



A report to South Downs
National Park Authority

Heathlands Reunited Evaluation of Behaviour Change in Dog Walkers



**Baseline Report –
Final**

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**Collingwood Environmental
Planning Limited**

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1. Introduction

Project context

The Heathlands Reunited Heritage Lottery Funded (HLF) Project, which is being led by the South Downs National Park Authority (SDNPA) on behalf of project partners¹ has been addressing the challenges caused by the increasing pressure of growing dog populations and out of control dogs through its 'Take the Lead' campaign. The campaign is a celebration of responsible dog ownership and seeks to encourage dog walkers to:

- Keep dogs on a lead around livestock.
- Bag and bin your poo, any public bin will do.
- Protect ground nesting birds. Keep dogs on a lead and stick to the paths during ground nesting bird season between 1 March-15 September.
- Do not enter military training areas when the red flags are flying – find an alternative route.

All partners have been provided with a resource package which includes 'Take the Lead' posters covering the four key messages, 'Take the Lead' leaflets, and adverts which can be used in magazines and online.

The promotion of the campaign is being done through three main strands of activities:

1. Online: 'Take the Lead' – responsible dog walking in the National Park

The first stage of the 'Take the Lead' campaign (launched in 2015) used an amusing film animation with audio snippets from real dog owners talking about issues they faced whilst walking their dogs in the South Downs National Park (SDNP). With additional funding secured through the Heathlands Reunited project new scenes were added to the original animation, showing heathland landscapes (launched in 2017).

In addition four light-hearted canine confession video resources were created, based on reformed dogs confessing to their former bad habits! Alongside this there were four interviews with the real owners and their dogs giving practical advice on how visitors to SDNP can 'Take the Lead'. The animation and videos are promoted on social media². The individual animation and video resources have been collated into one longer film sequence that can be played in visitor centres and 'outdoor' cinema events.

From March to September 2017 over half a million people engaged with the 'Take the Lead' campaign through Facebook, Twitter, Instagram and YouTube³. The campaign was at its most powerful in terms of reach and engagement when tied with topical and/or popular content such as the first day of spring or April fool's Day. Statistics show that engagement was highest on social media in the first two months of the campaign, which suggests that in future a shorter campaign may have more impact.

The '#TakeTheLeadTo' photo competition engaged over 121 people and was most popular on Instagram⁴.

2. Training programmes

¹ Partners are: South Downs National Park Authority (SDNPA), Amphibian and Reptile Conservation (ARC), Forestry Commission (FC), Hampshire and Isle of Wight Wildlife Trust (HIWWT), Hampshire County Council (HCC), Ministry of Defence (MOD), National Trust (NT), Natural England (NE), RSPB, Sussex Wildlife Trust (SWT), and The Lynchmere Society.

² <https://www.southdowns.gov.uk/take-the-lead>.

³ South Downs National Park Authority (SDNPA) pers. comm.

⁴ SDNPA pers. comm.

The Heathlands Reunited project team have developed a 'Countryside Ability' dog training course that they hope to take to a range of public events across the project area. The course is a spoof on countryside agility and covers all four of the campaign key messages. Owners are asked to recall their dog, walk through a field of fake sheep, pick up their poo, and avoid the ground nesting temptations. Everybody receives a certificate graded at bronze, silver or gold.

3. Dog Ambassadors

Dog Ambassadors are appointed who are members of the local dog walking community that can be approached to ask questions about heathlands sites and dogs. They also support pop up gazebo information stands on site and encourage and support responsible dog ownership on their normal dog walks.

In addition to the Dog Ambassadors, 'I Take the Lead' pledge was launched in August 2018. 'I Take the Lead' recruits pledge to set an example in responsible dog walking behaviour. The pledge involves dogs and owners promising to follow the four 'Take the Lead' campaign messages while walking on heathlands. Owners sign the pledge and dogs print their paws on the back. Pledgers receive a free dog poo bone bag holder and an 'I Take the lead' badge, for display during their normal dog walks. Pledgers also have their photo taken⁵ and may go on to work with dog walkers to promote the key messages.

The 'Take the Lead' campaign also addresses another priority for the Heathlands Reunited Project, to reach out to new communities.

Project objectives

The Heathlands Reunited project includes an action to establish baseline data on a suite of case study sites identified as key sites for dog walker engagement within the project area and to undertake repeat surveys and produce case study reports. These sites are:

- Chapel Common
- Iping Common
- Wiggonholt Common
- Black Down
- Woolmer Forest
- Ludshott Common
- Shortheath

The baseline study and subsequent final evaluation of the 'Take the Lead' element of the Heathlands Reunited Project need to focus on the changes that the campaign is intended to bring about and the factors that influence the success or otherwise of the interventions (e.g. awareness, perceptions, information, etc). The main objectives of the study are to:

- Establish a baseline for the behaviour of dog owners and dog walkers.
- Evaluate change in behaviours and attitudes over the period of the Heathlands Reunited Project.
- Assess the relative importance of Heathlands Reunited interventions and external drivers in changing behaviours associated with dog walking.

⁵ The 'I Take the Lead' Gallery can be viewed at: <https://www.southdowns.gov.uk/enjoy/take-the-lead/i-take-the-lead-gallery/>.

Although this report forms the baseline study for the Heathlands Reunited initiatives on responsible dog walking, it must be remembered that the additional 'Take the Lead' film animations with a heathlands focus were launched in 2017.

This baseline study and evaluation will be integrated with the monitoring and evaluation of the Heathlands Reunited Project that is currently being undertaken by CEP, as well as the results from the Spring 2018 Citizens Panel Survey. The key considerations and aims of the monitoring and evaluation project are:

- 1) **HLF**, to meet evaluation requirements of the main funder HLF.
- 2) **Impact**, to understand what difference the Project has made, in particular in terms of tangible ecological and heritage impacts, and community engagement.
- 3) **Project management**, to provide information as the project is being delivered to inform its ongoing management and delivery, suggesting adaptations if required and building on what is working well.
- 4) **Accountability**, enable the project to demonstrate accountability to the community, by showing that the money is being spent well and the project is being delivered effectively.
- 5) **Legacy**, to build up a body of evidence to demonstrate to partners, funders and others about what works, to inform future work.

2. Project Approach

Introduction

Many organisations that manage nature reserves across the UK have been facing similar problems in addressing problems associated with dog walking. Several have commissioned studies and projects on the topic. Reducing the negative impacts of dogs on open natural areas is not a problem that lends itself to regulatory or technical solutions, like fencing off parts of the area or banning dog walkers, although this kind of measure may be considered as part of a solution. The most important change needed is in the behaviours of dog walkers themselves.

