letting non-dog owners know they’re dog friendly.



Support materials

Paws in the Vale website, sticker, and logo on their own social media were identified by staff. The Paws in the Vale pages on the Visit the Vale website was helpful in supporting responses to any complaints. The leaflets in the beginning gave the initiative a big push; people are generally positive when given information.

It was felt that the initiative had gone very quiet over the past several months, and that Cosmeston Lakes had not heard much about the initiative; it was mentioned whether the initiative was currently “under everyone’s radar.”

Impact of Paws in the Vale

There is not a feeling that membership of Paws in the Vale has impacted on the number of visitors; there is felt to be no more and no less than previously. Cosmeston Lakes will retain the traffic light discs as the system is helpful for non-regular or non-local dog walkers to see what is allowed in the different areas. People can also see if a dog is in an area or off its lead in an area where it shouldn't be.

14 members of the public surveyed had identified Cosmeston Lakes as a Paws in the Vale destination which they had been to with their dog.

The initiative as a whole is worthwhile for taking forwards, more so for businesses such as accommodation and shops, where people can then easily see where dogs are welcome. As a country park, Cosmeston Lakes already allowed dogs access to virtually all areas.

It is thought the initiative is a benefit for tourism, as visitors to the area can bring their dogs on holiday rather than leave them in kennels. The initiative also promotes the fact that the area has a country park.

The initiative would benefit if data was available showing where businesses had seen more visitors due to their accommodating dogs.

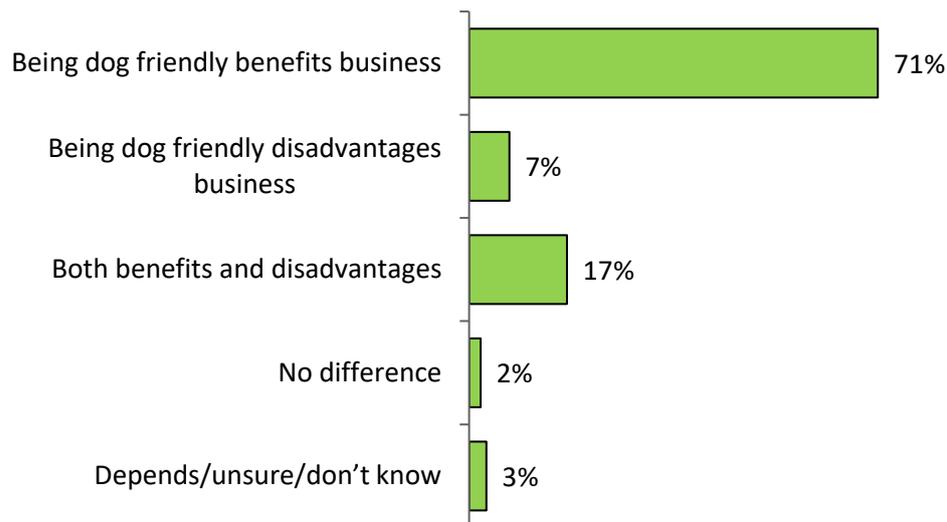


Impact of Paws in the Vale and being dog friendly

1. Impact of being dog friendly on businesses in Vale of Glamorgan

Public respondents are significantly more likely to think being dog friendly has benefits for businesses in Vale of Glamorgan (71%) than to think it has disadvantages (7%). 17% of public respondents think there are both advantages and disadvantages.

Chart 1: Impact of being dog friendly on businesses in Vale of Glamorgan



Sample base = 444, (344 respondents who provided a quantitative response, 100 respondents who provided a qualitative response which has been coded as benefit, disadvantage or both) all respondents who provided an answer, single response

Word cloud 1: Reasons for views on benefits/disadvantages of dogs to businesses in Vale of Glamorgan



Number of responses = 100

The full details of public respondents' views on the benefits and disadvantages of business in Vale of Glamorgan being dog friendly are detailed in List 10.



2. Economic impact of Paws in the Vale on business

Seven of the 22 Paws in the Vale participants state that their customer/visitor numbers have increased as a result of Paws in the Vale. None state that this has decreased and 15 state that it has had no impact on numbers.

Table 2.a: Impact of Paws in the Vale on customer numbers

Impact on customer numbers	Paws (22)
We have received more customers/visitors	7
We have received fewer customers/visitors	0
No difference to customer/visitor numbers	15

Single response

Whilst unable to quantify numbers, participants' comments are as follows:

- *Increased footfall a little.*
- *As there are only a small number of accommodation providers who welcome dogs, we have always received lots of enquiries.*
- *Owners of dogs won't come into our clothes shop - then they see the paw sticker on our door and pop in asking if it's OK.*

Four of the 21 participants state that Paws in the Vale has had a positive impact on their income. None state that this has had a negative impact, and 17 state that it has had no impact.

Table 2.b: Impact of Paws in the Vale on income

Impact on income	Paws (21)
We receive more income	4
We receive less income	0
No difference to income	17

Single response

Whilst unable to quantify figures, participants' comments are as follows:

- *Nothing to test against as in first year.*
- *All members of a visiting family/party have been able to visit the shop which has meant that members of the family/party visiting can discuss purchases in person leading to more purchases. Hard to put a figure on the increased income though, but it has made for a better shopping experience for shoppers.*

Twelve of the 22 Paws in the Vale participants state that Paws in the Vale has had a positive or very positive economic impact on their business. None state that this has had a negative economic impact on their business and 10 state that it has had no impact.



Table 2.c: Economic impact of Paws in the Vale on business

Economic impact of Paws in the Vale on business	Paws (22)
Very positive impact	4
Positive impact	8
No impact	10
Negative impact	0
Very negative impact	0

Single response

Participants' views on this impact are as follows:

- *Advice & guidelines have made me sure that we are doing things the correct way with regards to Food Hygiene, other customers being comfortable with us being dog friendly.*
- *Being dog friendly is always a positive*
- *People really welcome being able to bring their dogs into our shops and feel more at ease while shopping. They also appreciate the Paws in the Vale dog bowl outside and sometimes come into the shop just because their dog has stopped for a drink.*
- *It has encouraged me to make here even more dog friendly than it was before (i.e. providing a box with towels, first aid kit, bowl etc.) and researching good dog friendly walks.*
- *Always allowed dogs on site, visitor numbers not greatly increased.*
- *People are asking now if they can bring dogs, previously there was no interest.*
- *It's try it has had no impact.*

The positive impact of Paws in the Vale is supported by the qualitative research. Whilst difficult to quantify, it was felt that being dog friendly has a positive impact on business. The main impact is that it allows people who otherwise might not come into the business to do so.

It also has the impact of allowing people to be more comfortable and having more time to spend. For example, in a shop, they are not concerned about their dog being left outside. It also allows all people in a party to come into the shop together, rather than one person being left outside to look after the dog. The competitive advantage of being dog friendly over businesses which are not dog friendly was also mentioned.

- *We have lots of regulars who have dogs and it's been helpful for those regulars with dogs. Things are pretty quiet; I don't think there's been an increase in trade as a result. If it helps other businesses to be dog friendly there's no harm in continuing with it.*
- *Too early to say if there's any impact, the pilot wasn't long enough to analyse the impact, there wasn't any part to log. They could have supplied a simple excel document and we could log the number of dog friendly visits.*
- *No value added at the moment. The launch gave the impetus to go dog friendly but don't think there's any benefit of Paws in the Vale but benefit of being dog friendly rather than from Paws in the Vale.*



- *It does benefit, people with pets normally have disposable income. They tend to stay for 2-3 nights; they're less transient than people without dogs. They come with their dogs and unpack and stop for 2-3 days, they get settled, they're less likely to stay for just one night, they bring their dogs' belongings.*

The feedback which Paws in the Vale participants receive from dog owners is overall very positive.

- *They are thrilled their dogs are welcome here.*
- *Positive.*
- *Made it easier to find dog friendly businesses in the area.*
- *Very welcoming and they feel at ease being able to bring their dogs into our shop.*
- *Dog owners have been unaware that they are in a supposedly dog friendly tourist area; however, they have been impressed with the 'doggy pack' that I provide.*
- *Very good.*
- *Positive.*
- *Dog owners think it's excellent that we are dog friendly.*
- *Really positive.*
- *Do not like being told where they can let the dog off the lead.*
- *Minimal.*
- *Positive feedback. Their dogs will not pass without coming in for their treat.*
- *Great to be able to include dog and not have to leave the dog at home alone.*
- *Oh I didn't know you could bring dogs in.*
- *They like the treats for their pets; it's just nice for them.*
- *No feedback from dog owners or non-dog owners.*
- *Dog owners say it's great they can bring their dogs in, it gives them more flexibility to bring them, they can have a meal.*
- *They appreciate bringing dogs in; it's a busy road, dangerous to leave them outside.*
- *No, not from non-dog owners. In the bad weather there were a lot of dogs in here and one or two barked at each other but it wasn't a problem.*
- *Dog owners are pleasantly surprised, it's been well received.*
- *There's our own websites, we have an album of photos of people's dogs on Facebook, etc.*

The following illustrates the feedback which Paws in the Vale participants have received from non-dog owning visitors:

- *Dogs should be on leads more*
- *Minimal*
- *No feedback*
- *They are happy with the dogs in the shop while they visit.*
- *On the whole positive with a few people being a bit put off*
- *Only a small number dislike the fact that we have dogs in our pub.*
- *Nothing too bad. If we can tell there is a problem we speak to the owner and ask them to keep the dog on the mat or at the entrance.*
- *None (6 participants)*
- *Don't care*



3. Difficulty in being dog friendly

The majority of Paws in the Vale participants (16 out of 21) state that there were no difficulties in being involved with Paws in the Vale. Four participants felt that inconsiderate dog owners was a difficulty and 3 that other customers/visitors being put off by dogs was a difficulty.

Table 3: Difficulty about being involved with Paws in the Vale

Difficulty	Paws (21)
Inconsiderate dog owners	4
Other customers/visitors being put off by dogs	3
Too many dogs at one time	0
Being able to meet requirements for dogs	0
Staff uncertainty	0
Nothing is difficult	16
Other (please specify)	1

Multiple response

Other – Because only the bar area of our business is dog friendly, it is getting that message across

This feedback was highlighted in the qualitative research.

- *No problems at all with dogs in the shop.*
- *The only really problem – not a problem – is if it’s bad weather and there’s a lot of wet dogs in here and you hear the collar shake. If there’s a big dog and little children in here I would keep an eye out, but that’s never been a problem. Paws should be taken forward – everything to support dogs – The Vale is a big dog area.*
- *There were a couple of locals who weren’t pleased we had dogs, but they came back after a couple of weeks, no, no problems. They didn’t think we could allow dogs because we serve food but the dogs make less mess than the people.*
- *Nothing, no problems.*
- *Putting up the green, amber and red discs, there’s still access to where there was before; you can now put dog poo bags in all bins, not just dog poo bins.*
- *Dog poo bags are available in the shop to buy. Last couple of months introduced Frozzie’s dog yoghurt.*
- *The social media, each time we got complaints we could send the standard email and then send them the Paws in the Vale link so they could see what it was all about. Leaflets in the beginning, there was a big rush, people are generally positive when you give them information and then things become more static, it’s handy for people to see where they can and can’t go for non-regular people.*



- *Never a problem, there are lots of things in the shop but the dogs are always well behaved. It's not a busy shop so there's not any problem with too many dogs.*
- *No, no problems with dogs in the shop.*
- *Perhaps some concern if someone came in with a very large dog, but it's never happened. People with dogs are sensible, if they have 3 large dogs, they're not going to take them shopping.*
- *No problems, it could be a problem if there was a massive dog and I'm sensitive that there are kids in the shop and not all kids like dogs, but there's not been any problems. But dog owners tend to be responsible and sensible.*
- *Dog mess is a huge problem, not mess that's left but poo bags that are discarded because people are too lazy to take it to a bin. It's a big gripe because people aren't picking up after their dogs. There are trees with blue poo bags hanging from them, the public complain that they've been hanging there for 2 to 3 days and then it's staff time to go and clean them up.*
- *They may be the occasion of the exceptionally unruly dog jumping up on people, children and running up to horses – not massive, but perhaps one complaint every 6-8 weeks. People accept it's a dog place.*
- *One man was asked to put his dog on a lead, they need to be on the lead, and he put it on the lead and soon as we had gone took the lead off again. We told him it was policy for the dog to be on a lead and you need to be careful, for example if there are toddlers around, so we had to ask him to leave. But that's one incident over 6-7 years. There's one nuisance in every 100 for anything.*

Feedback which participants have received from non-dog owners indicates that problems are not overall significant.

- *None, It's a very dog friendly place.*
- *The public didn't like the discs, there were regulars who had well behaved dogs off lead and felt they had to put their dogs into a lead. Regulars with well-behaved dogs had to change their behaviour as they saw they had to put their dogs on a lead. There were emails to the Vale. One person sprayed every disc with black indelible paint, around 60 of them, we replaced them and it happened again and we replaced them and it happened again, and then it stopped.*
- *Occasionally one or two regulars have an issue they will tell you about.*
- *We tend to sit people with dogs separately. Occasionally there are people eating who prefer not to be sitting close to dogs and we can accommodate that.*



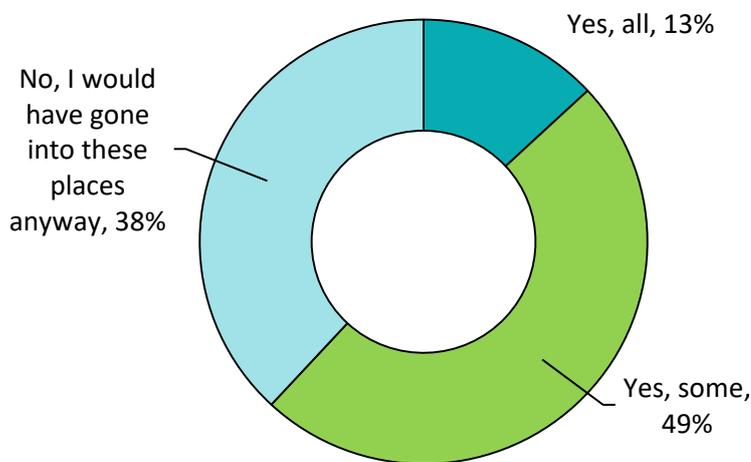
4. Influence of Paws in the Vale on visiting places

Being promoted by Paws in the Vale had an influence on 62% of the 84 public respondents who visited a place promoted by Paws in the Vale.

13% stated that they had gone to all such places because they were promoted by Paws in the Vale and 49% that they had gone into some of the places due to this promotion.

38% of public respondents would have gone to these places without the promotion of Paws in the Vale.

Chart 4: Whether places promoted by Paws in the Vale were visited as a result of Paws in the Vale



Sample base = 84, all respondents who have visited a place promoted by Paws in the Vale and provided an answer, single response



Paws in the Vale going forwards

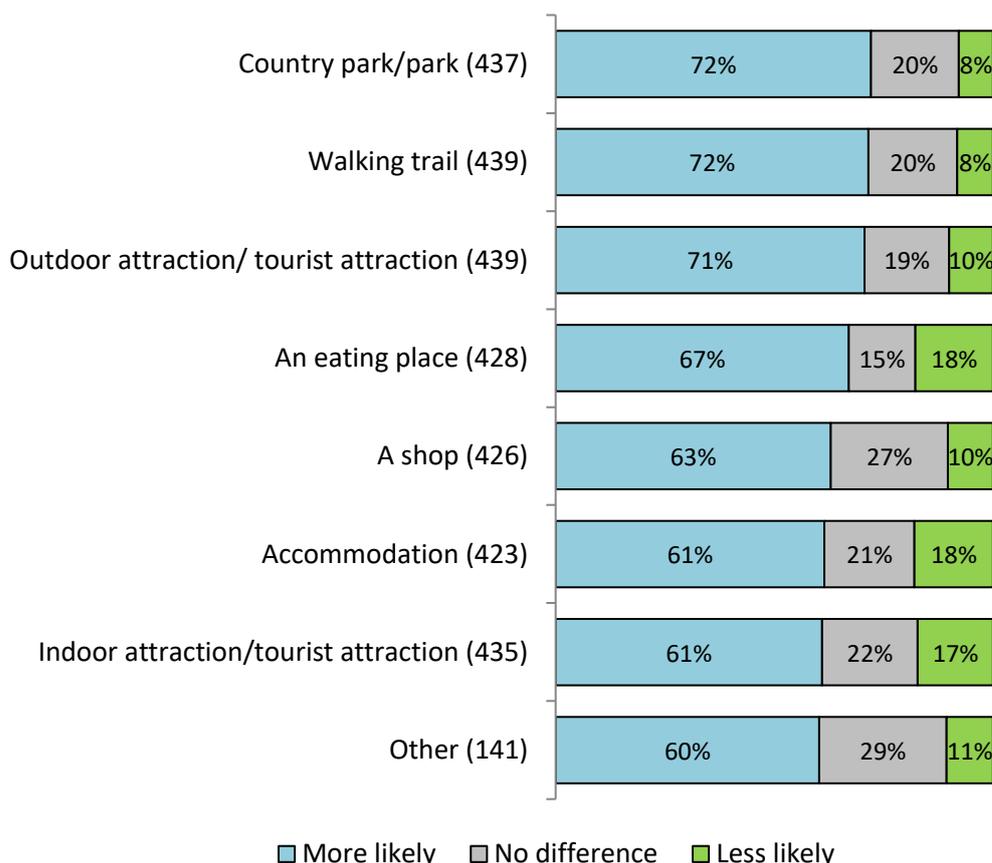
1. Impact of Paws in the Vale on visits

It can be seen that the Paws in the Vale promotion has a significant impact on influencing visits to places.

At least three fifths of public respondents state they are more likely to visit each of the places if they are promoted by Paws in the Vale. This ranges from 61% of public respondents who state they are more likely to visit an indoor attraction/tourist attraction and accommodation to 72% who are more likely to visit a walking trail and more likely to visit a country park/park.

Less than one fifth of public respondents state they are less likely to visit each of these places if they were promoted by Paws in the Vale. Accommodation (18%), an eating place (18%) and an indoor attraction/tourist attraction (17%) are those places where public respondents are less likely to visit if they are promoted by Paws in the Vale.

Chart 1a: Influence of promotion by Paws in the Vale on visits to places

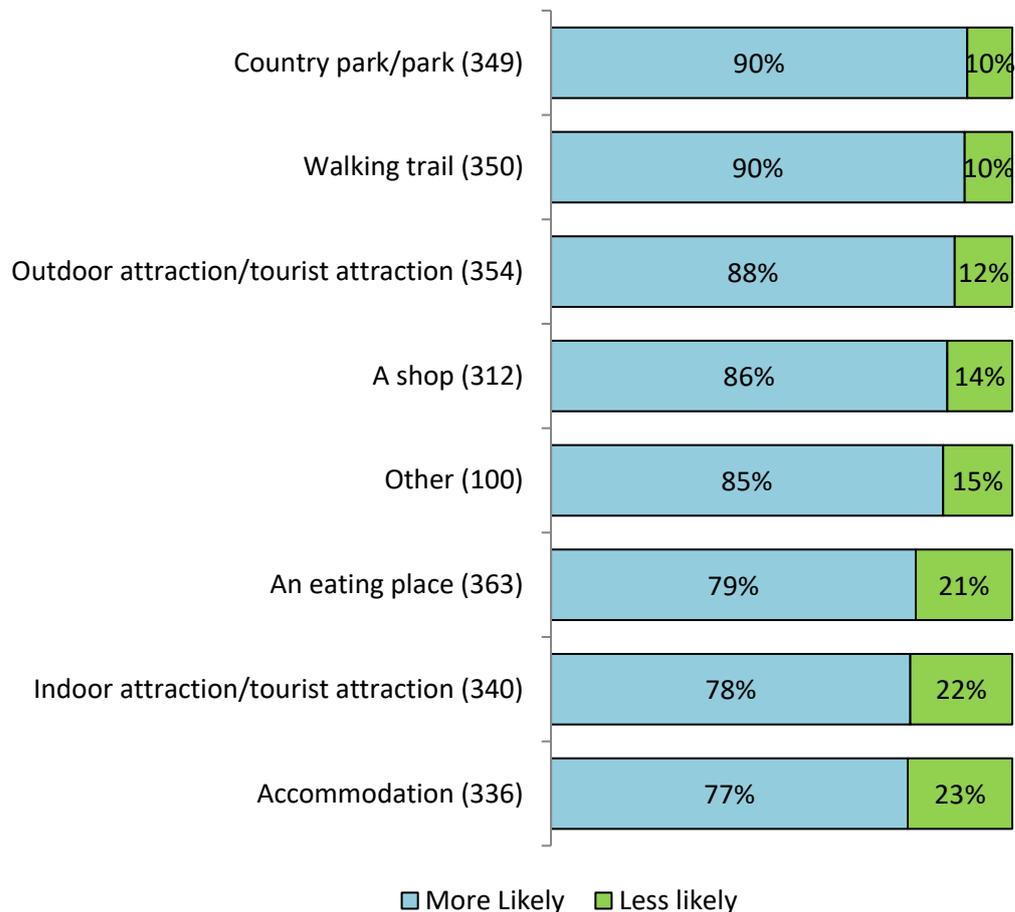


*Sample bases (provided in brackets), all respondents who provided an answer, single response for each place
Other details of influence on visits are detailed in List 9.*



Chart 1b details the analysis of those who state either that they are more likely or less likely to visit a place if it was promoted by Paws in the Vale. Table 1 illustrates the number of times which public respondents are more likely to state they are more likely to visit a place than to state they are less likely to do so if it is promoted by Paws in the Vale.

Chart 1b: Influence of promotion of Paws in the Vale on visits to places



*Sample bases (provided in brackets), single response for each place
 Respondents who stated they would be either more likely or less likely to visit
 Other details of influence on visits are detailed in List 9.*

Public respondents are over three times more likely to visit each type of place because it is promoted by Paws in the Vale than to say they are less likely to visit.



Table 1: More likelihood of visiting places as opposed to less likelihood of visiting

Type of place promoted by Paws in the Vale	Number of times more likely public respondents are to visit a place promoted by Paws in the Vale than to be less likely to visit
Country park/park (349)	9.0
Walking trail (350)	9.0
Outdoor attraction/tourist attraction (354)	7.3
A shop (312)	6.1
An eating place (363)	3.8
Indoor attraction/tourist attraction (340)	3.5
Accommodation (336)	3.3

Sample bases (provided in brackets), single response for each place
 Respondents who stated they would be either more likely or less likely to visit

2. Improvements to Paws in the Vale

Just 3 of the 21 Paws in the Vale participants felt there were ways in which Paws in the Vale could be improved. Four respondents however actually provided ways in which it could be improved:

- Provide an easy way to obtain more stickers and dog bowls for new shops. I have recently opened another shop and would like to display the sticker in my window and offer a dog bowl.
- More signage, more designated dog friendly walks, more visual impact in the towns.
- Advertising
- Provision of dog leads and bowls

Table 2: Whether improvements could be made to Paws in the Vale

Whether improvements could be made to Paws in the Vale	Paws (21)
Yes, improvements could be made	3
No improvements	8
Unsure	10

Single response

The qualitative research identified ways in which Paws in the Vale could be enhanced. The main focus is to build further on the foundations rather than to change or alter the programme.

Maximising the promotion of being dog friendly is the main focus for improving Paws in the Vale. This ranges from including specific wording on the sticker through to enhancing user experience of the website. It was also felt that the momentum of the programme could have been better maintained, that this appeared to have tailed off after the initial launch.

There is the need to “keep on top of the programme”. It was mentioned that the rate of business



turnover, especially of shops, in the area is quite high. This provides the opportunity to engage new businesses, but requires the resource to monitor such start ups.

- *Improvement – the momentum could have been larger and more substance to the pilot, more things at the beginning to gather data so there's more data to look at the impact before and after. Something to see the length of stay and income.*
- *If most of the town is dog friendly then to make sure the fact is advertised, if residents know we're dog friendly, then how far is that known, do visitors and tourists know?*
- *Not that would notice, always dog friendly.*
- *No, we've had loads of things and information, lots of details.*
- *Entrance mats with the logo on – large entrance mats, like the logo and it's good.*
- *Add "DOG FRIENDLY" in big letters to the logo – people see the logo and still ask if dogs are allowed.*
- *The Pets in the Vale does the promotion and then it's up to the business to do the work.*
- *Maybe a list on the Cowbridge hub and local website promoting the Vale in the area. Social media, then we can retweet, on Facebook.*
- *Keep in touch with businesses, you need to visit frequently as there is such a turnaround of shops and businesses, you need to keep on top of everything, 2-3 days every year visiting businesses, there needs to be a constant updating, for example there must be 20-30 shops come and gone in Llantwit Major since the scheme started and at least 20 new or different shops in Cowbridge.*
- *Whether lots of people have known about it, I'm not into social media, make people more aware.*
- *I don't see a lot of external advertising.*
- *You need to say it's a dog friendly town.*
- *People don't look at the sticker; they look at the shop and still ask if they can bring their dog in.*
- *It's gone very very quiet, more so over the last several months, not heard much, so perhaps it's not on everyone's radar at the moment. You would probably get better data from businesses that see more, not seen more dogs than normal.*
- *No, I would ban them all, but then I'm not a dog lover, most people come here have dogs,*



adequately comfortable with dogs. Need an enforcement officer to stop letting people let their dogs off the leads.

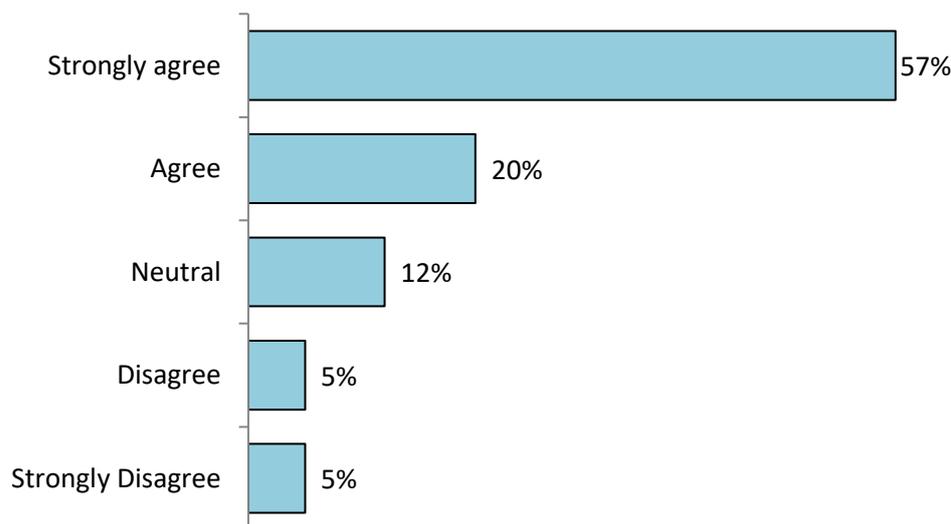
- If the council stopped it we would still be dog friendly, the beaches here are dog friendly all year round. We're so busy that we don't keep on top of the special media element of Paws in the Vale so we don't know if it's worked or not. Tetbury is very good, everyone has a Labrador there, it's good for people with dogs.*

3. Future of Paws in the Vale

In total just over three quarters of public respondents (77%) agree or strongly agree that Paws in the Vale should be continued. One tenth of public respondents (10%) disagree or strongly disagree that it should be continued.

The mean rating for taking Paws in the Vale forwards on a scale of 1-5, where 1 = strongly disagree and 5 = strongly agree is 4.2.

Chart 3.1: Level of agreement with Paws in the Vale being taken forwards



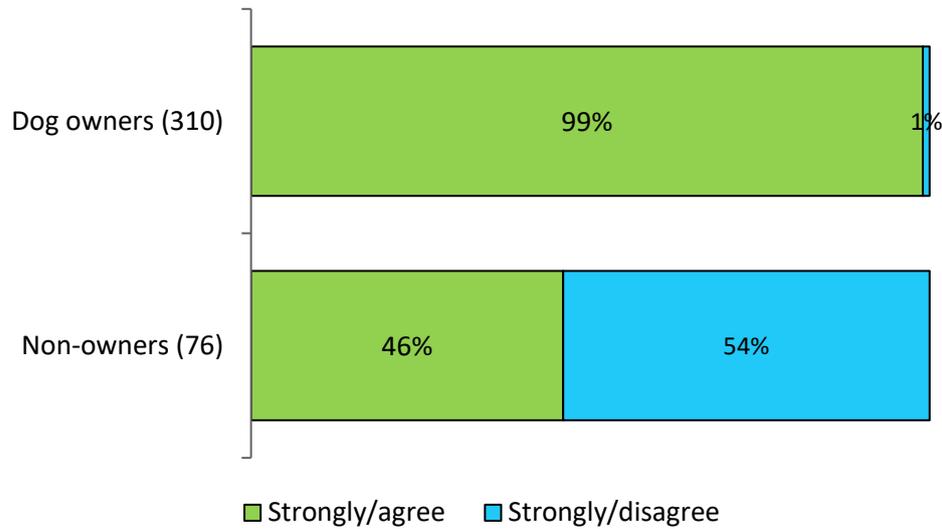
Sample base = 441, all respondents who provided an answer, single response

It is interesting to notice the difference however when considering dog owners and non-dog owners. Virtually all dog owners (99%) strongly agree or agree that Paws in the Vale should be taken forwards compared to 46% of non-dog owners.

The mean rating provided by dog owners is 4.6 compared to the mean rating provided by non-dog owners, just below the midway point, 2.9.



Chart 3.2: Level of agreement with Paws in the Vale being taken forwards



Sample bases = (provided in brackets), all respondents who provided an answer and rated strongly agree, agree, disagree or strongly disagree, single response

Word cloud 3.1: Where respondents agree or strongly agree

Inclusive Known Scheme Cosmeston Happy Company Aware
 Never Heard Important Social Media Places Good Idea
 Businesses Excellent Idea Owners Great Idea
 Friendly Barry Island Responsible Amazing Lives
 Cornwall Bring Custom Advertised Town Great Initiative

Number of responses = 126

Examples of public responses supporting Paws in the Vale

- Dogs are a big part of people's lives. They deserve to be included in our lives more than they are now!
- It's helpful to hear of places that are dog friendly and to hear new walk ideas. Also good to have an organisation encouraging businesses to embrace dogs and their owners.
- It has already encouraged me to visit further afield than I normally would, and visit establishments which promote dogs. My dog is important to me and walking him benefits my health and wellbeing too.
- I have asked for our business to be included as I feel it's a great initiative but was told the trial is ending and I think it is very valuable to the community and local business.



- Obviously because I would not be able to go to any places with my dog. As a widow I take him with me for company and enjoyment.
- Love Paws in the Vale, moved from Cardiff as this area is amazing for dogs.
- Because it promotes responsible ownership. Also it's great to be able to see where you can go out for food and a drink with your best friend. We don't go anywhere without ours.
- Dogs are quite often part of the family and it encourages people to go out and about and support businesses that are dog friendly. Often it enables people to meet and socialise with others.

Word Cloud 3.2: Where respondents disagree or strongly disagree

Think_{Scheme} Children Actively Place Animals Owners
Not Going Money Walk Shops Reason Ownership

Number of responses = 33

Examples of public responses not supporting Paws in the Vale:

- Why do we need to give dog owners more licence to let their multiple dogs run wild at the expense of human comfort and safety. Our beaches and parks have become merely places for the exercising of increasing numbers of dogs. A particular unsavoury habit of their owners is to hang bags of dog poo is really not nice; I've given up walking in the country forced out by our canine friends.
- Can't see why dog ownership should be a special interest group. They are not oppressed in anyway. No allowances should need to be made.
- You are actively and progressively alienating those who do not wish to share facilities with dogs.
- There are far too many dogs, Cliff Walk in Penarth is over-run with them, dog owners are more passionate about their dogs than they are other people. Dogs would be more acceptable if dog owners stay out of supposed 'dog free' parks and areas. The athletic field and Victoria Park in Penarth and the park by Kings Square in Barry are frequently used by dog owners and why? Because there is no enforcement.
- I realise that people want to include dogs on their holidays and family trips. I worry that Barry will become known for its dog friendly attitude and people like myself will have to put up with large numbers of dogs coming here, mainly to the beach. That would really spoil my enjoyment of the area and I would feel compelled to move away.
- The dogs are a nuisance despite the owners' insistence that the dog is really just being friendly. The increased mess and smell of increased dog ownership is clear for all to see and I can't believe people want to increase it.

The full details of views on whether or not Paws in the Vale should be taken forwards are detailed in List 12.



Table 3a: Level of agreement with whether Paws in the Vale should be continued

Level of agreement with the Paws in the Vale initiative being continued	Paws (23)
Strongly agree	11
Agree	8
Neutral	3
Disagree	0
Strongly disagree	1

Single response

Nineteen of the 23 Paws in the Vale participants agree or strongly agree that the Paws in the Vale initiative should be continued. Three participants are neutral and one strongly disagrees.

The comments supporting this are as follows:

- *There is a huge market for dog friendly places to visit.*
- *Because we are happy to have dogs in store, have had no issues and appreciate your support.*
- *It makes retail more inclusive for everyone.*
- *It is a point of difference for the Vale and a lot of local people have dogs so it provides them with another opportunity to visit the shop when they know they can come in with their dogs.*
- *I think that it is a more useful tool for shops etc. that people wouldn't expect to be allowed to take dogs into, rather than businesses like ours.*
- *There is a huge market for 'dog friendly' tourism, and I feel that we have not yet embraced that fully.*
- *I think it's a great way to promote local businesses who offer this service.*
- *It's a good opportunity to promote dog friendly business within the Vale.*
- *Responsible dog owners tend to choose dog friendly locations.*
- *It's good for visitors to Wales.*
- *I think it is very important to encourage dog friendly Vale for tourism and other businesses, and I have seen an increase in the number of dogs being taken to quite a few local businesses.*
- *It hasn't worked we still have to go outside our shop and say your dog can come in even though there is a sticker on the door but most people don't read it.*

The qualitative feedback further supports participants' views for taking Paws in the Vale forwards. It was felt that the programme itself, supported by the sticker, was the main benefit to be taken forwards rather than the more product-driven elements.

It was felt that the "promotion of the area as being dog friendly" was the real value, in that it generates a selling point for the area to encourage visitors.