Many different behaviour change models and frameworks have been developed and used in implementing and evaluating interventions to encourage individuals to adopt pro-environmental behaviours. Evidence from campaigns in areas like reducing waste and littering indicates that simplistic solutions proposing one-off measures such as providing information or appealing to people's inherent values are unlikely to be successful and that successful campaigns generally combine a number of approaches and are sustained over a period of time. One model which clearly recognises the multiple factors influencing behaviour is the '4Es model' proposed by Defra⁶ (2005) (Figure 1). The model usefully highlights four major factors that influence behaviours and the need to address these in different ways to catalyse change.

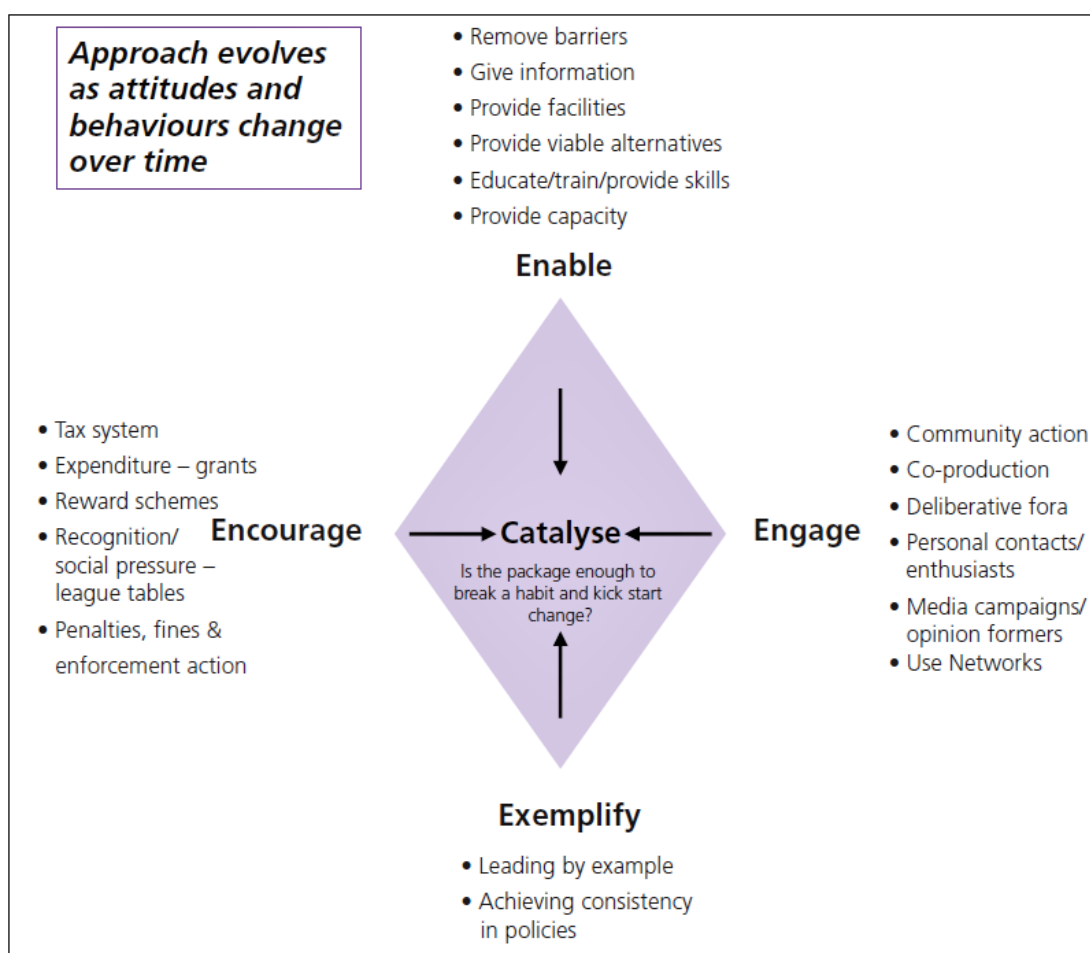


Figure 1: Defra's '4Es' behaviour change model

⁶ HM Government. (2005). *Securing the Future: delivering UK sustainable development strategy*. The Stationery Office. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/69412/pb10589-securing-the-future-050307.pdf.

This approach also recognises that attitudes and behaviours change over time, either as a result of campaigns and interventions or because of external drivers: in the case of dog-walking, these might include the increase in urban development near nature reserves resulting in greater numbers of people exercising dogs and, possibly, more first-time dog owners who are less aware of the responsibilities of dog owners.

The 4Es model can be used as a framework for planning and evaluating interventions in terms of how effective individual activities are in addressing factors that influence behaviours as well as the extent to which the suite of interventions combines to catalyse the desired change.

Using this framework, the Heathlands Reunited project measures are seen as contributing to each of the four factors influencing behaviour and catalysing change in the following ways:

- Enable:
 - giving online information on responsible behaviours
 - providing examples of alternative walks which are appropriate for nature conservation at different times of the year
 - training for dog walkers and staff
- Encourage:
 - Recognition for participants in the 'I take the lead scheme' in the form of activities and/or branded materials
- Engage:
 - Personal contacts with dog behaviour experts and members of the community involved in the 'I take the lead' campaign
 - Use of social networks, for example for sharing photos
- Exemplify:
 - 'I take the lead' volunteers exemplify good practice

Overall approach

The objectives of the 'Evaluation of behaviour change in dog walkers' are to:

- Establish a baseline for the behaviour of dog owners and dog walkers.
- Evaluate change in behaviours and attitudes over the period of the Heathlands Reunited Project.
- Assess the relative importance of Heathlands Reunited interventions and external drivers in changing behaviours associated with dog walking.

In order to evaluate behaviour change resulting from Heathland Reunited project activities including 'Take the Lead' an evaluation framework has been developed using the Defra 4 Es model and a theory of change.

Establishment of the baseline, conducted in 2018, is the subject of this report. The final evaluation will be carried out in 2021, Year 5 of the Heathlands Reunited Project. The final behaviour change evaluation will happen at the same time and will be managed with Phase 3 of the Heathlands Reunited Project Evaluation.

Evaluation framework

The evaluation framework for the dog walking behaviour change research has been developed using a logical model/theory of change approach⁷. Theory of change evaluation is a standard approach used in project evaluation which studies the causal relationships between the context of an intervention and the elements of the logical model (inputs, activities, outputs, outcomes and impact) *“in order to understand the combination of factors that has led to the intended or unintended outcomes and impacts”* (HM Treasury, page 57) .

A logical model has been developed that incorporates dog walking behaviour change activities listed in the Heathlands Reunited Activity Plan (Table 1). These activities have been subdivided under the following categories of the 4 Es behaviour change model:

- Enabling activities
- Engaging activities
- Encouraging activities
- Exemplifying activities

These categories will be used to structure the final evaluation of dog walking behaviour change.

A set of evaluation indicators, associated with evaluation questions have also been developed to assist with the evaluation of dog walking behaviour change. Table 2 shows the logical model for the planned activities. The project’s Theory of Change indicates that this set of activities addresses all the factors required to change behaviours (the 4 Es) and should result in a move towards more responsible dog-walking behaviour. The evaluation will test this theory and seek to understand the way in which the different measures contribute, if at all, to the overall change.

⁷ HM Treasury ‘Guidance for evaluation’ (The Magenta Book). Available at:
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/220542/magenta_book_combined.pdf.

Table 1: Logical model and integration with the 4E's model

Inputs	Activities	Outputs	Outcomes	Impacts
<ul style="list-style-type: none"> • Staff time and expertise. • Volunteer time. • Funds. • Dog walking trainer skills. 	Enabling activities		<ul style="list-style-type: none"> • Dogs are kept on leads around livestock and ground nesting birds. • Dogs are walked along paths. • Dog poo is bagged and binned. • Dogs are kept away from military training areas when red flags are flying. • Dog walkers are more aware of the impact that dogs can have on heathlands. • Impacts on heathland from negative behaviours reduced. • Reduced disturbance to other heathland users. 	<ul style="list-style-type: none"> • Dog walkers behave responsibly. • Heathlands are better for wildlife. • Ground nesting birds increase in numbers. • Better and more sustainable relationship developed between communities, their Heathland and those who have responsibility for managing it?
	<ul style="list-style-type: none"> • 'Take the Lead' on the Heath launch event. 	<ul style="list-style-type: none"> • Launch event held. 		
	<ul style="list-style-type: none"> • Video film produced which builds on the 'Take the Lead' videos. 	<ul style="list-style-type: none"> • Video included on HeRe web portal. • Video used at events. 		
	<ul style="list-style-type: none"> • Develop and disseminate an information card aimed at dog walkers. 	<ul style="list-style-type: none"> • 10,000 information cards produced and distributed. 		
	<ul style="list-style-type: none"> • Best practice event for site managers on managing people with dogs at heathland sites. 	<ul style="list-style-type: none"> • Best practice event for site managers held with 40 attendees. 		
	<ul style="list-style-type: none"> • Training for staff on positive engagement with dog walkers. 	<ul style="list-style-type: none"> • Three training events held with 10 staff and 10 volunteers trained. 		
	Engaging activities			
	<ul style="list-style-type: none"> • Suite of guided walks aimed at dog walkers. 	<ul style="list-style-type: none"> • Guided walks for dog walkers attended by 100 dog walkers with 10 volunteers helping to lead walks. 		
	<ul style="list-style-type: none"> • Hold a 'Dogs on Heathlands' workshop aimed at dog walkers to equip them with dog training skills. 	<ul style="list-style-type: none"> • Dog training event held with 50 attendees. 		
	<ul style="list-style-type: none"> • Face-to-face information provision through pop-up events. 	<ul style="list-style-type: none"> • Number of pop-up events held providing dog walking information. 		
	Encouraging activities			
	<ul style="list-style-type: none"> • Develop dog walker ambassadors / green dog walker scheme including training for dog ambassadors. 	<ul style="list-style-type: none"> • 12 dog walking ambassadors recruited, trained and 'in post'. 		
	Exemplifying activities			
<ul style="list-style-type: none"> • Engage 'I take the lead' volunteers. 	<ul style="list-style-type: none"> • 'I take the lead' volunteers recruited and trained. 			

Table 2: Evaluation indicators

Key indicator	Evaluation question
<ul style="list-style-type: none"> • Dog walkers are aware of the 'Take the Lead' and/or the 'Take the Lead on the Heath' campaign. 	<ul style="list-style-type: none"> • Are dog walkers aware of the SDNPA 'Take the Lead' and/or the Heathlands Reunited 'Take the Lead on the Heath' campaigns?
<ul style="list-style-type: none"> • Dog walkers have greater awareness and understanding of the impact that dogs can have on heathlands and their management. 	<ul style="list-style-type: none"> • To what extent do dog walkers consider the following to be a problem: <ul style="list-style-type: none"> ○ Dogs disturbing wildlife e.g. ground nesting birds? ○ Dogs barking at, herding or chasing livestock? ○ Dogs going into military training areas when red flags are flying? ○ People not picking up their dog mess in the Park? ○ People leaving dog mess anywhere in the Park that is not a bin?
<ul style="list-style-type: none"> • Dog walkers behave responsibly in the park: where appropriate walking dogs on leads (avoiding uncontrolled dogs off the lead); bagging and binning dog poo; sticking to paths; and keeping away from military danger areas. 	<ul style="list-style-type: none"> • How often do dog walkers have dogs on leads: <ul style="list-style-type: none"> ○ For the entire walk? ○ Near other people? ○ Near other dogs? ○ Near wildlife or ground nesting birds? ○ Near livestock?
	<ul style="list-style-type: none"> • How often do dog walkers pick up dog mess: <ul style="list-style-type: none"> ○ On paths? ○ Away from paths? ○ Anywhere?
	<ul style="list-style-type: none"> • How often do dog walkers dispose of dog mess: <ul style="list-style-type: none"> ○ In bins? ○ Out of reach, e.g. by hanging on trees/bushes? ○ Out of sight e.g. behind walls?
	<ul style="list-style-type: none"> • How often do dog walkers observe other: <ul style="list-style-type: none"> ○ Dogs off leads? ○ Dogs walking off paths? ○ Dogs worrying livestock, e.g. cattle, sheep, horses? ○ Chasing other wildlife e.g. birds? ○ Dog mess not cleared up? ○ Dog mess left in bags on fences, trees, etc?
	<ul style="list-style-type: none"> • Which of the following aspects of the 'Take the Lead' or 'Take the Lead on the Heath' campaign has influenced dog walkers to change their behaviour: <ul style="list-style-type: none"> ○ Videos? ○ Information cards/leaflets? ○ Guided walks on heathlands for dog walkers? ○ 'Dogs on Heathlands' dog training workshops? ○ Talking with Dog Ambassadors? ○ Talking with 'I Take the Lead' volunteers? ○ Talking with heathland site managers/rangers? ○ Talking with other dog owners? ○ Attending events which have included information on responsible dog walking? ○ Information from wider media? ○ Other?

Establishing the baseline

Collation of dog walking activity and information

Information provided by the Heathlands Reunited Project about the background to the 'Take the Lead' campaign was used to understand the nature and scale of the issues associated with dog walking in the SDNPA area. This information and data was collated to help understand the distribution of dog walking activities and reported incidents of problems of different kinds (e.g. 'hot spots' where there is a concentration of dog walking activity). The information was also used to inform the development of the survey of dog walkers in the National Park.