- *No harm in it, it takes a couple of years for people to realise things; it takes a while for awareness to be raised.*
- *Going forwards? Absolutely, Vale of Glamorgan has many outdoor spaces, country spaces B&Bs, small hotels, yet it's close to the city and offers itself as a pet friendly place. It has some of the most beautiful coastline in the world.*
- *It should definitely be continued.*
- *It may help other businesses who aren't dog friendly but fine with the programme.*
- *Promoting the area? What is the cost and is it cost effective.*



- *Yes, the person who dropped off the goody bag was lovely, very caring.*
- *The stickers are a good idea and are probably the best part of it, make sure people get them, it gives publicity*
- *Think that most businesses which allow dogs are part of the scheme.*
- *Yes, it's good for different businesses, people recognise the sticker, it makes Cowbridge look a dog friendly place. The staff love having the dogs in.*
- *A lot of tourists come into Cowbridge with dogs and it's good and for locals too. They see the sticker – it's good confirmation. Are there any more stickers. It's good to let people know you're dog friendly.*
- *Yes, they should have a look at social media and we can retweet and use Facebook to promote, not aware of the social media for Paws in the Vale and would be interested.*
- *Worthwhile continuing because it's not a bad idea to encourage people to come in who might not come in otherwise.*
- *The thing that is really hard is getting people into Cowbridge, we did the leaflets at the Royal Welsh, we have the food festival and the Reindeer Parade. We need help to get people into Cowbridge. Anything that promotes Cowbridge as a place to go. For example, promote the free parking, promote it's dog friendly. Come to Cowbridge – there's something for everyone – and your dog!*
- *No, it's a total waste of money, the money could have been used much better, things in the community, because so many people have dogs anyway that it's stupid not to let dogs in.*
- *It's worth going forwards, more so where people can shop and get accommodation. As a park we allow 100% access, if it wasn't for Paws in the Vale – there would be no impact if it ceased, but think that tourism would get better benefit if they can bring dogs rather than put them in kennels and know there's a country park they can visit.*
- *Definitely added value because people would only bring dogs here and now they can take them in the local pubs which are dog friendly because of Paws in the Vale. In Cowbridge, it's great to tell visitors they can park up in Cowbridge and there's a range of shops and pubs they can take their dog into, it's very important to be able to offer the package to customers, not just somewhere to stay, they want to be able to go to places. Both of the pubs in Wick are dog friendly.*
- *Not aware of any negative, I think they've done so much now with Paws in the Vale that if they stop now it will slip back and visitor revenue will be lost. They don't need to give away the freebies, just the sticker. It is a benefit because with Paws people are coming back to us and the area, it's very important for repeat business. I put a couple of lines on social media last night and within a couple of hours there were 6 likes returned, that's very good.*
- *15-20% of revenue accounted to Paws in the Vale, it's very important to keep it going, really important. The farmers aren't keen because they don't want anyone, not visitors, trippers or dogs. Really keen that the Vale of Glamorgan remains dog friendly, it shouldn't lose its status, I'm sure they can afford a sticker or two, that's all that's needed, the momentum.*

Seventeen of the 22 participants would like the social media activity to continue, 12 the business promotion activity and 8 the goody bag.



Table 3b: Elements of Paws in the Vale participants would like to see taken forwards

Elements of Paws in the Vale which participants would like to see continued	Paws (22)
Social media activity	17
Business promotion	12
Toolkit/goody bag	8
Other	3
Unsure	NA
No help	NA

Other:

- *General good dog ownership*
- *Dog friendly walks in the area*
- *Clearer signage as to where dogs should be on/off leads (especially in Cowbridge) and generally more visual impact.*

All 23 Paws in the Vale participants will remain dog friendly. Participants' views on their current dog friendly status include:

- Dogs are allowed on site.
- We have always been dog friendly as I am a dog owner and appreciate being able to take my dog into pubs/cafes with me.
- We have always allowed dogs into the store and our tearooms, but it has helped us to know we are doing the right thing.
- Because we are an outdoor shop selling gear to get people walking and dog walking is a big part of that.
- The floors are tiled/wooden and the stock is displayed so that dogs won't knock it over by mistake.
- In the bar and the garden, not the dining room.
- More and more people want to bring their dogs with them on holiday, and as we have dogs ourselves, it is a service that I am happy to provide.
- We are home boarders.
- We like dogs.
- We allow dogs in to our shop so that customers can browse without worrying.
- We allow customers to bring dogs, and will help with care whilst they participate in our activities.
- Because most people have dogs.

Public respondents were asked what was the most important thing for dog friendly businesses to consider in the Vale of Glamorgan. The full details of views on what is most important for dog friendly businesses in Vale of Glamorgan to consider are detailed in List 11.



Word Cloud 3: The most important consideration for dog friendly businesses

Cleanliness_{Sign} Leads_{Mess} Consider_{Cafes} Advertise_{Tie} Dogs
Allow Dogs_{Safety} Friendly_{Food} Water
Not everyone Likes Dogs Owners_{Aware}
People who don't have Dogs_{Staff} Space_{Allergies}
Customers_{Children} Control_{Promote} Business_{Obvious} Hygiene

Number of responses = 281

Paws in the Vale participants provided the following additional information:

- *I think the programme has been really worth the investment by the Vale council and I really hope that it is carried on as it is a real point of difference bringing positive visibility of what the council is doing with the local community.*
- *Another positive in a competitive market.*
- *Waste of money.*



Annex 1: Open response lists

List 1: Other views on dog ownership and responsibility in Vale of Glamorgan

- Aggressive dogs not on leads or with muzzles
- As a responsible dog owner, I get incensed by lazy owners who don't clean up their dog's mess.
- Barking
- Cannot understand why some, a minority of dog owners think it is OK to throw did bags of poop into trees or hedges
- Certain dogs getting Facebook notoriety for their free roaming around Rhoose Point, and the owners not really caring that their dog is running around other people's gardens. As well as being reported by other people as attempting to bite them
- Do we actually have dog only spaces??
- Dog owners respecting a dog that is on a lead and putting their dog on a lead when in sight
- Dog owners tend to be a very friendly group of people, always happy for a chat
- Dogs around livestock
- Dogs being allowed to jump up at strangers or other dogs
- Dogs being kept on a lead
- Dogs being taken into fields with livestock
- Dogs in now dog areas (playing fields/parks)
- Dogs on beach
- Dogs on beaches all year rather than between set times. No one policing owners clearing up mess after their dogs
- Dogs should not be allowed on the beach at peak times. There are signs but people don't care
- I don't like dogs in areas where food is served
- I feel dogs should be on keep leads on pavements and promenades
- I have had a dreadful time on the beaches where dog minders walk anything from xx dogs off leads. They are not fully in control of all the dogs
- In areas like the Promenade, there is a sign staying dogs to be kept on a lead, people blatantly ignore it. There are far too many irresponsible dog owners in the Vale
- In cafe
- Keeping aggressive dogs muzzled/under control
- More dog poo bins would help the problem of waste in public
- My dog is free to run but under my control
- My dog has been attacked by a dog that was not been supervised properly. The response of the dog minder being that it was not their dog and **** off and walk my dog elsewhere. These people are a nuisance to others and should be banned from taking large numbers of unsupervised dogs in public places
- Need more dog only areas especially after the beaches come out of bounds
- No dogs on beaches or children's playgrounds



- Only a certain few are responsible for all problems
- People assuming all dog owners are bad owners
- People seem to think their dogs can go and do as they please, without any thought to others
- Picking up poo - so much poo everywhere
- Resources used for dog control and clean up
- Should be kept off kiddies areas only
- There are a variety of dog owners with most that I meet being responsible. There are a number of irresponsible dog owners, cyclists, fishermen, campers etc. who need to be addressed
- There are no dog only places in aware of
- There are particular problems with dogs more likely to be out of control in places Llantwit Major beach. When. group of dogs get together, their place mentality comes more into play, and they are less controlled by their owners. I have given up walking on the beach in the winter
- They keep the areas cleaner than picnickers do. They look after the areas, removing rubbish and reporting issues
- They'll need small bins to put poo bags in as these are often discarded in fields and on the roadside. I think bins would correct this issue
- Why can't there be more people only places?
- Wish owners would use colour coded leads so we (family with children) know which dogs to give a wide berth

List 2: Reasons for overall views on Dogs in Vale of Glamorgan

WHERE HAPPY OR VERY HAPPY:

- A few irresponsible owners make life harder for the responsible owners
- A lot of dog mess left on field and footpaths
- Also it would be nice if those had a well enclosed dog park where they can run free
- As a dog owner I enjoy the Vale with my dog and get very few unpleasant experiences
- As a dog owner we have access to beautiful walks
- As a responsible dog owner and know how to act/respond around others whilst considering their needs and ours
- As a Vale Ambassador promoting 'Paws in the Vale', have met many dogs and their owners on Barry Island in particular and been impressed by the owners' responsible attitude toward their pets
- As I have a dog!
- Because I am a dog lover and I personally am very responsible when it comes to my dog
- Because I have no negative experiences from dogs, owners a couple, but not dogs!
- Because I often see dog mess left on pavement by irresponsible dog owners
- Because the majority of dog owners are considerate. I have never been bothered by dogs in cafes or pubs
- Because they play an important part in family life
- Because this is a great place for animals and humans to live. Great walks and superb views a win win all round
- Because Wales is quite dog unfriendly so great initiative



- Dog friendly place
- Dog owners are very friendly
- dog ownership is a part of living in a rural area
- Dogs and owners in Vale well behaved and happy
- Dogs are a key part of rural living
- Dogs are a major part of people's lives and should be included in daily activities
- Dogs are family members and mostly sociable. It's lovely to see them out having fun in open spaces
- Dogs are part of a family and I think the Vale of Glamorgan should cater for this
- Dogs are part of people's families. Being a dog owner in the Vale brings the community together. I meet a lot of people walking my dog and it feels easier to talk to others. Also dogs are support for a lot of people with difficulties such as anxiety etc.
- Dogs are very companionable and most of the people I see out walking their dogs are older people who obviously get great pleasure from owning their pet. More often than not, they benefit from additional social contact as people stop to talk with them about the dog. Overall they are very responsible with their pets
- Dogs are very important as companions to people of all ages - most dogs are very well behaved
- Dogs are very well cared for, it's the cat owners that need this survey. Cats are the ones that always c*** on everyone's gardens
- Dogs generally have responsible owners who consider others. They are not allowed on the play beaches in summer and owners respect this diligently
- Dogs make great companions and it's especially heartening to see so many dogs which have been rescued from local centres such as P.A.W.S. and Dogs Trust
- Dogs seem mainly under control but I'm not afraid of dogs so no issues for me anyway
- Due to suffering with diagnosed anxiety disorder having a dog has changed my life. The Vale of Glamorgan is a dog friendly place and I can now enjoy going to certain restaurants and places without panicking as I can take my dog with me. I hope to see more dog friendly places in the future so that I can be more independent
- Excellent dog walking locations
- Generally owners are good. As with all things a few irresponsible individuals ruin it for others
- Good places to walk dogs - and owners generally very responsible. Not all of course!
- Great initiative - love taking my dog for a coffee and to the pub. Always have a warm welcome too
- Great to see so many responsible owners enjoying their dogs and providing loving homes
- Hate seeing discarded poo bags everywhere
- I agree with dog ban at main beaches only
- I am a dog lover
- I am a responsible dog owner who walks my dog daily. Clean up his mess and only let him off lead in suitable areas (Not sure there are any dog only areas in Rhooose?). The issue if bad behaviour is the owners not the dogs and I would support fines for not cleaning up their mess or leaving the bag of mess on the floor rather than placing in a bin
- I can only speak for Penarth but Dogs mostly seem socialized, owners seem responsible and very friendly to us and our pup and we are responsible dog owners



- I feel there are many places I can walk my dog off a lead, and where there are large numbers - such as on the beach in winter - I've never seen problems and owners who bother to take their pets 'out' for a decent walk tend to be the responsible ones in all regards. It's the lazy owners who park by a green space and let their dog out to foul and then drive off again who are the problem
- I have a x month old puppy and a xx year old dog. Never have I come across a problem or something that's made me unhappy. It's nice to have so many lovely places to enjoy with both my children and dogs
- I have dogs. I pick up after them all unless my main dog goes in a bush or through railings into a bush. I'm a wheelchair user so bending can be hard. I think some owners need more education on the perils of left dog mess and the fines they could incur as a result
- I haven't had any bad experiences. It would be nice to have an increase in dog friendly venues
- I haven't seen an aggressive dog
- I like dogs... People are the problem with regards to training, picking up mess etc....
- I love dogs
- I love dogs and love walking my dog in the Vale of Glamorgan
- I love dogs and most dog owners are responsible but there are a few that don't pick up after their dogs that spoil it for everyone else
- I love dogs and would not like to see them banned from more places. I think there is a good balance and it's nice to see dogs indoors and out, other than in children's play parks where it's important to maintain hygiene. However, there is a big problem with dog faeces in residential streets - more education, campaigning, opportunities to tidy up e.g. a few more dog waste bins or bags available in dispensers or at the dog cafes might help. Or more tough implementation and penalties stemming from the (1996?) dog fouling act
- I love dogs but wish they were allowed inside restaurants etc. in the day. Hate leaving ours at home
- I love taking my dog places with me to the extent that if he can't go I won't either
- I love that I can take my dog to plenty of interesting places on walks and that so many cafes etc. are dog friendly
- I love to see people out with their dogs but the dog mess that is about in Barry is shocking, it's such a shame that people don't feel that it's their responsibility to pick it up. Always having to watch where we walk to avoid stepping in dog mess
- I meet dog owners every day and on the whole they are very responsible. Cleaning up dog poo needs to be improved though
- I own a dog and enjoy walking them in VOG
- I own a dog and so do a lot of my friends. We are very responsible but sadly are let down by some owners
- I think a good majority of dog owners are responsible owners
- I think it's fair to have a partial ban on the beaches in summer rather than a complete ban. For example, allowing dogs on certain areas of the beach or allowing dogs on beaches before 8am and after 7pm. I would also like to see more businesses be dog friendly, especially pubs and cafes

- I think most owners are very responsible and their dogs do not affect the general public
- I think on the whole most people are very good. As with most issues, a few bad apples spoil



the overall experience

- I think that dogs should be allowed on beaches during May-September before 10.00 am
- I think the Paws in the Vale initiative is really great, it takes stress out of taking your dog out with you. More businesses using the service would be a positive thing for tourism
- I think we have lots of dog friendly pubs and restaurants and commons and beaches. I just hope this continues as there is a real problem with dog mess-irresponsible owners
- I think we need some more dedicated space for families with dogs during the summer months when beaches etc. are banned
- I walk my dogs regularly in Llantwit Major and surrounding areas and rarely come across unruly dogs or owners!
- I wish there were dog and family friendly places. Pembrokeshire is a good example
- I would like to be able to use more beaches in the summer months
- I would like to say as a responsible dog owner who picks up their dog waste, there's a lot of people that don't. Why isn't the Vale using dog wardens or enforcement and claiming the fines incur?
- I'm happy overall, but not so happy about access for dog walkers to beach areas at only certain times of the year
- I'd like more dog friendly spaces. For example, Plassey Square recently had a makeover but all focused on children rather than dogs. It would be nice to have one park with some dog friendly features like an agility course
- In my area dog owners behave largely in a responsible, considerate way. Not sure if the same is true throughout the Vale
- In the main dog owners act responsibly, but I would like to see dogs being kept on leads when in busy, public places such as Porthkerry, the promenades etc. at all times of the year, not just in summer months
- Is the owners that are the problem, most do not pick up dog waste
- It is a great place to live and walk a dog as we have a beach, fields etc. BUT I have noticed certain areas are being restricted which never used to be. The Lorna Hughes Park is one and I fear the areas will become smaller. Most people pick up after their dogs but sadly not all
- It is just those dog owners who do not pick up after their dog or worse still pick up only to dispose of the bag on the side of the path or hung in a hedge! Disgusting! And very dangerous for other animals, especially horses who are somehow attracted to the smell and will eat the bag
- It's a great place for dogs especially on the coast
- It's nice to see people and dogs socially with other people being responsible for their dogs and down Barry Island it brings money in the local community
- It's a great area to walk, it's a minority who spoil it for others. As such the majority shouldn't be punished
- I've had no problems with dogs in the area and enjoy seeing them out and about!
- I've not seen any issues
- Lots of dog friendly places which are great to walk my dog and be able to enjoy pub/cafe with him
- Lots of fantastic walks and dog friendly areas
- Love dogs, so long as people are responsible
- Love seeing dogs everywhere



- Main problem is insufficient bins in Cosmeston
- Majority of dog owners are responsible
- Majority of dog owners are responsible but some are not
- Majority of dog owners are responsible. There is a few who need a reality check and to learn a dog is a pack animal and needs to be lead
- More owners could clear up after their dogs
- Most dog owners are responsible
- Most dog owners are responsible
- Most dog owners are responsible, but the ones that aren't are awful. Dog poo everywhere
- Most dog owners are responsible, it's just a minority that let the rest of us down
- Most dog owners are responsible. The minority give dog owners a bad name. Dog fouling is very annoying but more bins and provision of free poo bags might help in popular dog walking areas would help. Only occasionally have I ever felt nervous around dogs
- Most dog owners I come across are responsible but there are a minority who don't pick up their dog poo or dogs are out of control which gives all dog owners a bad press
- Most dog owners in the Vale take their responsibility seriously
- Most dog owners take great care of their dogs
- Most dog owners will pick up after their dog but you will always have irresponsible owners who don't
- Most dogs and dog owners are very responsible
- Most dogs and owners seem to be responsible. Just a few bad eggs
- Most dogs are friendly and it's nice to meet new people via them
- Most dogs kept well under control and any mess cleaned up by majority of owners
- Most dogs we come across in the area are friendly and so dogs being off a lead isn't so much of an issue
- Most dogs' owners are under control and if any dogs are aggressive they are usually kept on a lead
- Most not all owners pick up after their dog. A few give the rest a bad name
- Most owners are responsible
- Most owners are responsible but Cowbridge High Street is often littered with dog mess
- Most owners are responsible people who love their dogs...look at Whitmore Bay when it's been a hot day in summer and contrast it to the 6 months when dogs are allowed on the beach...people complain about us but I and most of my fellow owners pick up all our dogs' mess...
- Most owners are responsible where I walk my dog
- Most owners are sensible. Pick up after their dogs, etc.
- Most owners responsible
- Most people who own dogs are responsible
- Most people with dogs are responsible
- My dog was attacked by another dog last year, the owner did not have control of her dog or care

- My only complaint is people (and professional dog walkers) do not pick up after their dogs where I walk



- Nearly everyone is a responsible dog owner but there are not enough dog poo bins in some areas such as Dinas Powys, where dog poop bins have actually been removed in recent times. More bins would cut down on dog poo bags left around I think
- Need more bins and places to go
- Never had any problems
- No issues aside from poo
- Not all dog owners are irresponsible - the few spoil it for the rest
- Not met a bad owner yet - compared to where we used to live
- Occasional issues with a couple of people saying oh she wouldn't hurt a flea and then the dog growling and being aggressive
- On Barry Island beach dog owners are very responsible and keep their dogs under control and mostly picking up dog mess
- Overall most people seem to be responsible owners and care well for their dogs and pick up after them. Sadly there are too many who don't pick up after their pets, leave poo bags ridiculously tied to trees and bushes and ignore their dog being aggressive towards others. Unfortunately, there doesn't seem to be much the police or council does to deal with this
- Overall people and their dogs do behave with consideration to others
- Owners behave responsibly but also reasonably as good members of the community. Non-dog owners similarly treat dogs and their owners as part of the community and don't tolerate bad behaviour. An excellent community spirit in the VOG
- Owners need to be more responsible when it comes to cleaning up their own dog's mess and or taking it home if there are no bins. It's spoiling some lovely walks. Also could more bins be located in well-known walking areas, trails, open areas. It's not just dogs mess, in the summer months visitors still leave rubbish esp. food wrappers and drinks bottles/cans
- Owners who train and control their dogs have loving, healthy and sociable dogs, though sometimes you get a runt dog just like you get in humans
- Owning a dog enriched my life
- People are in general respectful
- Plenty of public space and beaches where I live in Rhose
- Poo is still a problem. It's the minority causing it but I would prefer owners to pick up and dispose
- Regularly have contact with dogs and owners and it's very sociable and pleasant. Many places now accept dogs and so people can go out and about with their dogs happily
- Some dog walking areas in Vale are better/more responsible than others. Reflects owners and breed of dog
- Some people don't pick up their dogs' mess which creates problems in public places
- Something needs to be done about owners cleaning up after own dogs mess and or taking it home if no bins are available. Can more bins be located in obvious dog walking / open spaces ?
- Stiles can be an issue
- Still do not feel welcome, i.e. being on the lead on the promenade in the summer, we need to be able to exercise dogs properly. Why not have the rule to apply between 9am-7pm, most responsible dog owners walk their dogs outside of these times
- Still some owners don't pick up mess
- Subject to the irresponsible dog owners being dealt with



- The landscape and county overall lends itself to dog owners and dogs, far more so than surrounding counties. There is more that needs to be done to encourage non responsible dog owners to pick up poo. Sadly, as many dog owners already do, targeting often misses the worst offenders. Leaving bags of poo has become more of a problem...perhaps more bins on well walked routes?
- The local streets are usually clear of dog mess...do see the occasional trod on dollop... there are no strays running around...the Common is respected by dog owners, come home with no poo on boots, strangely more likely to pick it up from the pavements!
- The majority of dog owners are responsible in regards to putting their dog on the lead when needed and cleaning up after them
- The majority of dog owners are responsible it's just the few who do not pick up the mess
- The majority of dogs are kept under control but the amount of bagged poop thrown into trees or left lying around in the Vale is appalling and lets down owners /carers
- The Vale is largely countryside with plenty of walks and places to take dogs, as well as dog friendly pubs. With owners in general are in control of their dogs
- There are a lot of dog friendly businesses and dog waste bins in the area. The council are very good at emptying dog waste bins
- There are a lot of people who don't clean up after their dogs which impacts on those owners who do
- There are lots of facilities for dogs and it may be one of the top ten dog friendly places in the UK. However, dogs seem well behaved in most public places
- There is a mixture and some quite frightening dogs can be out of control. But other dogs and owners very responsible
- There is still a lot of dog poo on our streets especially in Penarth and this needs to be addressed
- There's lots of places to take them, Cowbridge Common, Llantwit Major Beach, etc.
- They can go to a few places just only issue is other dogs harassing my dog
- They don't cause me a problem
- Think beaches should be open to dogs earlier in September after kids have gone back to school
- Think there has been an improvement in the Vale since the Paws in the Vale project. I have noticed more places I can take my dog, shops that allow them in and an overall feel of dogs being more welcome in the Vale
- Very happy about the dogs but not so happy about the dog owners not picking up after their animals, especially on the streets in the towns
- We are mainly a caring community, a minority let us down yet we are shamed for it
- We have always found a range of nice dog-friendly places to take our dog while on holiday in the Vale of Glamorgan
- Would be nice if more businesses were dog friendly
- You still have the minority of owners who don't clean up after their dogs. Keep them on a leash or muzzled if they are not well trained



WHERE NEUTRAL:

- A few individuals spoil it for everyone
- A minority do not pick up dog waste and some of those who do leave the bags on paths or worse hanging from railings, trees, etc.
- Ambiguous question. Happy about what that the council does re: dogs?
- As a dog owner of a shy unsociable dog I very often have dogs come up to use who are on their leads and their owners oblivious and not paying attention. Also people not picking up mess at Barry Island!
- Bad owners make us all look bad, I've moved to Barry and there are so many aggressive dogs because of bad owners, so many owners do not seem to train their dogs.
- Because I see both ends of the spectrum, some owners doing everything by the book and others who let their dogs run about out of control or don't pick up their dog's excrement
- Because too many owners assume your dog is happy to be approached by their off lead dogs and my dog is nervous and not happy
- Bins are rarely emptied and people still leave bags of dog poo where there are meant to be bins
- Disposal of dog waste is such a massive issue. It's unhygienic, unsightly, just overall unpleasant. Owners near my home have let their dogs go to toilet on the grass verge near my parking space and I have even seen waste on people's door steps!! Shocking!
- Dog mess is a problem in open spaces and villages, not so bad in town centre
- Dog warden set on me even though their dog had bitten me
- I am a responsible dog owner, I have two large excitable dogs. When I see other dogs off lead I always put mine back on as they are large and boisterous. A lot of other dog walkers aren't too considerate
- I have a child who is petrified of dogs and will not venture anywhere where she knows there may be dogs off leads. This limits our family activities due to the number of dogs who are not on leads in public places (parks, beaches etc.). Whilst I appreciate that dogs are as much wanting to use these spaces, it is difficult to relate to a child that the dog is not going to jump etc. (as quite often they do!) and you are normally just met with the response - don't get upset/worry they are a friendly dog!
- I have no problem with dogs and on the whole owners are responsible but the area is badly let down by the amount of dog mess left on pavements and footpaths. Especially in Corntown and St Brides
- I like dogs, however, there are some who are not on leads when they should be, some animals are allowed to bark continuously in and around the areas they live causing a nuisance. Black bags of dog waste discarded. These are my main issues
- I live in Ogmore by Sea where there is a huge problem with people not picking up dog mess and leaving full poop bags everywhere!
- I only know about where I live. I know nothing about the rest of the Vale
- I see very responsible dog owners but a few very irresponsible ones who make us all look bad
- I think the Vale has become too dog friendly, especially in areas such as Barry Island. I visit this area less often now as there are always so many dogs around. I also do not like the fact that so many cafes/eating places accept dogs. I do not think this is appropriate
- I think the Vale should be more dog friendly



- I would like to see more dog friendly places. However, I would also like to see a dog warden around and fining people that don't pick up poo/leave bags/aren't considerate of other dog owners. The dog warden should patrol places like Cosmeston, Penarth Beach (in summer) etc. I would welcome a specific dog area in Penarth that is fenced off and people can let their dogs off and keep them away from people that are scared or don't like dogs. How about the old tennis court at The Rec (rugby ground)? Or fence off some land on the cliff tops?
- I would really appreciate (and be willing to pay) for a properly enclosed dog park. My dog is very friendly with people and dogs but can spook easily at sudden noises and take flight so letting her have a good run off lead can be a problem
- I'm also fed up of seeing people not clearing up after their dog has been to the toilet. It takes seconds and there's plenty of bins around to dispose it in
- It would be good if more cafes/restaurants and shops allow dogs as is the case in France and Spain
- It's not the dog it's the dog owners who need training
- Love the area but people need to make more effort to pick their dogs mess up as we do
- Most people are responsible owners. The ones who aren't don't care anyway
- Some good owners are offset by poor behaviour
- Some of the by-laws are silly i.e. dogs on lead over the lake. Stupid.
- Some owners fabulous and some really don't care about effect on others
- The large majority of dog owners in the Vale are responsible. However, the amount of dogs off the lead who are uncontrollable and frighten our small dogs causes me to keep my very well behaved dogs on a lead for their safety. There is a large amount of dog mess on pavements and in parks or dog bags hanging from trees
- The majority of dog owners are responsible. The biggest problem is not picking up after their dogs. Particularly on the pavements
- Too many owners have little consideration for other dog owners
- Too many owners let dogs off lead in areas when they should be on lead
- Too many owners let dogs run up to dogs who are on lead
- Too much dog mess about
- Too much dog mess on the streets
- Was threatened by owner of dog who was scared of my big dog
- We spend a lot of time at parks such as Romilly, Porthkerry and Cosmeston and have had issues with uncontrollable dogs off leads and dog mess
- Where I live isn't a dog friendly area, so I don't see many other dogs. Without having my own land I wouldn't be able to let the dog run free
- Would be great if you have more dog friendly places, which will be curbed somewhat with the summer month curfew



WHERE NEGATIVE:

- Alexandra Gardens is covered in dog poop, you cannot access the play area with children without stepping in poop
- Although most dog owners and dogs are well behaved a few are not and it's difficult to target those that are bad owners. I have been asked to 'push a dog out of my way with my legs' if it won't let me pass by an owner. In a local cafe on the island a dog came out from under a table and stuck its nose in my food, the owner seemed to imply it was my fault because it was a dog friendly cafe. I don't hate dogs but I am not that fond of them either especially dogs I don't know. I no longer bother with cafes on the island as nearly all allow dogs. There is a problem with dog mess on the streets.
- As a responsible dog owner we always ensure our dog is on a lead and pick up any mess he makes. We love going to Barry Island and the Knap but the amount of owners who do not keep their dogs on leads is horrendous. My dog has been bitten once or twice by dogs not on leads and the owners really don't care
- Bags in hedges and trees
- Barry Island is frequently full of dog poop and aggressive dogs off the lead
- Because too many dog owners are lazy and don't pick up their dogs' faeces, and they're frequently selfish and don't control their dogs well enough and will let them lunge at you even when on a lead. They never show any understanding that some people are scared of dogs.
- Been attacked in my own garden. Dogs are just left to roam
- Cosmeston is a disgrace and dogs need to be banned from all areas where people sit on grass
- Disappointed by the number of outside places dogs aren't allowed
- Dog mess
- Dog mess and dogs on beaches out of season. Even the lifeguards don't say anything to them. My daughter is afraid of dogs which means I can't take her to the beach at any time!
- Dog mess everywhere you go, dogs not on leads
- Dog mess everywhere on the school run, dogs lunging on lead at my child which scares him. Dogs running free when dogs are banned
- Dog mess is a problem in most areas
- Dog mess...on beaches and parks, in bags hanging from trees. I know this is not all owners but is a real issue. Trying to relax on a beach and dogs running about, barking, scaring young children
- Dog owners allow their pets to run wild particularly in local beauty spots such as Cosmeston Park. Pay no attention to regulations re dogs on leads or notices to keep dogs off areas such as Sully Football Ground
- Dog owners not keeping their dogs on a lead in public areas
- Dog poo and full dog poo bags left all over the place especially Ogmere
- Dogs are a public nuisance, noisy and dirty
- Dogs attacked by other dogs and owners not taking responsibility
- Dogs even taken onto school playing fields - through gate, past no dogs sign...
- Dogs on beaches and mess left on beaches... Also sea front and coastal and country paths.
- Dogs out of control off lead, makes it difficult to walk my dog (who is anxious around other dogs) on the lead in public



- Dogs seen being walked off lead through fields of sheep and even where there is no public right of way
- Dogs should never be on sports pitches
- Far too many dogs on long leads or no leads
- Far too many restrictions on dogs particularly during summer months
- Generally a bias against people who don't have dogs. I have been accused of not liking dogs, when I do. I feel they should be properly controlled, and owners should be more sensitive to people who don't like, or are scared of dogs. My partner has mobility problems, and risks being knocked over by an enthusiastic dog!
- How about swapping the beaches over in the winter? Making Whitmore Bay a dog zone but keeping just one beach free for anyone who doesn't want to have muddy paw prints on their clothes when dogs jump up??
- I am curtailed or rather, put off, from going to various places knowing that I will encounter dogs be it certain restaurants, scenic places, grassy areas etc.
- I am one of the few responsible dog owners that live in the Vale and always always pick up after my dog has done its business. The beaches and parks are unclean where dogs are allowed. I feel dog owners should be heavily fined and barred from public areas when they fail to clean up the poop from their dog
- I am unable to take my children safely on the beach when dogs are allowed on the beach as so many owners let their dogs off the lead and they then approach my two young children. For my children's safety I wouldn't take them there during this time
- I am unhappy with the amount of dog mess left in the streets.
- I feel that we need to put a different system in place, so that when someone leaves their dog waste on the floor we ensure a more accurate way of catching and making an example of it.
- I find it very difficult to walk my dog safely with my children, this is due to lots of dogs mess left, dogs not under control or on leads, dogs chasing sheep or running a mock on the beach
- I have young children, and I am frequently disappointed to see owners letting their unleashed, and seemingly untrained, dogs run loose towards my children, occasionally shouting he's friendly which does nothing to reassure my child when a dog the same size as them is running excitedly around them and trying to kick them. Also, the number of Dog poo bags left lying around, or dog poo left out in communal spaces, is disgusting. I believe the majority of owners are responsible, but it seems to be a large minority who are not
- I like dogs but animals should be not ubiquitous in every area. Not all dogs and dog owners can be trusted. Just recently a friend was bitten badly by a dog. Unfortunately the dog's owner gave false information and so no further action could be taken. I have concerns about my children's safety if dogs are allowed in playgrounds, etc.
- In the Vale, I have been attacked by another dog owner whose dog was not under control, the police were not in the slightest bit interested, despite the fact I was physically assaulted. Says it all really
- I live in Barry Vale of Glamorgan and the streets, parks and pavements are covered in dog poop
- I try to walk my dog who is nervous of other dogs but he is constantly bothered by dogs wandering free not on leads and owners not even bothering to call their dog back - this is in parks and on public roads
- I visited Scotland last year, where dogs have to be kept under close control, it was a pleasure



to walk there

- I walk my dog on a lead in open spaces and rein her in if others are near as she is only months old. Other people allow loose dogs to run around and don't pick up their dog mess
- I walk very often around Friars Point and the Island and I step in dog mess at least once/twice a week, it is a very bad problem around the island area
- I would like a total ban of dogs from all beaches in the Vale in the summer months
- I'm happy with dogs, it's the owners need to be taught a lesson, as stated above, I'm a dog owner
- It's just down to people not picking up mess or leaving bags hanging from walls fences disgusting. Spend most of time getting my daughter to avoid mess
- It's the mess
- Lack of control, no training, no enforcement, lazy owners, dog mess left on football and public parks
- Many dog owners not cleaning up their dog faeces, or putting it in a bag and throwing it in the hedgerow
- Many of these might be visitors to Ogmores by sea beach/common and car park areas
- More bins to dispose dog waste
- Most dog poo is now picked up but often filled poo bags not binned
- My children have been attacked/bothered by out of control dogs on several occasions, with the owners laughing it off as just playful behaviour. My daughters are now petrified of any dog
- My youngster is terrified of dogs. Absolutely terrified. I've tried everything. I have to hold their hand extremely tight when walking anywhere, because if one comes in the opposite direction they will dart across the road. Lots of dog owners close to where I live are aware of this fear. Lots stop and let them stroke them. Ladies bring a treat whenever they're out walking and save it for them to give their dogs. While I am making every effort to gently rid them of their fear of dogs, I struggle during the winter months to find places for us to go walking. Whenever we go there are dogs. Well behaved dogs - but dogs
- No access to certain beaches in summer when the human mess left behind is appalling compared to clean beaches in the winter yet no one gets fined
- Not all dog owners are responsible with their dog around people and other dogs scary on beach when dogs off leads, know there have been attacks on other dogs, owners should keep all dogs in public spaces on leads dogs should not be allowed in parks where children are playing or at least be kept on a lead but not near playground i.e. Porthkerry Park dogs running everywhere should be on leads should be separate enclosed place for dogs to run free with owner then put back on lead
- Not cleaning up after their dogs or picking up and randomly dumping the bag. Concerned that the behaviour of these owners will eventually have an impact on where I can walk my own dogs
- Not enough places to take dogs
- Over emphasis on dog owning visitors. Quickly becoming alienated if you don't have a dog. E.g. Most cafe's and beauty spots now geared up for dogs. What about those who want a dog free environment?
- Owners are far less likely to train their animals than in the past. This is intimidating for those



of us who are not comfortable with dogs. If owners cannot control their animals, I'm worried about the danger to small children