Baseline survey

Development of the online survey

An online survey⁸ was developed during the summer of 2018 as a means of gaining measurable baseline data from dog owners and dog walkers about dog walking attitudes and behaviours. Some additional questions about the person completing the survey and area(s) visited for walking were also included. Development of the online survey was based on the desired outcomes arising from the 'Take the Lead' campaign and associated dog walking related activities within the Heathlands Reunited Activity Plan. The questionnaire was designed using a yes/no, multiple-choice and short answer format and to be completed in no more than 10 minutes.

The survey was tested amongst CEP, SDNPA and Heathlands Reunited staff and partners, particularly those who had dogs and who could therefore comment on the survey. This was to ensure that each of the questions was clear and that together they provided the basic data needed to monitor and evaluate changes in dog walkers' attitudes and behaviour over the project period. The survey was designed such that if non-dog walkers responded to the survey they were excluded from answering the remainder of the survey following the first question.

Development of the paper based survey

A shorter, paper-based questionnaire was developed to capture responses from those without access to the internet as well as dog walkers on site who may not be aware of the online questionnaire. The four questions included in the paper based survey were worded in a similar or identical way to the corresponding questions in the online survey allowing data to be amalgamated.

Timing of the survey and promotion

The online survey was made live on Wednesday 12th September and closed early morning on Monday 29th October 2018. (The survey was due to close on Friday 26th October but remained live over the weekend to pick up any last minute respondents.)

The link to the online survey was made available on the SDNPA website.

A dissemination plan was prepared to ensure a wide circulation of both the online and paper based surveys. The link for the online survey was circulated to a range of organisations and individuals with the intention that the survey should then be shared more widely:

- South Downs National Park Newsletter (circulated to 4,100 people).
- Heathlands Reunited Twitter and Facebook posts.
- Heathlands Reunited press release.
- Heathlands Reunited partners for inclusion on their websites, electronic newsletters, and social media links.
- Heathlands Reunited (and SDNPA) volunteers and dog ambassadors.

⁸ Using Survey Monkey

- Parish Councils within the SDNPA area and for inclusion on local websites
- Dog training and agility groups in the SDNPA area.
- SDNPA staff.

The paper based survey was made available:

- In the reception of the SDNPA office at Midhurst.
- At pop-up gazebos in main car parks (two: one at Ludshott and the other at Black Down)
- By dog ambassadors when out on site.
- By staff and volunteers encouraging uptake of the survey while on site – Woolmer Forest, Chapel Common, Wiggonholt Common and Iping Common.
- Via partner organisations site rangers, who were sent 10 paper surveys to hand out on site.

Data collation and analysis

Outputs from the online survey were in the form of a series of spreadsheets. Similarly, a spreadsheet for manual entering of data from completed paper based surveys was prepared.

The data has been used to construct a baseline showing the attitudes of dog walkers and main dog walker behaviour relevant to the Heathlands Reunited Project at this point in the 'Take the Lead' campaign.

Significant findings in terms of areas to be addressed by the Heathlands Reunited project have been identified and areas of action to influence behaviours as set out in the 4Es behavioural model have been highlighted.

Evaluation

The survey of attitudes and behaviours of dog owners and walkers is to be repeated during the final year of the Heathlands Reunited project to assess the success of the 'Take the Lead' campaign. Any changes in attitudes and behaviour between the baseline and repeat survey will be identified and the main factors that have contributed to change will be highlighted.

3. Desk Research

A range of studies have been carried out in relation to the impacts of dog walking on wildlife including management of dog walking activities. Research on the effects of disturbance to wildlife by dogs, brought together in the English Nature Research Report 'Dogs, access and nature conservation' (Taylor, et al, 2005)⁹ has shown that:

- The impact of dog presence on birds varies according to the bird species and whether birds are breeding, roosting or feeding. In particular, ground nesting birds appear to be most vulnerable to disturbance from dogs, affecting not just the individual but also potentially breeding success.
- Dog faeces and urine contribute to nutrient enrichment of the soil. This is particularly noticeable around car parks, site entrances and within a one metre zone around footpaths. The impact is of concern on heathland sites which are sensitive to nutrient enrichment.
- Presence of dogs may influence the management regime of a site, particularly where grazing by livestock is desirable.
- Walking dogs in the countryside provides health and wellbeing benefits.

Research undertaken by the University of Portsmouth looked at attitudes and behaviours of dog walkers and proposed approaches for improving the management of dog walking practices (Edwards & Knight, 2006)¹⁰. These approaches were based on recognising the importance of dogs to their owners and that it is up to walkers to behave responsibly.

Dog walking activity and the impact of dog walking in the South Downs National Park

Several pieces of research have been undertaken on behalf of SDNPA or within the National Park that provide background information on dog walking activity, behaviours and issues.

Perceptions of land owners/managers and site managers/rangers

The Environmental Element of the South Downs Visitor Survey undertaken in 2012 included two surveys to identify and quantify the impacts of visitors on the landscape, biodiversity and cultural heritage within the SDNP (Acorn Consulting & Natural Values, 2012)¹¹. Each survey was targeted at a different audience: Land Owners/Managers; and Managers/Rangers of Nature Conservation and Cultural Heritage sites.

The main issue identified by land owners and managers in relation to dog walking was: dogs not being on leads with resultant disturbance to wildlife and stock. Key dog related issues were:

- Lack of control by owners (including professional dog walkers)
- Stock worrying (cattle, sheep, horses)
- Chasing wildlife, disturbing ground nesting birds
- Dog faeces not cleared up, plastic bags left on fences
- Dog faeces carrying Neospora

⁹ Taylor, K., Anderson, P., Taylor, R., Longden, K. & Fisher, P. (2005). *Dogs, access and nature conservation*. English Nature Research Report No. 649. Available at: <http://publications.naturalengland.org.uk/publication/65013?category=47017>.

¹⁰ Edwards, V. & Knight, S. (2006). *Understanding the Psychology of Walkers with Dogs: new approaches to better management*. University of Portsmouth. Available at: <https://researchportal.port.ac.uk/portal/files/119579/psychology-dgo-walkers.pdf>.

¹¹ Acorn Tourism Consulting Ltd & Natural Values. (2012). *South Downs National Park Visitor Survey 2012: Environment Element*. Report for the South Downs National Park Authority. Available at: <https://www.southdowns.gov.uk/wp-content/uploads/2015/03/Visitor-Survey-2012-Environment-Element.pdf>.

Nature conservation/cultural heritage site managers and rangers considered dog fouling to be both an environmental and social negative impact occurring on over half of their sites. Walking with dogs, along with walking in general, cycling off a trail and off-road driving were reported to cause the most negative impacts on heathlands.

A further survey was undertaken in 2014 with seven heathland project officers, land managers and landowners, as part of a study to inform the development of visitor engagement tools (Light & Jenkinson, 2014)¹². This survey found similar results to the 2012 survey in that most sites received regular dog visitors and land managers (etc.) expressed concerns about disturbance caused by dogs. Although no major incidents were known to have occurred between dogs and livestock, land managers were, nevertheless, concerned about dogs chasing livestock. Other concerns included:

- Disturbance to ground nesting birds.
- Bagged dog waste being hung in trees.
- Changed flora around car parks due to increase in nutrients from dog mess.