- Perhaps this should read as how happy are you overall about dog owners in the Vale of Glamorgan?
- Please look at how many trees are festooned with dog bags!
- Poo everywhere
- Recently I was walking at the beach on the promenade a large dog in front of me was off the lead and turned to face me and started barking and growling, the owner laughed and said 'don't worry he's all mouth and bluff'. He obviously knows his dog but I don't and it was an unpleasant experience for me. Maybe dog owners should have to register and be given a book of dog owner etiquette and a contract especially when walking their dogs at the beach area
- Seems an explosion of dogs and dog ownership in the Vale as a fashion accessory or trend. The majority of owners are responsible but fail to see that others may not wish to smooth/stroke or enjoy their dog. When they are informed, they are ignorant of the other person's concerns and have a false sense of entitlement
- Should not be in coffee shops in Cowbridge hygiene reasons
- So many people just refuse to pick up their dog mess and the ones that do pick up, a lot of them leave the full bag hanging from a bush or thrown on the floor.
- So much dog mess. People let their dogs off the lead when there are children around
- Some owners do not have their dogs under control. Even when they know they may attack another dog - they are allowed off lead
- Some owners leave their dog's mess on paths and others put it in doggy bags and leave them on paths!
- The council should have some way catching of perpetrators to bring this disgusting issue to an end
- The dog mess at Ogmere By Sea is completely out of control and needs immediate attention
- The park, the beach, Pen y fan, Cosmeston, the waterfalls, Rommily Park, Porthkerry Park. We love a rainy day hike but these are usually spoilt by my youngster having a meltdown when they see a dog
- The Vale is such a beautiful area being spoilt by lazy inconsiderate dog owners
- There are far too many dogs and they tend to be treated like babies
- There are too many places dogs are not allowed especially in the summer months
- There are too many. Dog owners seem to feel that they should be allowed to do as they please without understanding there are those who are frightened of dogs. Some areas are filthy with dog poo bags hung from trees. Dog fights are not uncommon and some dogs are very large
- There is so much dog mess around it is quite disgusting
- There need to be a lot more bins provided for dog waste bag disposal
- They are on the beach all year, dirty leaving mess
- They do not pick up their dog's poop, as a parent of a small child this is very frustrating
- Too many dogs running around out of control off the lead in public places. Dog mess left on footpaths and green spaces
- Too many owners or walkers still leave droppings, and during the winter period some think it is alright to do this, during the winter period the island beach is sometimes not walk-able unless you have a dog with you,



- Too many people think that everyone should like their dog
- Too much crap on the pavements, parks playing fields etc. I have lived in the Vale of Glamorgan for many years and never seen a dog warden.
- Too much dog mess in public places. Not the dog but the irresponsible owners. Kids are walking this into schools and their homes. More CCTV would be good
- Too much dog mess left on pavements and fields
- Too much dog mess on the pavements and the coastal footpath, along with bags of dogs mess being thrown into trees and bushes... seems like there is an element of owners who really don't care
- Unfortunately there are still a lot of irresponsible dog owners who don't clean up their dogs mess or have their dog under control. My granddaughter has on several occasions had dog running up to her and frightening her, while walking along the promenades at Barry Island
- Unhappy that owners do not always pick up their dog's mess, we as dog owners always pick our dog's mess up as we want to be able to take our dog with us were ever we go in the Vale, it saddens us when we see dogs mess on pavements
- Vast number of dogs everywhere we go, even on the beaches during the alleged summer bans (Dunraven and Llantwit). Bags of poo thrown down in piles, lots of poo not picked up. More than one occasion where uncontrolled dog has run straight through our picnic/family group. A number of edgy dogs not on leads
- We are unable to enjoy a walk without dogs jumping up at us, shaking their wet, muddy selves all over us, having to watch the path instead of the scenery for fear of treading in the vast amounts of dog faeces, bags of dog mess hanging from bushes, etc.
- When I went to use the salt bin to salt our road in the bad weather it was full of dogs mess. I needed to get to work. I know dog owners need to have rights as well but they must make a contribution to the mess that dogs make. Maybe this could be done through the business community so cafes that choose to entertain dogs should pay higher rates to help cover the cost of dog wardens, street cleaning and litigation arising from injury or dispute.

List 3: Views on other types of responsibility

Other positive responses:

- Dog owners respecting a dog that is on a lead and putting their dog on a lead when in sight
- In cafe
- No dogs on beaches or children's play grounds
- Should be kept off kiddies areas only
- They keep the areas cleaner than picnickers do. They look after the areas, removing rubbish and reporting issues

Other negative responses:

- Aggressive dogs not on leads or with muzzles
- As a responsible dog owner, I get incensed by lazy owner who don't clean up their dogs mess.



- Barking
- Certain dogs getting Facebook notoriety for their free roaming around Rhoose Point
- Dogs around livestock
- Dogs being kept on a lead
- Dogs being taken into fields with livestock
- Dogs on beach
- I don't like dogs in areas where food is served
- Owners not really caring that their dog is running around other people's gardens. As well as being reported
- People seem to think their dogs can go and do as they please, without any thought to others
- Picking up poo - so much poo everywhere
- Resources used for dog control and clean up

List 4: Other sources of awareness of Paws in the Vale

Other includes:

- Came across this on Twitter first time I'd heard about it
- Had I not been to Cowbridge would not know about it
- How about Humans in the Vale
- I don't understand what it's about
- I have seen it via Twitter and I think it's completely unnecessary
- I work for the council and still not aware of it
- I've heard someone talk about it
- Not aware of the scheme until I saw it recently in the gem
- Not interested in any dog activities
- Not sure what it is
- Only vaguely aware
- The area doesn't need to be more dog friendly, it needs dog owners to be more responsible
- Vale Ambassador

List 5: Views on social media/Facebook activity

- Always informative
- Attractive logo, nice pics of dogs too!
- Being a dog lover I'm interested in any doggy news, especially in the Vale
- Don't trust social media
- Good photos, not a lot else to go by
- Good that I can fill in a survey
- Haven't seen many posts
- I have not noticed
- I have seen posts on Facebook and Twitter only
- I haven't seen lots of posts on social media but from what I have seen it's been good
- I recognise the excellent training
- I'd like to get a sticker for my shop but can't see how to get one
- Informative



- Informative but generally not of interest to me as I'm not a dog owner
- Informative but I would like to see more social media particularly around businesses that are involved, etc. Doesn't feel that it raises the profile of businesses enough? What about using profile stamps/twibbon for Paws in the Vale (if you haven't already)
- Infrequent
- Involvement has been on a face to face basis
- It has appeared in my feed but I don't follow it
- It's brought it to my attention were I can and can't take my dog
- It's very informative
- Not enough updates
- Not seen anything for a while so difficult to remember
- Only seen the Facebook survey
- Overdone campaign which alienates other users/visitors by its very nature
- Positive inclusion
- Started well but not as active now
- The post was very positive about initiatives welcoming dogs to the area
- Their Facebook hasn't been updated since Oct!
- This is a silly question. Good at what?
- To be honest I don't recognise it that much. Although I have probably visited a lot of places that are dog friendly
- Very informative and fun
- Very rare that there are new posts
- We don't have face book
- What I've seen is good but not seen that much.
- When I raised Paws in Vale in South Wales Dog Walking FB site I was told that walks weren't fully accessible and were obviously drawn up by non dog owners
- You have to look for them
- You have to search still for dog friendly
- You really have to look for it

List 6: Other sources of awareness of Paws in the Vale for businesses

- A lady visited my shop and asked me if I wanted to be part of it
- A representative came to the store
- Acquaintance was approached by a photographer to walk down the street with a dog and to 'star' on the pamphlet
- we took over the business in June and the previous people had already joined the scheme

List 7: Paws in the Vale places visited by the public

- Barry Island, Porthkerry park, Cosmeston, The Knap
- Barry Island. K9/Marcos
- Bears Hotel, Happy Days, other places in Cowbridge
- Bush Inn Dr, Porthkerry,



- Buttercup Cwtch, The Bear
- Cafe Nero Cowbridge
- Cafes at Barry Island. Amelia Trust. Porthkerry park
- Cafes on Barry Island, charity shops in Barry, Cosmeston, Llantwit, Wenvoe pubs
- Captains Wife, Penarth has dog friendly area which we now visit regularly
- Cobbles Deli, Ocho Lounge, Windsor Pub, Compass Coffee, The Pilot
- Cobbles in Ogmore
- Cobbles Kitchen - an amazing place
- Cobbles, Ewenny Priory, Ogmore Castle, Cafe Nero (Cowbridge)
- Cosmeston
- Cosmeston
- Cosmeston
- Cosmeston
- Cosmeston - great for off lead walking as there is a specific dog route and Captains Wife, Hamptons
- Cosmeston - unhappy about the new tarmac road and not happy with the lack of dog bins and not being able to walk my dog off lead during winter months around the lake
- Cosmeston lakes- Barry island- The Knap
- Cosmeston Lakes, all 5 Paws in the Vale walks
- Cosmeston Park, Porthkerry Park, Ogmore by Sea, Barry Island beach and Cafes a(but won't be visiting after May)
- Cosmeston. Good signage for where my dog can roam without a lead and where one is required
- Cowbridge: Bear Hotel, Cafe Nero, Happy Days
- Generally Barry Island
- I think I have seen the scheme at Barry Island
- I visit Barry island beach, the Knap and Cosmeston. I regularly visit places in Barry that are dog friendly but don't seem to be on your list. Academy Espresso, Bay 5, K9+1, Carousel Arcades, Romilly's out the back
- One place that sticks out - Cafe Nero in Cowbridge ... very friendly and welcoming with dogs but they have rules that are clear and totally reasonable
- Open spaces blighted by dog poo
- Plough and Harrow Monknash/ most dog friendly pub I have ever visited, even has treats on sale
- Port Ceri Park, White Hart Pub and Wine Street Café, Llantwit
- Porthceri
- Porthkerry. Lots of dogs no issues
- Principality Building Society and Sylvia Williams Chemist in Cowbridge
- Shops in Cowbridge Arthur Jones?
- Shops in Llantwit, Welsh Coastal Path,
- Some of the Vale trails claim to be dog friendly but you encounter many stiles that are not dog friendly and for large dog owners are very hard to navigate
- The Bear Cowbridge is very dog friendly with water and dog biscuits available
- The Bear Hotel has been very good with my dog and other dog walkers
- The Bear Hotel, Cowbridge, Hare and Hounds, Aberthin



- The Swan Inn Llantwit Major
- The Swan Pub Llantwit Major. Stwff Llantwit Major. Cosmeston Lakes Penarth. Barry Island Beach and surrounding beaches, The White Hart pub Llantwit Major. All
- Three golden cups
- Too many to mention! Most of the shops in Cowbridge, all very welcoming
- Tudor Tavern in Llantwit - always provide bowl of water without having to ask
- Various cafes at Barry Island. Captains Wife. Blue Anchor. Cotteral Park Golf Club. Dog friendly beaches. Cake trails. Etc. etc.
- Various. But try to avoid re-visiting
- Wine Street Cafe, Swan Inn, Stwff Shop (all Llantwit), No 39, Fatface, The Bear Inn (Cowbridge), Barry Island

List 8: Details of written dog policies

- Bylaws stating where dogs can go
- We allow dogs in the shop.
- We allow volunteers to bring a dog to work - subject to conditions
- Dictated by business insurers
- All of the above, no additional charges, but reserve the right to charge in case of damage/ extra cleaning. No dogs in dining room at breakfast in respect for other guests
- We encourage well behaved and friendly dogs but please ask that owners keep them on a lead and near or under their table. Any mess must be picked up and taken home.
- We are home boarders so have to have a policy covering our numbers, fire policy, feeding and walking policy, etc.
- Max 2 dogs pet visitor
- Info for dog friendly walks
- Rules re dog control on premises
- Included within the risk assessment, any risks involved in having dogs on the premises

List 9: Other public responses on influence of Paws in the Vale on visits

- Anything
- Anywhere where it is promoted
- Beaches
- Beaches
- Beaches
- Beaches all year round!
- Children's Parks
- Churches, Library, Community Halls
- Dogs are a problem to be avoided...
- Dogs in food areas are disgusting. Lots of the coffee shops on the island stink of wet dog. They are allowed on furniture and I have seen them being allowed to lick plates. You don't know if the dogs have been wormed
- I actively look for places I can take my dog
- I assume PAWS means dog friendly, I've never heard of it



- I have answered no difference as I am not a dog owner :(
- It would be wonderful to live in an inclusive community that welcomed disabled people as much as the Vale welcomes dogs
- Mess and germs from dogs in restaurants coffee shops
- Need info on walks in Vale countryside where there is no possibility of stock farm animals
- Ogmoredun by Sea Common
- Parks
- Sounds like a good idea
- What is Paws in the Vale?
- What is Paws in the Vale?
- Will not visit without the dog

List 10: Public's views on whether being dog friendly benefits or disadvantages businesses in Vale of Glamorgan

- A lot of people are dog owners who like to bring their dogs with them
- As a dog owner I go and spend money where I can take my dog!
- As an example, I hear many tourists mention how great it is that Llantwit is such a dog friendly town. And Barry Island businesses surely benefit from dog walkers in the out of season periods, sustaining the local economy through tough times (shame they are then banned from the beach after that though)
- Barry Island business suffers in the winter and so dog friendly businesses benefit from the dog walker trade in the winter - I myself visit dog friendly cafes
- Because it depends on the business and the need of the customer, if the need is high then dogs don't come in to it and vice versa
- Because many dog owners plan decide on where to go based on whether a place is dog friendly or not. I want to spend as much time with my dog as possible on weekends so would prioritise going to dog friendly places
- Because so many people own dogs
- Being dog friendly will entice dog owners / walkers to stay and spend money, it might put some people off
- Brings in more custom as a dog is part of the family. However maybe separate areas for dog owners are provided as I understand not everyone likes dogs
- Brings in trade for business as lots of people these days have dogs and like to take them with them
- Brings money into the business
- Children with allergies cannot come in
- Depends on the type business
- Depends on your perspective. Some find it a complete turnoff to share a cafe/restaurant with dogs, and would find elsewhere, although that is becoming increasingly difficult in the Vale - so, people would vote with their feet and take business elsewhere
- Better for dog owners but not everyone likes seeing dogs in establishments
- Despite being a dog owner I would not welcome dogs in restaurants and would go elsewhere.
- Dog owners are a bountiful supply of customers!
- Dog owners will use the places, people who do not like / are allergic to will avoid



- Dog walkers represent a big demographic so excluding them is short sighted. As long as well managed there shouldn't be inconvenience to others
- Dogs are inherently divisive
- Dogs enhance people's lives
- Due to increased business as a big percentage of the population has a dog and I would prefer to go somewhere dog friendly than leave my dog at home. I also see many irresponsible owners leaving their dogs in the car outside eating places in summer, this is not the case outside places that are dog friendly
- Everyone I know has a dog and we are all on the same thought wave with regards to our animals being accepted
- For certain people like me I would choose not to go there. As previously stated my son is terrified of dogs. We try to avoid them at all cost
- For every dog owner attracted, many more non dog owners are repelled
- Gives an owner more freedom
- I absolutely do not want to eat in a restaurant with dogs nearby, potentially barking and begging for food. It would make me doubt the cleanliness of the building
- I am sure being dog friendly benefits dog owners but puts a silent majority off. I can't see how a cafe / restaurant can even get a hygiene rating if it allows dogs in and I personally would not stay in accommodation that allows dogs in. I think there has been a dog overload..
- I appreciate that not everyone wants dogs around them
- I appreciate that some people are afraid of dogs and would be unhappy at proximity with them
- I avoid dog friendly places but they seem popular with dog owners
- I can think being dog friendly will increase revenue
- I don't feel that dogs in eating places are hygienic and not all owners understand that not everyone likes dogs. If dogs are allowed into an eating area I believe that there should be a specific 'zone'/allocated seating area for them and for them to be kept on the floor at all times
- I don't want to leave my dog tied up outside a place so it would be a place that I and I'm sure others would go into if dogs could go in
- I don't see why people have to take their dogs into public places serving food.. Unhealthy and no way would I consider a dog friendly hotel and room.. previous bad experiences of this happening to me
- I love taking my well behaved, sociable dog with me, dog friendly places is all I go to if I can
- I personally don't like dogs in eating /drinking places. I actually quite strongly object to it
- I think It'd benefit your business as people with a mental illness sometimes have dogs for added comfort (a bit like a seeing eye dog or a dog for the deaf)

- I think the major problematic venue, is cafes/restaurants. I know the local Cafe Nero advertises itself as being dog friendly, but only if they are kept on the floor. A customer allowed the dog to be on the table, and was very upset when staff asked her to remove the dog. It must be a problem, surely to comply with hygiene rules if dogs are allowed (except guide dogs, who are invariably much better behaved
- I walk my dog daily and it would be useful to combine the walks with other activities, such as popping into the shop, or for a coffee/drink