Dog walking activity on heathland sites

In 2014, research was undertaken to identify access patterns and visitor use of heathlands within the SDNP (Liley & Lake, 2014)¹³. Surveys were carried out at nine heathland sites with 242 visitors. Dogs were found to accompany many of the visitors and dog walking was the most commonly recorded activity by those being interviewed (78% of interviewees). The results showed that:

- Most interviewees visited a site more than once a week (74% visited at least weekly).
- Of those interviewees with dogs, most had more than one with them.
- Dogs were walked at sites throughout the day but during the week dogs were walked more frequently of a morning before 9am.
- Most walking routes were 2-3 km long.
- Most interviewees (83%) planned to keep to a footpath or trail.
- Two of the sites, Chapel Common and Lord's Piece received the highest proportion of dog walkers and the greatest proportion of daily dog walking visitors. The ability to let the dog safely off the lead was one of the main reasons cited for visiting these sites.
- Most interviewees felt that a requirement to pick up dog waste would be positive enhancement to sites.

Similar results were found in a survey of 143 visitors to four heathland sites undertaken in 2016 (Brodie, 2016)¹⁴ in that:

- Most sites were visited on a daily or weekly basis.
- Dog walking was the most common visitor activity.
- 'Good for people and dogs' was one of the main reasons cited for visits.

¹² Light, N. & Jenkinson, S. (2014). *Developing visitor engagement methods and tools to encourage appropriate use of heaths*. Report for SDNPA.

¹³ Liley, D. & Lake S. (2014). *South Downs National Park Heathland Visitor Survey 2014*. Unpublished report by Footprint Ecology for the South Downs National Park Authority.

¹⁴ Brodie, A.B. (2016). *A study into the behavioural attitudes and beliefs of visitors to popular countryside recreational sites, and how these relate to the occurrence and management of pro-environmental behaviour*. MSc Dissertation, University of Reading.

On site observations

Observations made during site visits undertaken in 2014 as part of the study to develop visitor engagement methods and tools (Light & Jenkinson, 2014), revealed dog fouling to be frequent within 30 metres of the car park. Dogs were let out of cars off the lead and dog walkers were seen to exercise their dogs off the lead.

Behaviour and attitudes of visitors to heathland sites

An investigation into the attitudes and beliefs of visitors to four heathland sites (Chapel Common, Ambersham Common, Lord's Piece and Iping Common) was used to consider behaviour management (Brodie, 2016). Face-to-face surveys during the summer of 2016 revealed:

- Dog walking was the most common activity by visitors.
- Most interviewees (90%) placed considerable importance on their pet's enjoyment.
- Most interviewees (87%) felt some form of responsibility for the site visited. 'Picking up litter' (24% of respondents) and 'clearing up dog poo' (21% of respondents) were the most frequently cited responsible behaviours. Staying on paths was considered of least importance (59% of responses ranged from moderately important, to little importance to not important).
- Keeping dogs on leads was not considered important by interviewees and few people kept their dog on a lead for an entire walk, however, having a dog on a lead near people, other dogs and wildlife was considered more important and so people generally did this.
- Clearing up dog mess on paths was considered very important/important by over 90% of interviewees but not so away from paths. A similar pattern was shown with actual behaviour but to a lesser degree.
- There were mixed views on the importance of using of poo bins and actual use also varied with more than half never or very rarely using poo bins.
- A lack of poo bins was cited as the main reason why the behaviour of binning dog poo was hard.

This study found that perceived importance of a behaviour scored significantly higher than the actual frequency of occurrence of the following behaviours associated with dog walking:

- Having dogs on leads: for an entire walk, near people, near other dogs and near wildlife.
- Picking up dog mess on paths and away from paths, and using dog bins.

However, for staying on paths the frequency of occurrence was greater than the perceived importance.

Behaviour and attitudes of visitors to the National Park in general

Censuswide survey 2014

A Censuswide survey undertaken in March 2014 across the SDNP¹⁵ area revealed the following about people's attitudes and knowledge.

When asked 'To what extent do you agree or disagree with the following statements?' about responsible dog ownership:

- Over two-thirds (67%) strongly agreed with the statement: 'The reputations of responsible dog owners and their dogs can be unfairly damaged by the actions of a minority of irresponsible dog owners'.

¹⁵ Censuswide 2014 SDNPA survey of dog walkers undertaken from 18/3/14 to 26/3/14. Data supplied by SDNPA.

- 72% strongly agreed with the statement: 'Good dog behaviour is the responsibility of the dog-owner not the dog'.
- 37% strongly agreed and 36% agreed with the statement: 'Responsible dog owners are positive role models that can influence the behaviour of irresponsible dog owners'.
- 94% either strongly agreed (58.6%) or agreed (35.7%) with the statement: 'Responsible dog walking / ownership examples should be promoted and celebrated'.
- Two-thirds strongly agreed with the statement: 'I get embarrassed or frustrated for me and other responsible dog walkers when I see another dog owner not picking up after their dog or not having their dog under proper control'.

When asked 'If you were to go out for a walk in the South Downs National Park with your dog, which consequence of other dog walkers' irresponsible behaviours concerns you most?':

- Over a third said 'Creating negative feelings towards dogs amongst the general public'.
- A quarter said 'Ruining the countryside and favourite dog-walking spots'.
- Just under a quarter said 'Creating a negative reputation for dog walkers'.

When asked 'If you were to choose a dog walking company to walk your dog regularly when you were unavailable, which would influence you decision?':

- Most responses related to statements that reflected the competence and standards of the dog walking company in caring for owners' dogs. For example, over half (57%) said 'Having a good knowledge of dog training, behaviour and handling skills to ensure that dogs are in safe and competent hands when owners are not around'.
- A third (33%) said 'Knowing that fellow dog walkers, members of the public and green spaces and countryside are being taken into consideration when dogs are being exercised'.

When asked 'To what extent do you agree or disagree with the following statements?' about the countryside:

- Over half (57%) strongly agreed and a further third (36%) agreed with the statement: 'I enjoy seeing the wealth of wildlife in the National Park when walking my dog'.
- 71% either disagreed (28%) or strongly disagreed (43%) with the statement: 'I am unaware that dogs not closely controlled can disturb sensitive wildlife such as ground nesting birds'.
- Just over half (51%) strongly disagreed and a further 20% disagreed with the statement: 'I am unaware that dogs 'worrying' sheep can be harmful and lead to pregnant ewes aborting their lambs'.
- Three-quarters either strongly disagreed (51%) or disagreed (24%) with the statement: 'I am unaware that livestock are easily disturbed and chases can lead to injury or death for my dog'.
- Half (51%) strongly disagreed and a further 21% disagreed with the statement: 'I am unaware that dogs that attack sheep and other animals can legally be shot'. Nearly a quarter (22%) said they were unaware of this.