- I would avoid places that sell food if dogs are allowed it. I avoid all cafe's etc. especially those that allow dogs on the seats
- I would definitely go into any establishment that allowed my dog in and avoid those that don't. There are 1000's of dog owners who would do this
- I would not have considered using the venues unless they promoted dogs welcome
- I wouldn't take my family into a coffee shop or restaurant if there are dogs inside. I haven't got an issue with dogs being with owners outside at tables
- I wouldn't visit and I know many others who wouldn't but conversely I'm sure there are people who would be attracted by this
- If a business is not dog friendly then they miss out on business
- If it's of an eating place or food I would be uncomfortable because hygiene, all other places, if the dogs were well behaved and on leads, (More confined spaces) I would be okay. If in open spaces, excluding beaches I wouldn't mind, on beaches I would
- If you have your dog with you it is difficult to go into a business if they are not dog friendly. Good to have symbol to avoid embarrassment!
- Impossible to generalise
- In Belgium, France and most European countries dogs are allowed in pubs restaurants and shops, I'd have thought huge benefits to commerce and culture
- Increased business from dog owners, but those who are not comfortable around dogs would be put off
- It benefits business to bring in dog owners but may put others off due to dislike of dogs or irresponsible dog owners
- It benefits businesses. People on dog walks are more likely to go in and spend money and they are more likely to be out and about in poor weather, providing a steady source of income. It has to be well managed to stop it impacting on customers without dogs, but in general it has been
- It definitely benefits businesses by enabling more custom from a large group to the area on a tourism and more local basis
- It depends on the type of establishment as although businesses may see trade rise not all dogs have a friendly manner (through no fault of their own) and may intimidate customers/clients
- It will attract dog owners but may deter non dog owners
- It will have advantages with dog walkers but I think disadvantages with people who don't own dogs
- It's attractive to most people to go into a place that allows dogs. Dogs in general make people feel relaxed and at home. Therefore they're more likely to spend money or act positively
- Just check out Barry Island on a Sunday - people come from all over South Wales with their dogs
- Look at the success of the dog friendly cafes in Barry! They all had to follow suit to attract custom!
- Look how busy Barry Island is with dog walkers in the winter, bustling cafes, car parks taking money etc. then it stops dead as soon as the ban starts
- Loss of business as a result of unequal exclusion
- Lots of people have dogs and like to spend time out and about and socialising in groups. Business can benefit from this group activity but it does deter others who are not wanting



to share their eating places with animals. Shops can sometimes be a bit confined so deter serious shoppers such as myself if dogs are present

- Means I can go in and buy food there or go shopping as I nearly always have my dog with me.
- More accessibility
- More families own dogs now and having a place that you know is dog and child friendly will attract so many families and their money.
- More inclusive
- More people having busier lives means they combine the day to day activities with walking dogs, but many are wary about leaving the dogs tied up outside. I think they would be happier to be able to take their dogs inside!!
- Most people I know have dogs and enjoy places that allow them to bring dogs. Such as Academy Espresso, etc. The beach should also be open after 6pm for dogs in the summer
- Most people seem to like well-behaved/controlled dogs
- Not everyone is comfortable with dogs. I would not go somewhere that allowed dogs so they would lose my business
- Not everyone likes dogs so maybe put off going and some people don't control their dogs
- Not everyone likes dogs. I am very sensitive to smell and most dogs-to-me-stink. I would not eat in a restaurant where all I can smell is dog
- Often choose pub/cafe etc. based on ability to bring dog, would eat/drink out more if we knew our dog was welcome
- OK for dog owners but people afraid of dogs won't want to use facility
- Overall Benefits - A local coffee shop does this and I now spend money where I never did! Weekend break in West Wales we select dog friendly accommodation and are delighted when a business allows us to shelter from the weather with our dog. We stay longer, relax and enjoy the food/drink etc.
- People who hate dogs may find it annoying, though this can be addressed by ensuring dogs are kept under control - this appeases my dad, who hates dogs. What he doesn't want is dogs nuzzling him or jumping up at him, barking constantly
- People with dogs are more likely to visit
- Personally I would avoid places, especially food service, where dogs were allowed, but I can see it would be attractive for dog walkers
- Poo everywhere, s**t everywhere, smelly dogs, damp smelly dog smell, hair in food - just really horrible
- Probably business owners think that by encouraging dogs into their premises with council support it will bring more footfall, hence more money. If business rates were not so crippling for most small businesses then there would be less need to encourage animals to shop and dine
- Provides greater freedom
- Responsible dog owners don't like leaving dogs outside
- Since cafes have started being dog friendly over Barry Island they are busy all year with dog walkers, rather than just the summer months with tourists
- So many people own dogs and are out and about walking with them and like to be able to have a drink or meal too
- Some places shouldn't allow dogs in, like for example, cafes and restaurants
- Taking my dog with me is one of the joys of life



- There are a lot of dog owners in the Vale. You cannot leave a dog in a car, so you normally walk your dog and go home. If cafes etc. allow dogs, you can follow your walk with a drink and a meal
- There are a lot of dog owners in the VOG and although I don't personally take my dog everywhere I go a lot of people do. My sister will only stay in dog friendly hotels and will regularly visit dog friendly cafes and restaurants with her dog. Promoting dog friendly businesses has to be good for tourism too!
- There are a lot of dog owners. We have to walk our dogs whatever the season and whatever the weather. Businesses that welcome dogs can increase revenue
- There are people who dislike dogs so would not want to be where there are dogs
- There are so many dog owners and it is a great advantage to be able to enter lots of different businesses with your pet
- We allow dogs in our agency and our customers love it
- We go to lunch etc. specifically at dog friendly places. We would use more if they were dog friendly. As long as it's only freshly bathed dogs I don't see why they cannot eat etc. where we can
- Why do dog owners have to be allowed to take their dogs everywhere. Is the issue of hygiene not considered
- Will go to places we can take our dogs
- Would not welcome dogs in restaurants because of owners' expectations and hygiene practice
- Yes as more people have dogs than are allergic/frightened
- You have to consider that some people don't like dogs and there are some places where there is no need for dogs to be

List 11: What the public think is most important for dog friendly businesses in Vale of Glamorgan to do or consider

- A dog friendly area is a good idea so as not to put off non doggy people
- A space for people who aren't dog happy.. so we can all get along!
- A warm welcome, somewhere to sit. Fresh water for dogs
- Accepting dogs inside and advertising the fact
- Access indoors to responsible dog owners
- Access to drinking water for dogs
- Access to indoor areas due to inclement weather and fresh water for the dog
- Access to the beach even with restricted hours over the summer
- Access, space, values (e.g. dogs on furniture? Inside or only outside? Can you eat/stay overnight with them?)

- Accommodating pets and being mindful of others who do not want contact with dogs in those places
- Advertise
- Advertise better to enable dog owners to know of their services
- Advertise it as I would go there more
- Advertise it better
- Advertise on shop windows and put out water bowls



- Advertise on website and at venue if they would like to attract
- Advertise that they are dog friendly
- Advertise the fact
- Advertising that they are
- Advertising they are
- All their customers not just dog owners
- Allergies
- Allergies and phobias and cleanliness
- Allow dogs
- Allow dogs in more places, especially pubs and restaurants
- Allow dogs in or provide a safe secure place to leave them
- Allow dogs in, as an absolute minimum tolerate dogs policy. We are out walking and it's great to be able to shop local whilst out. Loads of us shop/have coffees/food locally. The more tolerant to dogs the greater the local income is especially out of peak times
- Allow dogs into cafes etc. close to dog walking areas
- Allow entry to cafes with designated areas
- Allow individuals space for their dog to not be too close to another dog
- Allow responsible dog owner with dogs on leads enter premises or provide facilities
- Allowing well behaved dogs indoors
- Allowing well behaved dogs into businesses
- Allows dog owners to access facilities which they may not have been able to use before
- Always have a bowl of water available
- Are you insured for dog related accidents. Have you the space to accommodate dogs
- Balance needs of people with dogs and without
- Be alert to dog behaviour and pet owner behaviour when in their premises
- Be aware of customers who do not like or want to be near dogs
- Be dog and family friendly
- Be dog friendly but also be considerate as not all people like dogs. Care must be taken especially around children!
- Being able to easily keep your dog away from other customers or other dogs to avoid irritating someone accidentally
- Being able to take your dog to work or have flexibility regarding working hours to go home to walk your dogs
- Being strict about dogs not negatively impacting others e.g. being on a lead, under control, not on seats etc.
- Being very clear about your on site rules so that both dog owners, non-owners etc. all know what to expect. The Paws in the Vale sticker is a start but it's small in windows - need something more pronounced
- Better for the dog
- Bowl of water outside the door: clear notice about the terms on which people can bring in their dogs - e.g. on lead
- Cadwalladers Barry Island - they even sell dog ice creams!
- Cafes
- Cafes
- Cafes and pubs would benefit massively from allowing dogs into their businesses, allows



owners to keep their dogs with them and not have to put them in the car or tied up outside

- Carry on improving dog owners' lives
- Child safety and dog mess
- Clean up dog's mess
- Clean up the mess. Enforce fines, but you have NO money to follow it through
- Cleanliness
- Cleanliness
- Cleanliness
- Cleanliness and control of the animals, people don't want someone else's dog jumping up at them
- Cleanliness and safety
- Cleanliness, no dogs on furniture
- Clear guidelines as to areas in cafes and restaurants that are dog friendly and those that are dog free
- Completely depends on what business it is
- Consider both dog owners and non dog owners
- Consider both the dog owners and non dog owners using the facility
- Consider having poop bags to hand for dog walkers and a water bowl outside premises
- Consider how to keep dog owners and non dog owners separated/happy
- Consider hygiene, safety, allergies/nuisance elements
- Consider if you have enough space, and perhaps have 2 areas, one for dog owners and the other for non-dog owners
- Consider that a dog in a business is a privilege, not a right
- Consideration for people who might be scared of dogs too
- Controlling environment. Places to dispose of waste. Plenty of drinking water on hot days
- Cornwall is very dog friendly and people visit because of that
- Display Paws in the Vale stickers
- Do they need to allow dogs in their premises and have they considered the large number of people who may object, especially where food is served
- Dog only areas
- Dog-poo bins; keeping dogs on leads
- Dogs
- Dogs are a core part of life. Responsible ownership and consideration for others encourages tolerance and enables people to take their dogs out as part of the family. This can certainly help to increase revenue for businesses
- Dogs are kept under control

- Dogs must be under control, they aren't people and should not be treated as such
- Dogs to be kept on leads when in shop, pub or restaurant
- Dogs under control
- Dogs welcome
- Doing it the right way
- Don't let a few poor dog owners put you off offering a welcome to the rest of us. Most of us clean up and control our dogs well
- Don't do it!



- Don't forget people who don't have dogs I used to have a dog. Would not like my dog where there is food
- Drinking water
- Employees need to be dog friendly too as some places that are dog friendly have staff that don't appear to be dog friendly
- enough space provided to securely house dogs with owners, water bowls
- Ensure dog friendly doesn't mean disadvantaging other users, e.g. children and disabled
- Ensure dogs are truly welcomed, water is provided and there is space for dogs in indoor places
- Ensure owners are reminded of their responsibility
- Ensure that owners have the dogs under full control to make sure other customers are comfortable
- Everyone else
- Fresh drinking water for dogs and enough space to keep dogs separated
- Fresh water
- Germs
- Give equal status to people with and without dogs
- Have an area just for dogs, separated from, for instance children
- Have areas where people who don't want to be bothered by dog smells, noise etc. can sit
- Have disposal facility for dog poo (outside)
- Have water available and leave enough space for dogs to walk around without bumping into each other
- Have water bowls outside their doors
- Having an area aside so we don't upset people who are not so dog friendly
- Having both a dog friendly area and non dog as you need to appreciate not everybody is a dog person
- Having enough space
- Having separate space for dog and non dog customers
- Having space to hold dogs, get them to sit out of the way. E.g. Cadwalladers or Marcos over Barry Island
- Having the sign up in the window so you don't have to go in and ask if they are dog friendly
- Health and safety
- How to manage the fouling and cleaning aspects if children are there as they can pick up a disease from dog faeces
- Hygiene
- Hygiene
- Hygiene
- Hygiene
- Hygiene and dogs kept under control
- Hygiene around food and understating that not everyone likes dogs
- Hygiene, clear signage, advertising, separate areas for those who might not want to be surrounded by dogs
- Hygiene, odour, noise, allergies, health of others
- If they serve food or drink then make sure there is also a dog free area for those that may not want to be around dogs



- Instead of hanging out with my dogs at home, I would go and spend money in places that I could take my dogs
- Just allow dogs in!
- Just get more places to allow them inside, especially in winter
- Keep areas separate
- Keep fresh clean water available and insist that dogs are kept on leads
- Keep on being dog friendly
- Keep their businesses very clean, free from pet hair and dog smells even as a dog owner I do not appreciate these things!
- Leave water outside in hot weather and regularly top up
- Let dogs in or an area to tie them up where they can be seen by owner
- Like humans every dog is different
- Make clear that they allow dogs. Signage or a dog bowl outside are usually good signs. Putting posts on social media would also help
- Make dog owners aware of not picking up and disposing waste is a crime
- Make dog owners aware well behaved dogs are welcome
- Make it clear that they are a dog friendly business
- Make it clear they are dog friendly and provide water
- Make it clear to dog owners that they are dog friendly. Allow spaces for people without dogs to be away from dogs. Provide fresh water for dogs
- Make it more obvious/clearer that dogs are welcome
- Make it obvious that you are dog-friendly
- Make people aware
- Make sure bibs available and staff accepting of dogs
- Make sure it's obvious dogs are welcome
- Make sure the floors are kept clean after visits by dogs
- Making it clear that they are dog friendly with signs
- Making people aware that dogs are welcome
- Making sure it works for everyone
- Making sure they have a sign in the window or say clearly on their website they are dog friendly. As due to suffering with anxiety I need to be very sure that my dog is allowed in a place and would not want to ask
- Making water available for dogs
- Making you feel comfortable with a dog
- Maybe having a max number of dogs, providing a no dog area for small children who may fear dogs. Ensuring dogs are kept in control and ejecting any animals causing a fuss
- Maybe separate eating areas for non-dog lovers
- More awareness of the initiative
- More bins for dog waste
- More bins on common land e.g. Cowbridge Downs
- More promotion
- More promotion. Actively let people know they can bring in their dog, let staff know how to deal with dogs or at least be able to advise people in a positive way
- Movement of people around dogs in indoor spaces
- No dogs around food



- No idea
- Noise
- Noise level/cleanliness/dogs on leads
- Non dog owners
- Non dog owners are aware dogs are welcome!
- Non dog owning customers
- Not everyone is dog friendly. A lot of people worry about hygiene and if the dog is friendly. Staff hygiene if touching the dogs and serving customers
- Not to force dogs on people who are not keen on dogs
- Offering eater and a chance to purchase dog treats
- Open to all
- Other customers
- Other people who are scared of dogs who will avoid places that are full of dogs
- Other people's allergies to dogs
- Owners be aware of their surroundings
- People who don't have dogs
- Places that welcome dogs are especially important if the weather is bad. It is wonderful that practically every cafe on the island is dog friendly, which is good for the business especially in the winter when there are not so many day visitors
- Places to go in and eat or drink during/ after walks is important as both owners and dogs can warm up. Also not having to tie dogs up to by some groceries would be great
- Plenty of space to accommodate
- Polite dogs only
- Positive welcoming attitude towards dogs
- Promote
- Promote themselves more, they don't often say they are dog friendly in their own websites and advertising
- Promoting more dog friendly places is ultimately promoting more people to allow their dogs to foul the streets
- Promoting their support for dogs
- Provide bins and space so dogs are not cramped
- Provide dog bowls for water and dog friendly areas
- Provide products for dogs - doggycinios, dog treats
- Provide space for the dogs to sit
- Provide water
- Provide water and have an area designated to dogs and their owners
- Provide water bowl etc.
- Providing hitch points outside shops to tie dogs to
- Providing water, space and a place for the dog to be safely tethered
- Publicising the fact to their customers
- Publicity
- Put water outside so dogs can stay outside
- Really mean it and not a token attempt
- Remaining people friendly too
- Responsible owners. I understand this is difficult but dogs need to be under control and



- mess needs to be picked up and disposed of correctly
- Safety
 - Safety of other people and other dogs, ensuring enough appropriate space, etc.
 - Separate dog-friendly restaurant areas. Ensure good practice with cleanliness e.g. animals not to sit on chairs, etc.
 - Setting some boundaries with dog owners so that dogs are kept calm (on leads if necessary). Hygiene standards need to be upheld
 - Should be dog friendly to allow customers in and offer water for the dogs to drink
 - Show the paws sign
 - Showing a sign on the window
 - Signage
 - Some shoppers would avoid the shop if they had to tie their dog up outside in order to shop there
 - Space for all to be comfortable
 - Space for the dog to sit/rest
 - Space so dogs aren't on top of each other.
 - Spaces where dog walkers can get out of the rain in a shower
 - Staff at dog friendly places should ask their customers to have consideration for others, dogs should be kept on leads
 - Supply water and be friendly to dogs
 - Supplying water
 - Take everyone's views in account
 - That dog owners respect rules
 - That dogs are allowed into area as long as food preparation is not being done therefore dogs can go into restaurants and pubs etc. as long as they don't enter the kitchens
 - That dogs aren't all bouncy and come in different shapes and sizes
 - That it is well signed, accommodates dogs i.e. fresh drinking water. Optimum in cleanliness, leash anchor points, to genuinely like dogs
 - That not all people appreciate having To share their space with dogs
 - That not everyone are dog lovers and some regulars may be put off
 - That not everyone is OK or feels safe around dogs
 - That not everyone likes dogs
 - That not everyone likes to be close to dogs!
 - That owners make sure their dogs are well behaved
 - That people want to go places with their dogs and be made to feel welcome
 - That some dogs will have a little wee
 - That some people don't want dogs everywhere unless they are completely controlled
 - That some people have a phobia of dogs so there must be segregated areas
 - That they cater for everyone maybe provide a separate area for those with dogs as I understand not everyone likes dogs
 - That those not keen on dogs can keep a distance from them within the business
 - The fact that thousands of people in the Vale actively choose not to own a dog, suggesting that they don't particularly like them
 - The impact on others who do not have, like or are afraid of dogs
 - The other customers



- The relaxation and enjoyment of customers not dogs. Dogs should be left outside premises, unless they are very basic places. Dogs don't spend money.....their owners might, but so do other, non dog owning customers
- Their customers
- They have to consider the people who don't like dogs as this could prove an issue especially in eating places. Perhaps designated dog areas would work
- they need to consider all advantages and disadvantages
- They need to consider not everyone enjoys a dog's company. So maybe have a separate section for these people
- They will be over run as too few places allow dogs. We walk them at least once a day
- Think before becoming a dog friendly business about those who are not so keen about dogs
- Think more about non dog owners
- Those of us fed up with externalities of other people's choices...
- To advertise it is OK to bring your dog into the premises
- To allow dogs and non dog owners space
- To allow dogs under control on premises
- To attract responsible dog owners but not alienate other customers
- To attract visitors that would benefit businesses
- To balance access for dogs with the needs of those that don't have / like dogs
- To be friendly with both dogs and owners
- To be open and promote responsibility
- To be sensible and professional and not patronise or indulge humanizing dogs
- To be welcoming
- To cater for those with all types of dogs
- To continue being friendly and accommodating
- To have basic rules displayed - keep on lead, etc.
- To have separate areas for the dogs and owners
- To have staff that genuinely like dogs and therefore make you feel welcome. Water bowls and dog biscuits
- To keep them away from public spaces
- To let people know
- To make dog owners welcome and supply water for the dogs
- To make owner and dogs welcome
- To make sure that they feel comfortable asking someone to leave if their dog is not under control or is aggressive, so that people who have well behaved dogs or no dogs are comfortable in the establishment
- To promote cleaning up after dogs
- To show it is dog friendly by signage so it's easy to see
- To welcome dogs and their responsible owners, provide water and poo bags!
- Training owners in basic manners and dog control
- Water and a dog biscuit
- Water and hitching posts
- Water bowl with clean water regularly refreshed
- Water bowls
- We don't like to tie our dogs up outside...too many dogs are stolen this way



- We have been to some pubs that do not accept dogs in their beer gardens and all we wanted to do was eat food. We have never returned to these pubs as we consider our dog part of the family
- Welcome dog owners and make premises dog friendly, e.g. if you can't take a dog into a shop, provide a place to leave dogs safely outside
- Yes
- You may get more trade if they are dog friendly

List 12: Public views on the future of Paws in the Vale

- A lot of dog owners would visit the Vale
- A means to give dog owners lists of dog friendly businesses is very helpful
- Allowing my dog into places and knowing where he is allowed on walks has enabled me to stop worrying and just enjoy the time with my dog. I also think it helps places as I have been to the Captains Wife on a weekday and the dog room will be full and the rest of the place quiet. Without allowing dogs they would miss out on these customers as dog owners are more likely to be out on a weekday due to walking their dog
- Although I find the Vale good for dog walking there's still a long way to go. I find the beach bans a bit excessive. I think businesses close to walks could do so much more to welcome dogs. It's fair to expect dogs to be well behaved.
- Any available funding should be directed towards achieving an effective dog license scheme
- Any initiative which encourages inclusivity on any scale is great, however I would be interested to know how much money is spent on a scheme like this as I wouldn't put it as a priority
- Anything to promote responsible dog ownership is beneficial
- As a dog owner it's good to be able to use cafes, pubs etc. after a dog walk
- As a responsible dog owner, I feel some others need it instilled in them that being responsible is very important
- As I have said dogs are part of the family and if you want to attract, family's dog must be considered. I choose places I visit based on whether dogs are welcome e.g. MacArthur Glen now accepts dogs, some cafes in Barry Island accept dogs
- As it is only small it will have the potential to grow and more people will be aware of it



- At the moment it feels as though the scheme is only a token gesture towards dog owners. To experience the benefits of it, it really needs to ramp itself up. One of the best places we've visited that is dog friendly is North Pembs. Dog water bowls outside nearly every shop, restaurants/cafes don't shove customers with dogs into an out of the way corner, but take as much care of their seating area, as they do to all customers; plenty of dog bins, even in out of the way areas. They are so dog friendly that the few businesses that don't allow dogs, have a sign on their door. These are just a few examples from an endless list of ways they've developed to actively encourage dog owner participation. Being an area popular with walkers, they've caught on that if you turn away a dog, you're turning away at least one but usually at least two and more customers. Seeing Barry Island beach on a sunny, winter's day shows how many more customers local businesses could attract, if they only made their place dog friendly
- Because a lot of dog owners around Barry are not responsible if they were then I would say different if the owner is acting responsible and can control their dog then I wouldn't be afraid of dogs
- I support projects which bring people into the Vale
- Because as yet, it hasn't reached the potential client group productively enough
- Because didn't know of Paws initiative previously
- Because dog walkers are around all year round, tourism tends to be seasonal so businesses who welcome dogs could benefit from increased trade in winter months. In addition, the dog walking community/owning is a great network which could increase word-of-mouth advertising and referrals for dog friendly businesses
- Because I don't like to think of dogs being left in cars while owners go shopping
- Because I have a dog and base a lot of my activities around him and if I know there are places my dog can go with me then those are the places I visit
- Because I have never heard of it and I am a dog owner living in the Vale....shockingly poor marketing by the VOG
- Because it can help to iron out any problems that may arise
- Because it is essential that dogs are viewed as an integral, part of human activity and that in turn owners are diligently responsible for their dogs
- Because it promotes awareness and responsible dog ownership. Allows you to take your dog with you and hopefully reduces the no. of people leaving their dogs at home or in cars
- Because it promotes responsible ownership. Also it's great to be able to see where you can go out for food and a drink with your best friend. We don't go anywhere without ours
- Because more people own dogs now
- Because of the large amount of families that have dogs
- Being a dog owner is a choice. Dog owners should not expect that everyone adores their dog as much as they do, especially if the dog is badly behaved, not trained, has no recall, smells, and bothers small children
- Being dog friendly provides so much opportunity for business growth on the vale. We have beautiful countryside but unreliable weather. Dog owners are out whatever the weather, by welcoming their best friends and providing facilities they will stay longer and spend money
- Benefits a happy society and promotes a more sociable fun society like rest of Europe
- But I think that better policing of responsible dog ownership should be brought in until dog owners learn what is acceptable and what isn't
- Can only help the responsible ownership of dogs



- Can't see why dog ownership should be a special interest group. They are not oppressed in anyway. No allowances should need to be made
- Dog are a big part of rural life
- Dog friendly businesses boost the economy in other tourist areas with lots of outdoor activities (like Cornwall and the Lake District). They bring in more people from outside the area, who spend more money. Also, it improves facilities for local people
- Dog friendly places are not appropriate for children or people with mobility issues or dog phobia. Dog owners don't appreciate those who are not enthusiastic about their animals and assume others feel as they do. They allow their dogs to chase squirrels on the island, for example
- Dog mess is a massive issue. People walk dogs off a lead and have no control over them
- Dog owners and our dogs need to be made more welcome
- Dog owners need someone supporting places for dogs and owners to go
- Dogs are a big part of people's lives. They deserve to be included in our lives more than they are now!
- Dogs are an integral part of a lot of people's lives
- Dogs are fundamental in their owner's lives. If they know their dogs will be welcomed, they will venture out more often and to places they may not usually consider. Also it could open gateways in social interaction with our more vulnerable members of society e.g. the elderly, those who are new to the area, those who suffer with mental health, loneliness etc.
- Dogs are great companions, and dog owners generally like to have their dogs with them.
- Dogs are important members of a family but I do think if coffee shops etc. there should be segregated places for people who don't like dogs or who are allergic can sit
- Dogs are important to people, and are an encouragement to get exercise for many people, especially those living alone. For lonely people having a dog with them gives them something to strike up conversation with others - I see this again and again
- Dogs are important to people's/owners' wellbeing and anything to promote that is good.
- Dogs are quite often part of the family and it encourages people to go out and about and support businesses that are dog friendly. Often it enables people to meet and socialise with others
- Dogs have become a much more important member of the family over the years and this scheme could be beneficial to both the public and businesses
- Dogs in general bring out the best in people. We need more interaction between people and dogs definitely enhance any occasion
- Dogs, food, children, children playing need to be kept safe
- During a recent holiday with our dog in Pembrokeshire we were able to quickly and easy find dog friendly cafes and restaurants to go to with our dog and were able to walk past those that did not have a dog friendly sign
- Enforce beach bans, what's the point in all of this if you're not going to follow through with current legislation
- Excellent idea well done
- First I've heard of it



- For the same reason that I wouldn't want a public subsidy to owners of gerbils or stick insects
- Generally improves the social environment
- Gets owners to be more responsible
- Good initiative when monitored closely. Greater need for owners to be more responsible if this is to work well
- Great scheme need continued support to local business and promotion of the benefits to allowing dogs in
- Having dogs as our pets is very much part of our culture and the more responsible we can get all owners (the not so responsible) to become, the better
- Helping businesses to promote their dog friendliness will increase their businesses and help dog owners to know what their options are
- Helps local businesses understand how to accommodate dog owners
- Hygiene
- I am having to avoid going into shops, cafes, etc. because I have my well-behaved dog with me, it would be lovely to be able to take my dog with me when I go shopping as it is eBay /Amazon gets a lot of my custom which could go locally
- I believe that it encourages businesses to be inclusive of dogs in their premises and that means that I can use them when out as a family with our canine family member
- I can see that it could be a very useful initiative but I hadn't heard of it. No point in it if it is not going to be heavily marketed. Waste of tax payers' money
- I didn't know this was a thing, but it's a very good idea. My dog goes with me everywhere, if a pub, shop, restaurant etc. doesn't allow them they don't get my business
- I don't know enough about how the scheme works to promote responsible dog ownership
- I don't think businesses should be encouraged to accommodate dogs. I think it should be up to the individual business owner based on their own feelings. There are too many irresponsible dog owners
- I don't believe dog owners in the Vale are responsible enough
- I don't have a dog so this is inconsequential to me
- I don't know anything about the scheme so can't comment on it
- I don't want dogs at shops or cafes barking or making a nuisance of themselves
- I genuinely really like dogs but think some areas like all shops, parks and restaurants should be dog free. I worry about my children being bitten
- I hate the idea of dogs in a cafe etc. I and others I know actively avoid dog friendly cafe's, etc.
- I have asked for our business to be included as I feel it's a great initiative but was told the trial is ending and I think it is very valuable to the community and local business
- I have never heard of this scheme before, therefore I cannot see if it has made an overall impact, or not
- I have no desire to be around any dogs, noisy dirty things they are.!!
- I have no issue with dogsbut don't enjoy them in an eating or drinking place. I would choose a dog free coffee shop over one that permitted dogs every time
- I have noticed a great improvement of where I can go with my dogs since the start of this project.
- I have used a cafe where dogs are allowed which is great to have the choice to sit and drink



after a walk. When my brother visits with his dog it is good to understand what eating places for the evening accept dogs so we can go and have a family meal

- I just dislike the irresponsible dog owners
- I live here but many people travel to the area with their pet and tourism will benefit
- I love dogs, and can enjoy them (out of season) on the beach or Barry promenade and their owners enjoy local coffee shops
- I no longer visit Whitmore and Jackson and Bay 5 at Barry Island for this reason and visit the coffee shops at the Knap instead. Leave dogs outside, please. At Whitmore and Jackson I witnessed 2 big dogs with their leads hooked to chairs drag the chairs across the floor, when they got agitated, nearly knocking a toddler over in the process. Not relaxing. Spoils the experience
- I often want to take my dog with me. I'm always on my own - not happy to tie him up outside in case he get stolen
- I realise that people want to include dogs on their holidays and family trips. I worry that Barry will become known for its dog friendly attitude and people like myself will have to put up with large numbers of dogs coming here, mainly to the beach. That would really spoil my enjoyment of the area and I would feel compelled to move away
- I think business can very easily advertise if they are dog friendly or not without the need for a government based program
- I think it can be an advantage and disadvantage but I wouldn't choose to go in somewhere to eat, drink or stay where there were dogs
- I think it will encourage dog owners to come here for the day as you cannot leave dogs at home on their own for long. I think Libraries should allow the dogs in as that is where we buy dog bags!
- I think it's a fantastic idea to support and guide businesses on how to be dog friendly. It would be useful to have an A-Z of dog friendly places locally
- I think it's a great idea and being able to take your dog out with you should be encouraged
- I think it's a great initiative! It means that people don't have to leave their pet outside alone and unsafe/vulnerable to strangers approaching it and causing issue or even stealing their dog and it promotes a calm happy environment inside cafes and pubs when you can have animals around - dogs are known to be therapeutic! It also means people with pets are not isolated and feel that they can't go anywhere because they need to take their pet home first - dogs are often not able to stay at home for long periods of time alone so being able to bring them to cafes etc. means they're less likely to be left alone and therefore animal welfare improves too! It's just a great initiative all around for dog owners, non dog owners and dogs themselves!
- I think that in the West of the Vale, where I live dogs are a big part of people's lives and hence encouraging people to walk to venues with their dogs encourages exercise
- I think the council has better things to do with my money
- I think they are making a small difference
- I think this as a dog owner I do enjoy being with my dogs and having so much choice on where I can take them, encourages me not to leave them home
- I visit dog friendly businesses and spend my money with them. If a business is not dog friendly then I don't spend my money with the business



- I've actually only seen it in Cosmeston
- I'd like to encourage responsible dog poo clearing up, but it seems that where you have dogs, you have poo!
- If done responsibly with all people in mind, it could be beneficial
- If every dog owner were clean and picked up mess, and kept aggressive dogs on leads I would say it's a good thing
- If it continues to promote responsible dog ownership and supports the council to maintain welcoming environments for people and their dogs, then it definitely should continue
- If owners are encouraged to be responsible and consider other members of the public that don't necessarily share their love of dogs it's a good thing
- Important for family pets to be welcomed into tourist areas. Not fun leaving pets at home on days out
- It can only be a good thing to promote people being comfortable with dogs around
- It can only be good for dog owners, non dog owners and business alike
- It could help businesses and benefit responsible pet owners
- It has already encouraged me to visit further afield than I normally would, and visit establishments which promote dogs. My dog is important to me and walking him benefits my health and wellbeing too
- It helps knowing where and when you can take your dogs with you
- It is an excellent idea that should be carried on and further developed. It makes it easy for dog owners to know where they are able to go with their dogs
- It is better to have an inclusive policy
- It is getting more difficult to leave your dog outside whilst you are shopping as there is an increase in dog theft. I personally would never leave my dog tied up outside a shop but some people have no choice. With businesses becoming more dog friendly it can only help
- It will be beneficial to the town and all residents as there are so many with dogs
- It will be good for local businesses. I don't own a dog but friends do and have said they eat at their local pub more with their dog now that they know they can take her in there
- It would be beneficial to business and owners, possibly encourage people to visit
- It's a good start, but it needs much better publicity, needs to not just be in Cowbridge but the whole Vale. If you need any help with marketing and social media, just ask!
- It's a great initiative by VoG
- It's a very good idea.
- It's an amazing thing to have throughout Wales as well as just the Vale keep it going
- It's good for local businesses and will encourage more people to come to the Vale
- It's great for tourism
- It's great to go on a dog walk and be able to have a meal/cup of tea with your dog
- It's a great idea, I love to find places I can go with my dog including getting food and drink whilst out for a walk
- It's a waste of money, should be spent on services for people
- It's helpful to hear of places that are dog friendly and to hear new walk ideas. Also good to have an organisation encouraging businesses to embrace dogs and their owners
- It's just getting to be known and would be great to set an example for other counties.