Citizens Panel Spring Survey 2018

In spring 2018 a survey was undertaken of South Downs National Park Citizen Panel members. The SDNP Citizens Panel¹⁶ was recruited in 2017 and consisted of 2,010 people living in or near the park, who were asked to complete two surveys a year, one in spring and one in autumn. Since autumn

¹⁶ <https://www.southdowns.gov.uk/discover/research/citizens-panel/>.

2017, 230 people have left the panel, leaving 1,780 eligible survey respondents. Walnut Unlimited carried out a spring survey between April-May 2018. The survey was conducted either online or by post depending upon panel members' preference. In total 727 panel members out of a possible 1,780 responded (41%). For the spring survey four questions were added to look at dog walker behaviours (Hibberd, 2018)¹⁷. The questions were:

- Do you regularly walk a dog(s) in the South Downs National Park?
- Have you heard of the Take the Lead Campaign?
- Have you heard of the Heathlands Reunited project?
- What do you understand by the term, 'responsible dog owner'?

The results of the survey showed that 32% of respondents walk either their own or someone else's dog(s) in the National Park, although the majority of respondents (65%) said that they did not regularly walk a dog in the SDNP. Responses varied by age and where people lived: 41% of those aged 45-54 reported walking a dog regularly in the national park, compared to 24% of those aged over 65. In terms of where people lived, 37% of people in the BN postcode area (around Brighton) reported regularly walking a dog in the National Park, almost twice as many as those in the RH postcode area around Redhill (18%).

Of those respondents who walk a dog(s) in the National Park, 32% had heard of the 'Take the Lead' campaign; however across all 727 respondents, only 8% had heard of the campaign. Furthermore, only 8% of respondents had heard of the Heathlands Reunited project.

Respondents were asked to select from a list of phrases the ones that best reflected their view of a 'responsible dog owner':

- 'Keeping dogs away from livestock' (95% of respondents).
- 'Picking up dog faeces' (93% of respondents).
- 'Keeping dogs on lead during ground nesting bird season' (80% of respondents).
- 'Knowing when to call dogs back' (70% of respondents).
- 'Putting dogs on a lead' (53% of respondents).
- 'Keeping dogs on the path' (29% of respondents).
- 'Kicking dog faeces off the path (15% of respondents).
- 'Letting dogs run off energy (14% of respondents).

The high percentage of responses to the phrases 'Keeping dogs away from livestock' (95%), 'Picking up dog faeces' (93%) and 'Keeping dogs on lead during ground nesting bird season' (80%) demonstrate a high level of agreement with 'Take the Lead' campaign messages.

Summary of research in relation to 'Take the Lead'

Dog walking was found to be one of the most common activities undertaken in the SDNP (Brodie, 2016; Light & Jenkinson, 2014). Dog walkers tended to place considerable importance on their pet's enjoyment, and places 'being good for both people and dogs was a main consideration in choosing where to go (Brodie, 2016).

Patterns of dog walking behaviour

Dog walkers were found to visit a site more than once a week (Liley & Lake, 2014; Brodie, 2016) and dogs were more frequently walked before 9am of a morning (Liley & Lake, 2014). Dog walkers often

¹⁷ Hibberd, T. (2018) South Downs National Park Citizens Panel Spring Survey 2018: Report for Heathlands Reunited Project Team.

had more than one dog with them and most walking routes were found to be 2-3 km long (Liley & Lake, 2014).

Dogs on leads

The dog walker's ability to let their dog off the lead was a major consideration for visiting a site (Liley & Lake, 2014). However, land owners and managers in the SDNP have reported concerns with dogs being out of control and worrying stock, chasing wildlife and disturbing ground nesting birds (Acorn Tourism Consulting Ltd & Natural Values, 2012; Light & Jenkinson, 2014). Keeping dogs on lead during ground nesting season was viewed by most Citizen Panel respondents to be a behaviour of a responsible dog owner (Hibberd, 2018). Dog walkers generally considered that keeping dogs on leads for an entire walk was not important and few dog walkers did so; however, having a dog on a lead near people, other dogs and wildlife was considered more important and so people generally did this (Brodie, 2016).

Dogs walked along paths

Most dog walkers in the research studies either planned to, or actually kept to, a footpath or trail (Liley & Lake, 2014; Brodie, 2016) and the frequency of occurrence of sticking to a path was greater than the perceived importance (Brodie, 2016). Keeping dogs on a path was considered to be a responsible dog owner behaviour by less than one third of Citizen Panel respondents (Hibberd, 2018).

Dog poo is bagged and binned

Land owners and managers reported a range of issues and concerns associated with dog mess not being cleared up appropriately (Acorn Tourism Consulting Ltd & Natural Values, 2012; Light & Jenkinson, 2014). These issues included concerns about the spread of Neospora, dog mess bags being left on fences or hung in trees and the change in flora that is especially noticeable around car parks due to increased nutrients from dog mess.

The majority of Citizen Panel respondents considered picking up dog faeces to be a responsible dog owner behaviour (Hibberd, 2018). In general, most visitors to sites felt that a requirement to pick up dog waste would be positive enhancement (Liley & Lake, 2014). The perceived importance of picking up dog mess on paths and away from paths, as well as using dog bins, was found to be greater than the frequency of occurrence (Brodie, 2016). Of these, clearing dog mess away on paths was considered the most important and the lack of poo bins was raised as a main reason why binning dog mess did not happen (Brodie, 2016).

Dogs kept away from military danger areas when red flags are flying

The MOD has concerns about visitors ignoring warnings about going into military danger areas when the red flags are flying¹⁸, however this aspect was not covered in the research studies.

Awareness of the impact of dog walking behaviours

Most people were aware of the severe impact that uncontrolled dogs can have on livestock and also on wildlife, such as ground nesting birds (Censuswide, 2014). Similarly, the majority of Citizen Panel respondents considered a responsible dog owner behaviour to include keeping dogs away from livestock and also keeping dogs in leads during ground nesting season (Hibberd, 2018).

Values and awareness about the natural environment

Most people reported enjoying seeing the wealth of wildlife in the SDNP when walking their dog (Censuswide, 2014). Most people considered that good dog behaviour was the responsibility of the owner and that responsible dog owners provide a positive role model, which should be promoted and celebrated. Again most reported a feeling of embarrassment or frustration with seeing dogs out

¹⁸ SDNPA, pers comm.

of control and dog mess not being cleared up. Furthermore, people had concerns that the reputation of responsible dog owners was damaged by the actions of irresponsible dog owners, resulting in bad feelings towards dog owners by the general public.