- Looking at the lists of dog friendly places there isn't many in Barry. However there are lots of dog friendly places in Barry that should sign up. I am always looking for more dog friendly places
- Lot of dog walkers in the area if they can access businesses they are more likely to use their services
- Lots of anti-dog feeling which responsible dog owners like ourselves detract from our enjoyment of the Vale's amenities and facilities
- Love Paws in the Vale, moved from Cardiff as this area is amazing for dogs
- Make awareness
- Makes people more aware of good doggy behaviour
- Making a visit to a dog friendly place enjoyable
- More and more people are dog owners and the Vale of Glamorgan should be promoting its rural feeling not doing things like putting Tarmac right through the middle of Cosmeston Country Park
- More places should be dog friendly
- Must continue - we are a rural community with many dog owners and our communities should be able to reflect this in a safe and engaging way. Similarly, tourism connected with rural and coastal areas tend to attract dog owners who otherwise find it difficult to go on holiday without putting dogs in kennels (which most don't want to!). Encouraging people to bring their 4-legged family member with them on holiday and then following this up with lots of great places to go (such as Paws in the Vale encourages now) will attract and retain that important income
- Nearly all my friends have dogs and we would love more places to take them and socialise without having to get home to the dog. For example, I spend more money at the Windsor in Penarth because I can take my dog and stay out longer
- Never heard of it
- Not everyone is a responsible owner and they may spoil it for others
- Not heard of it at all. Would avoid most businesses if there are dogs there. Waste of money at a time my council tax is rising
- Not previously aware and a questionnaire does not provide sufficient information to answer this question. If the information is shared and used positively then yes it's a good idea , if nothing follows up then a waste of effort
- Obviously because I would not be able to go to any places with my dog. As a widow I take him with me for company and enjoyment
- Other than a logo in a window I cannot see what it can achieve
- Owners always need education and venues to sit or play with their dogs
- Owners of dogs need as much support as possible- we will not visit cafes etc. unless the dog is welcomed ideally inside if the weather is poor - Barry Beach area is very good at this- Llantwit Town is not
- Owning a dog is good for people's health in terms of company and exercise
- Pandering to pet owners at wider cost
- People and visitors bring their dogs with them more now
- People do not always want to be around animals or even in premises where animals have been



- People with dogs feel more included, as a country we are very pet oriented and we defiantly love our dogs. I do think it should be better advertised though as I've never heard of it
- Personal preference. Also know quite a number of people who agree but silently accept that dogs are given pride of place by many people
- Places of interest such as the Island Eye would hugely benefit. I am more likely to spend money if I can take my dog in the shop or cafe when I'm out walking
- Providing places where dog owners can take their dogs will encourage more people to spend time in the Vale. However dog owners do need to use these places responsibly so everyone can enjoy sharing the space
- Publicise it more, I have not heard of this and I visit Barry Island every day with my two dogs
- Responsible ownership and dog friendly businesses both need promotion
- Should be continued but better signage needed
- So many families have dogs. It's good business
- So many people have dogs in the Vale and, as long as they are responsible owners, their custom is valuable to local businesses
- Some businesses can accommodate dogs easier than others
- Some dogs suffer anxiety if left on their own for a couple of hours or more. The business owner should be able to say if there are too many dogs in one place at a time as it could be a problem
- Sounds like an important way of ensuring dog friendly places are supported but also kept regulated (?)
- Stop it and discourage dog ownership
- The cafe on top of Snowdon was not dog friendly when I went so spent a miserable 30 mins. outside with my dog in bad weather drinking a cup of tea
- The dogs are a nuisance despite the owners insistence that the dog is really just being friendly. The increased mess and smell of increase dog ownership is clear for all to see and I can't believe people want to increase it
- The initiative has only just begun, it takes time to establish a brand. Businesses need to be made aware of the advantages of welcoming dogs and the true regulations about allowing dogs into cafes and pubs. Dog owners need to be made aware of the many dog friendly businesses that operate in the Vale of Glamorgan
- The money being used for Paws in the Vale could be better used on Youth Services which currently under threat of cutbacks, no matter how you dress it up as a reshape
- The problem is not the dog, it is the owners, ignorant, miserable self-righteous approach to the animal. A complete lack of training and awareness of their animal
- There are far too many arrogant dog owners who think the place belongs to them
- There are far too many dogs, Cliff Walk in Penarth is over-run with them, dog owners are more passionate about their dogs than they are other people. Dogs would be more acceptable if dog owners stay out of supposed 'dog free' parks and areas. The athletic field and Victoria park in Penarth and the park by Kings Square in Barry are frequently used by dog owners and why? Because there is no enforcement
- There are many many dog owners in the Vale. Any practices that make their lives happier easier and raise their awareness of responsible dog ownership has to be of benefit



- There are millions of dog owners in the UK who would be attracted to the Vale if we were a (well-advertised) dog friendly county
- There is more to be done
- There needs to be more focus on dog owners taking responsibility for their pet
- Think more businesses should be dog friendly
- This is important for everyone to be safe, understand the rules so dog lovers and haters can enjoy all the amenities the Vale has to offer. Please get coffee #1 on board. I haven't been in for 9 months and I miss their coffee
- To help aid growth of businesses allowing dogs in with their owners
- To make an inclusive environment
- Too low profile
- Unfortunately Barry in the heart of the Vale is compromised by dirty inconsiderate dog owners
- We actively support dog friendly businesses and consider not supporting those who hide behind health and safety won't allow dogs
- We enjoy all signposted walks that Visit the Vale have created, as does our dog. Please create more! Please also encourage more pubs/cafes to become dog friendly. Owners are able to socialise, as are dogs and it enables large groups of owners/dogs to carry out community events around the Vale when knowing there are so many options and choices available to us
- We go on holiday as a family (have a young son) and are keen to find places where our son will be entertained AND we can take a dog (even on a rainy day)
- We need tourists to holiday in the area. Look at Cornwall where many visitors have a dog or two in tow
- Welcomes dog owners and their money into the VoG
- Why are we subsidizing dog owners?
- Why do we need to give dog owners more licence to let their multiple dogs run wild at the expense of human comfort and safety. Our beaches and parks have become merely places for the exercising of increasing numbers of dogs. A particular unsavoury habit of their owners is to hang bags of dog poo is really not nice I've given up walking in the country forced out by our canine friends
- Would like to be able to take my dog to more places
- Yes a lot of people have dogs it would make people happy
- Yes please! It means I can be confident in knowing where my dog is welcome to go - it's such a helpful scheme for me
- Yes, totally agree
- You are actively and progressively alienating those who do not wish to share facilities with dogs
- You need to find better ways of advertising the scheme, local radio maybe!
- You need to promote more responsible dog ownership regarding livestock. I've not seen anything about that on your social media



Annex 2: Questionnaires

Dogs in Public Places and Paws in The Vale – Business Participants

Vale of Glamorgan Council are keen to hear local business views about dog friendly provision and support. At the end of the pilot for the Paws in the Vale Initiative, we would like to thank you very much for your involvement and support. At this stage, we are keen to hear your experience of the initiative, along with your views on its potential for going forwards.

Please could you spend around 5-10 minutes to complete this questionnaire. The research is being conducted on behalf of Vale of Glamorgan Council by Ask for Research. It is being conducted in accordance with the Market Research Society Code of Conduct and all of your responses are anonymous.

1. Was your business dog friendly before your involvement with Paws in the Vale?

- Yes
- No

2. How did you become aware of Paws in the Vale? Please tick all that apply

- Vale of Glamorgan Council website
- Direct contact from Vale of Glamorgan Council
- Saw a Paws in the Vale sticker
- Social media
- Newspaper/magazine/radio
- Recommendation/referral by another business
- Word of mouth
- Other (please write in.....)
- Unsure/can't remember

3. What interested you in taking part in Paws in the Vale? Please tick all that apply

- The advice and support on being dog friendly
- The resources/tool kit (such as water bowl & treats)
- Business promotion of our dog friendly status
- Social media/online support
- To encourage more business
- Other (please write in.....)

4. Which of the following have you used/done from Paws in the Vale? Please tick all that apply

- Promoted your business via Visit the Vale website
- Paws in the Vale sticker
- Paws in the Vale logo on your website/Facebook Page/social media
- Paws in the Vale logo on your leaflets/letterheads, etc.
- Paws in the Vale trade pages on Visit the Vale website (e.g. dog friendly guidelines)
- Paws in the Vale leaflets for customers
- Paws in the Vale Handbook
- Dog friendly workshop to attend
- Dog friendly workshop online
- Online Video Learning Lessons from Cornwall
- Told people about information on Visit the Vale website
- Recommended Paws in the Vale to other businesses
- Nothing



5. Do you have any of the following for dogs/owners? For each, please tick whether you had it (a) BEFORE Paws in the Vale (b) SINCE PAWS IN THE VALE (c) BOTH BEFORE & SINCE PAWS IN THE VALE or (d) NEVER. Please tick ONE response for each.

(a) BEFORE (b) SINCE (c) BOTH (d) NEVER
PAWS IN THE VALE PAWS IN THE VALE BEFORE & SINCE

- Water bowl topped up regularly
- Treat jar/treats
- Free dog waste bags
- Dog Walking Countryside Code
- Dog policy
- Dog friendly guidelines for guests
- A dog tether outside
- Allowing dog waste in any bin
- Somewhere to wash dogs down
- Dog towels
- Dog menu
- Other (please write in.....)
- Nothing

6. Which of the following do you do for dogs/owners? For each, please tick whether you did it (a) BEFORE Paws in the Vale (b) SINCE PAWS IN THE VALE (c) BOTH BEFORE & SINCE PAWS IN THE VALE or (d) NEVER. Please tick ONE response for each.

(a) BEFORE (b) SINCE (c) BOTH (d) NEVER
PAWS IN THE VALE PAWS IN THE VALE BEFORE & SINCE

- We welcome owners and encourage them with their dogs
- We tell people dog waste can go in any bin
- We specify where dogs are allowed and not allowed
- We ask owners before giving dogs a treat
- We recommend good local walks
- We let non-dog owners know we're dog friendly
- We ensure non-dog owners are happy with us being dog friendly
- Other (please write in.....)
- Nothing

7. Which of the following do you use to tell people that you're dog friendly? For each, please tick whether you used it (a) BEFORE Paws in the Vale (b) SINCE PAWS IN THE VALE (c) BOTH BEFORE & SINCE PAWS IN THE VALE or (d) NEVER. Please tick ONE response for each.

(a) BEFORE (b) SINCE (c) BOTH (d) NEVER
PAWS IN THE VALE PAWS IN THE VALE BEFORE & SINCE

- Your website/Facebook/social media
- Dog Friendly UK website
- Other websites (which one/s.....)
- Signs/information at your business premises
- Your business leaflets/brochures
- Written dog policy
- Other (please write in.....)
- Nothing



8. Which of the following Paws in the Vale support services have you found useful? Please can you rank all that apply from 1 = most useful, 2 = second most useful, etc. Please leave any items blank that you did not find useful.

- Marketing materials/promotional information
- Social media support
- Listing on Visit the Vale website
- Free listing on Dog Friendly UK website
- Enhanced subsidised listing on Dog Friendly UK website
- Press/trade coverage of Paws in the Vale
- Press /trade coverage of your own business
- Meeting other businesses
- Being recommended by other businesses
- List of participating businesses
- Working with those delivering the programme
- Other (please write in.....)
- Nothing

9. What, if anything, has been difficult about being involved with Paws in the Vale? Please tick all that apply

- Too many dogs at one time
- Being able to meet requirements for dogs
- Inconsiderate dog owners
- Other customers/visitors being put off by dogs
- Staff uncertainty
- Other (please write in.....)
- Nothing has been difficult

10. Do you have a written dog policy?

- Yes
- No

If yes, please can you tell us what this covers (for example, number of dogs allowed, where dogs can go, additional charges for dogs, etc.)?

.....

11. What difference has Paws in the Vale had on your human customer numbers?

- We have received more customers/visitors
- We have received fewer customers/visitors
- No difference to customer/visitor numbers

If any change, please could you explain this (if you are able to provide any numbers or figures, that would be appreciated)

.....

12. What difference has Paws in the Vale had on your income?

- We have received more income
- We have received less income
- No difference to income

If any change, please could you explain this (if you are able to provide any numbers or figures, that would be appreciated)

.....

13. On a scale of 5-1, where 5 = very positive and 1 = very negative, how would you rate the economic impact of Paws in the Vale on your business?

5 = Very Positive Impact 4 = Positive Impact 3 = No impact 2 = Negative Impact 1 = Very Negative Impact

Why do you say that?

.....



14. Could anything be done to improve Paws in the Vale?

- Yes
- No
- Unsure

If Yes: What could be improved?

.....

15. What, if any, has been the feedback received from dog owners?

.....

16. What, if any, has been the feedback received from non-dog owners?

.....

17. Which, if any, of the following elements of Paws in the Vale would you like to see taken forwards?

- Toolkit/goody bag
- Business promotion
- Social media activity
- Other (please write in.....)

18. Should Paws in the Vale be continued?

Please rate your level of agreement with it being continued on a scale of 5-1, where 5 = Strongly agree and 1 = Strongly disagree

Why do you think that?

19. Is your business currently dog friendly?

- Yes
- No

Please can you say why that is?.....

20. What type of business are you?

- Shop
- Attraction
- Park
- Café/pub/restaurant
- Accommodation
- Other (please write in.....)

21. Are there any other comments you would like to make about Paws in the Vale or being dog friendly?

.....

22. What is your business called? This is purely to allow us to monitor responses and will not be used in any other way.

.....

Thank you very much for helping us with the Evaluation of Paws in the Vale.



Public Views on Dogs in Vale of Glamorgan

Vale of Glamorgan Council are keen to hear your views about dogs and places that are dog friendly. We would like the views of everyone – those who own a dog and those who do not own a dog. The survey is open to everyone aged 16 years or over and will take 5-10 minutes to complete. The research is being conducted on behalf of Vale of Glamorgan Council by Ask for Research. It is being conducted in accordance with the Market Research Society Code of Conduct and all of your responses are anonymous.

Please return your completed questionnaire by 3rd April 2018.

So that we can take you to the correct place in the survey, please can you tick your age:

- I am 16 years or older
- I am under 16 years old – Sorry but the survey is open only to those aged 16+ years old.

1. Which of the following best describes you?

- I own a dog/s
- I don't own a dog but I regularly care for/look after one
- I don't own/look after a dog and I like dogs
- I don't own/look after a dog and I am neutral about dogs
- I don't own/look after a dog and I don't like dogs

If you own a dog, how many do you own?

2. How responsible is dog ownership in Vale of Glamorgan?

Please rate each type of activity on a scale of 5-1, where 5 = Very Responsible and 1 = Very Irresponsible

- Dogs on a lead
- Owners moving to one side to let others pass
- Owners picking up mess after their dog
- Owners taking away/disposing of dog waste bags
- Owners asking if you are OK with their dog
- Dogs under control at a distance from you
- Dogs under control close to you
- Dogs being kept to "dog only" areas/places
- Other (please write in.....)

3. On a scale of 5-1, where 5 = Very Happy and 1 = Very Unhappy, how happy are you overall about dogs in Vale of Glamorgan?

Why do you say that?

.....

4. Paws in the Vale was run by Vale of Glamorgan Council. It was a pilot initiative to help local businesses to become more dog friendly. To what extent are you aware of Paws in the Vale? Please tick all that apply

- I recognise the logo (as shown on this form)
- I've seen a Paws in the Vale leaflet
- I have seen stickers in windows of local businesses
- I have seen information/signage in parks/open spaces
- I have seen it on the Visit the Vale website
- I have seen details on other websites
- I have seen details on social media articles/posts
- I follow Paws in the Vale on Facebook
- I have heard/read articles about it in the press/media/radio
- I have heard about it from other people/word of mouth
- Other (please write in.....)
- Not aware of Paws in the Vale – PLEASE GO TO Q12

5. If you have seen any social media/face book activity for Paws in the Vale, please can you rate this on a



scale of 5-1, where 5 = Very Good and 1 = Very Poor. Why do you say that?

6. Have you been anywhere (such as a shop, pub, park, etc.) which has been promoted by Paws in the Vale?
- Yes No GO TO Q12 Unsure GO TO Q12
7. Which of the following places have you been to which have been promoted by Paws in the Vale? For each, please indicate whether you have visited with a dog and/or without a dog or if you have not visited
- A shop
 - An eating place (e.g. café, pub, hotel, inn)
 - Accommodation
 - Country park/park
 - Outdoor attraction/ tourist attraction
 - Indoor attraction/tourist attraction
 - Walking trail
 - Dog friendly service (e.g. dog walking, grooming, pet sitting)
 - Other (please write in.....)
8. Could you provide the names of these places and any feedback you would like to give?
9. Which of the following did you notice at any of these places? For each you have noticed, please can you rate this on a scale of 5-1, where 5 = Very Positive and 1 = Very Negative.
- People encouraged to bring dog/s in
 - Staff's comfort with dogs
 - Staff dealing with dogs (e.g. washing hands after stroking a dog if serving food)
 - Management of allowing dogs in
 - The space/area for dogs
 - Facilities for dogs
 - Other (please specify.....)
10. Did you go into any these places because they were promoted by Paws in the Vale?
- Yes, all
 - Yes, some
 - No, I would have gone into these places anyway
11. If you have been into any of these places WITH A DOG, did your dog use any of the following? Please tick all that apply
- Dog information/policy provided on the place's own website
 - Dog information/policy provided at the place
 - Information provided on the Visit the Vale website
 - Information provided in the Paws in the Vale leaflet
 - Water from a bowl
 - Dog treats
 - Dog menu
 - A place to be tethered
 - Dog poo bag
 - Dog towels
 - Dog food
 - Spare lead
 - Other (please write in.....)
 - None of these
 - Unsure/can't remember
12. If a place was promoted by Paws in the Vale, would this make you more likely or less likely to go in, or would it make no difference? Please tick for each place.



- A shop
- An eating place (e.g. café, pub, hotel, inn)
- Accommodation
- Country park/park
- Outdoor attraction/ tourist attraction
- Indoor attraction/tourist attraction
- Walking trail
- Other (please write in.....)

13. Overall, do you think being dog friendly benefits or disadvantages such businesses in Vale of Glamorgan?

- Being dog friendly benefits business
- Being dog friendly disadvantages business
- Both benefits and disadvantages
- No difference
- Depends/unsure/don't know

Why do you think that?

14. What do you think is most important for dog friendly businesses in Vale of Glamorgan to do or consider?

15. To summarise, Paws in the Vale is a dog friendly pilot initiative, with responsible dog ownership at its heart. Its aim is to make Vale of Glamorgan a dog friendly place by helping businesses to accommodate dogs. Businesses are then able to effectively support customers and visitors, both those with dogs and those without dogs. From what you have experienced, heard about before or the information contained in this questionnaire, should Paws in the Vale be continued? Please rate your level of agreement with it being continued on a scale of 5-1, where 5 = Strongly agree and 1 = Strongly disagree
Why do you think that?

16. Which of the following applies to you and Vale of Glamorgan? Please tick all that apply:

- I live here
- I work here
- Day visitor
- Staying visitor
- Visit friends/relatives
- Other (please write in.....)
- I do not visit Vale of Glamorgan

17. If you live outside of Vale of Glamorgan, please can you provide the first part of your postcode, e.g. CF11?

18. If you visit Vale of Glamorgan, but do not live or work here, how long do you spend on your visits here?

- Day trip
- 1 night
- 2 nights
- 3 nights
- 4+ nights

19. What is your age?

- 16-24 years' old
- 25-44 years' old
- 45-64 years' old
- 65+ years' old
- Prefer not to say

Thank you very much for your help with our Paws in the Vale Evaluation.



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