4. Survey Results

Online survey results

Findings from the online survey are summarised in this section under abbreviated question headings. The full results are located in Appendix A. A total of 149 people responded to the online survey but not every question was answered by all respondents.

Q1. Do you walk a dog(s) in the South Downs National Park (SDNP)?

Of the 149 respondents who answered this question 68% said that they walk a dog(s) in the heathlands of the National Park (Figure 2). Three-quarters (75%) of the respondents said that they walked a dog(s) in other areas of the National Park; this figure will include some or all of those who walk a dog(s) in the heathland areas.

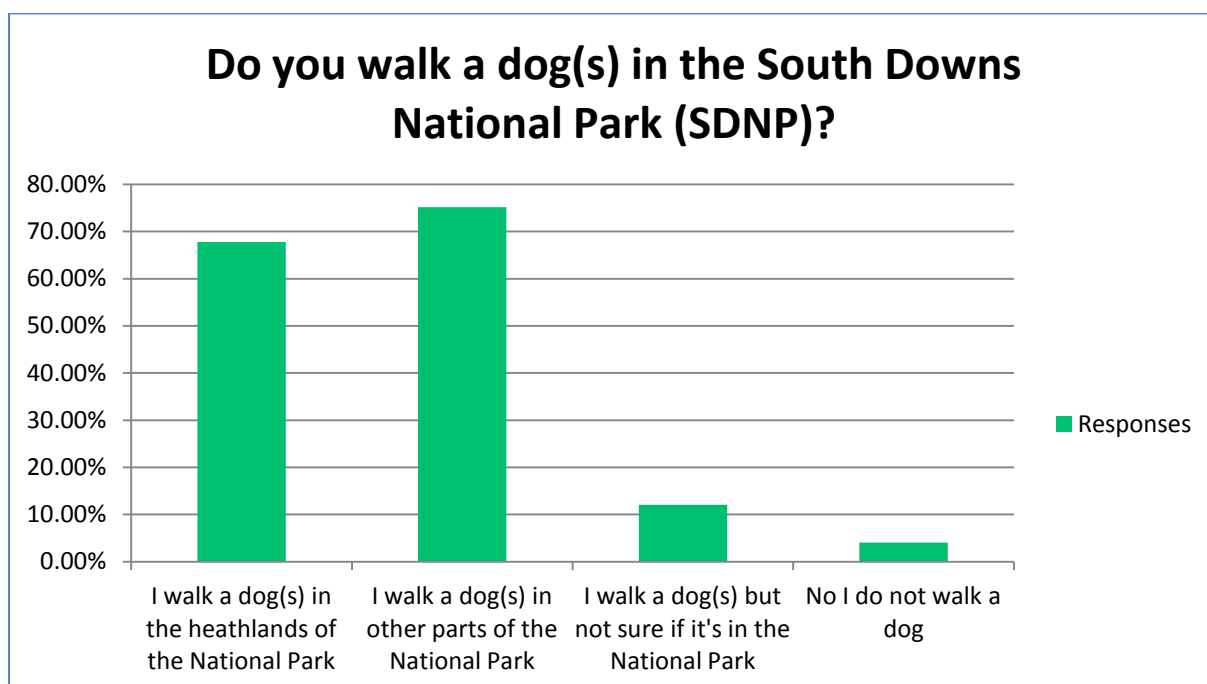


Figure 2: Percentage of respondents who walk a dog in the national park

Q2. What is the average number of hours per week you walk a dog(s) in each of the places listed

A total of 115 responded to this question. Responses showed a range of sites being used for dog walking and no one site was used by more than 45% of dog walkers (Table 3). The most popular location for walking a dog(s) was Iping Common. This location was walked regularly by 42% of respondents with most (30%) walking in the area for less than 2 hours per week. Both Iping Common and Wiggonholt Common were favoured by respondents spending 2-6 hours walking dogs in these areas (7% of respondents for each site). Iping Common was the most popular heathland site (4% of respondents) for those spending more than 6 hours a week walking their dog(s).

Table 3: Percentage of respondents spending periods of time walking dogs on heathland sites (with the greatest percentage of respondents for each time period highlighted in green)

Heathland site	Zero - I don't dog walk here	Less than 2hrs/week	2-6 hrs/week	More than 6 hrs/week
	%	%	%	%
Chapel Common (nr Rake, Milland)	79.1%	14.8%	6.1%	0.0%
Iping Common (nr Stedham, Midhurst)	58.3%	30.4%	7.0%	4.4%
Wiggonholt Common (nr Pulborough, Storrington)	73.9%	17.4%	7.0%	1.7%
Black Down (nr Haselmere)	81.7%	17.4%	0.9%	0.0%
Woolmer Forest (nr Bordon)	90.4%	5.2%	3.5%	0.9%
Ludshott Common (nr Grayshott, Headley)	90.4%	6.1%	2.6%	0.9%
Shortheath (Oakhanger, nr Bordon)	93.9%	5.2%	0.9%	0.0%
Other areas in the National Park	16.5%	18.3%	31.3%	33.9%

Other popular areas in the National Park listed by five or more respondents as places where they walk a dog:

- Woolbeding/Woolbeding Common (18 respondents)
- Harting/Harting Down (8 respondents)
- Durford Wood (6 respondents)
- Chantry (5 respondents)
- Kithurst/Kithust Hill (5 respondents)
- Lord's Piece (5 respondents)
- Storrington area (5 respondents)

Q3. During your dog walks in the heathland areas of the National Park, how likely are you to take actions relating to having a dog on a lead, disposing of dog mess and walking in appropriate areas?

This question dealt with a range of scenarios relating to the likelihood of: dog walkers having their dog on a lead; picking up dog mess; disposal of dog mess; and walking in appropriate locations (Figures 3, 4 & 5). There were 99 respondents to this question.

Likelihood of dogs on leads

- Two-thirds of respondents never (30%) or very rarely (37%) had their dog(s) on a lead for the entire walk. Just 7% of respondents always had their dog(s) on a lead.
- There was a fairly even split between respondents who very rarely (24%), occasionally (28%) or frequently (26%) had their dog(s) on a lead near other people or dogs. However, 16% of respondents said they always had their dog(s) on a lead near other people or dogs.
- When near wildlife (such as ground nesting birds) 71% of respondents said they frequently (28%) or always (43%) had their dog(s) on a lead. Some of the reasons given were: '*I consider myself to be a responsible dog owner. My dog seldom requires a lead.*'
- When near livestock, 64% of respondents said that they always had their dog(s) on a lead.

- Only a few respondents never had their dog(s) on a lead near other people or dogs (4%), near wildlife (4%) or near livestock (3%).

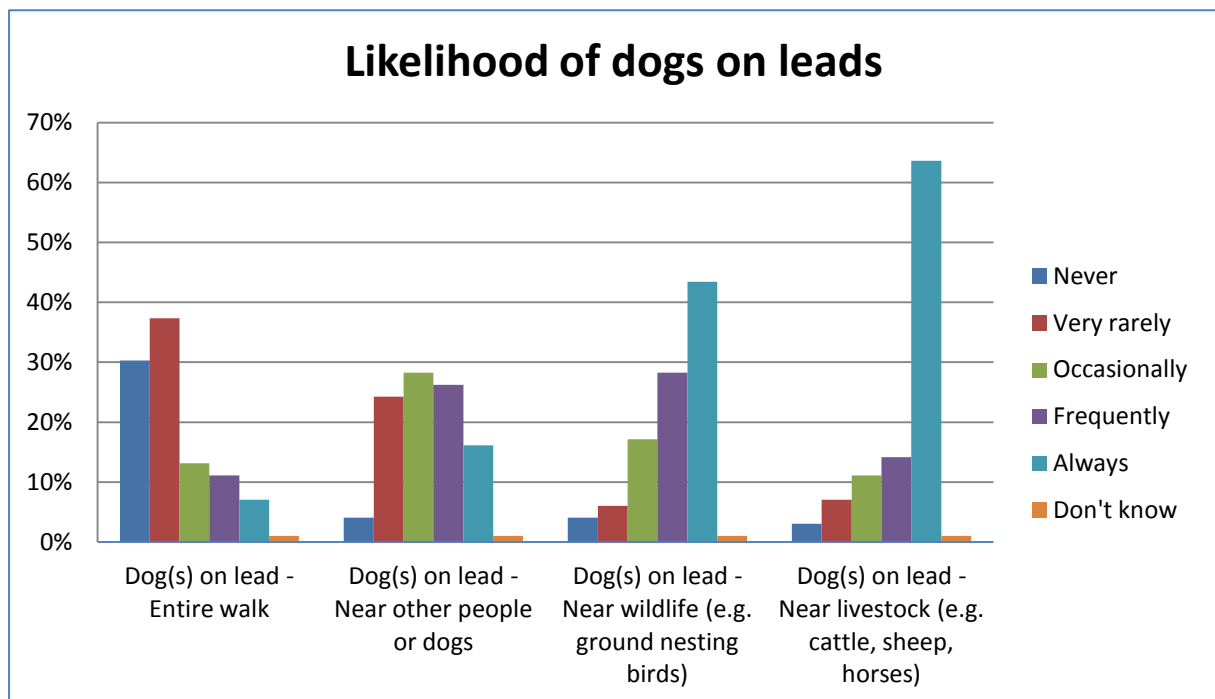


Figure 3: Likelihood of dog walkers having dogs on leads

Likelihood of picking up dog mess

- Most respondents (72%) said that they always picked up dog mess on paths.
- Picking up dog mess from anywhere within the heathland areas was less likely but 31% of respondents said they frequently did this and 29% said that they always did this.
- A few respondents said that they never picked up dog mess on paths (7%) or from elsewhere in the heathland areas (9%). One respondent commented: *'I walk in rural areas where I don't consider it necessary to bag up dog poo.'*

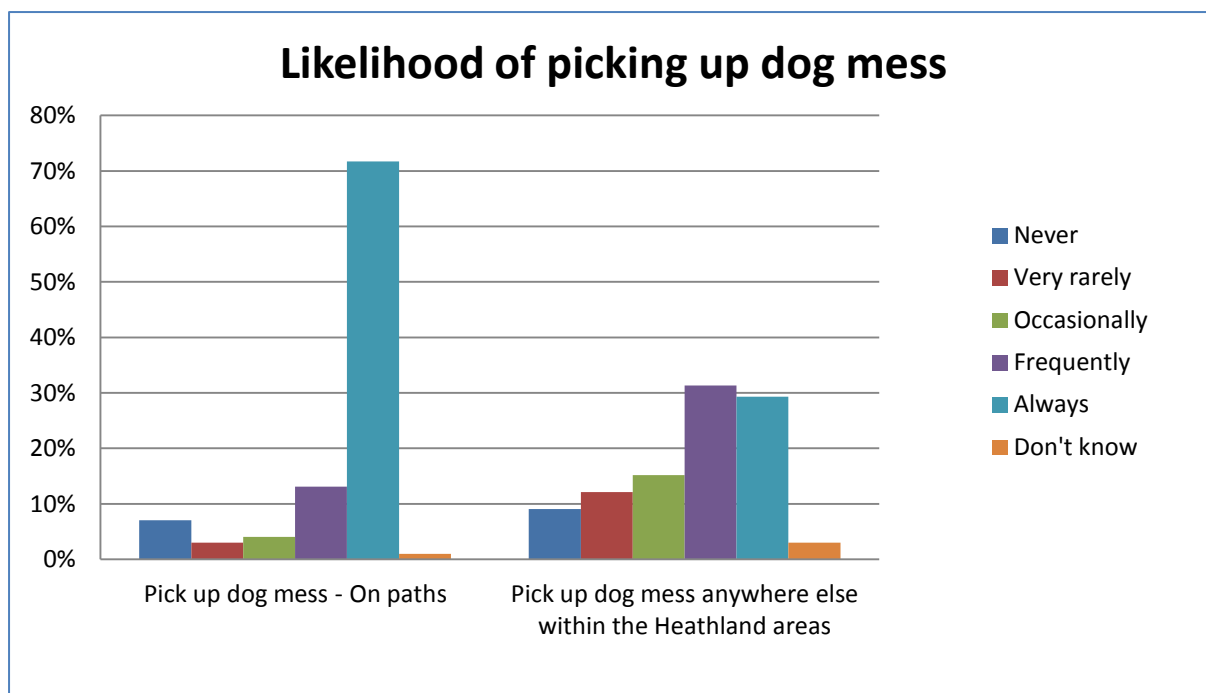


Figure 4: Likelihood of dog walkers picking up dog mess

Likelihood of disposing of dog mess

- Nearly a third (30%) of respondents said that they never kick dog mess off the path but 14% said that they always do this.
- Nearly two-thirds (63%) of respondents said that they always dispose of dog mess bags in bins or take it home and a further 18% said they frequently did this; however, 8% of respondents said that they never do this.
- Nearly all (97%) of respondents said that they never dispose of mess bags out of reach, for example, by hanging in a tree or bush.
- Similarly, nearly all (96%) of respondents said that they never dispose of mess bags out of sight, for example, by behind walls.
- In response to the question of leaving bagged mess to be collected later, 67% of respondents said they never do this, 15% said they very rarely did this and 13% said they occasionally did this.
- Using plastic bags to dispose of dog poo was seen by some to be bad for the environment and in some cases a worse option than leaving the dog poo: *'With regard to dog mess, there is a campaign to encourage the use of letting it naturally break up and NOT to use bags unless it's on a path?'*

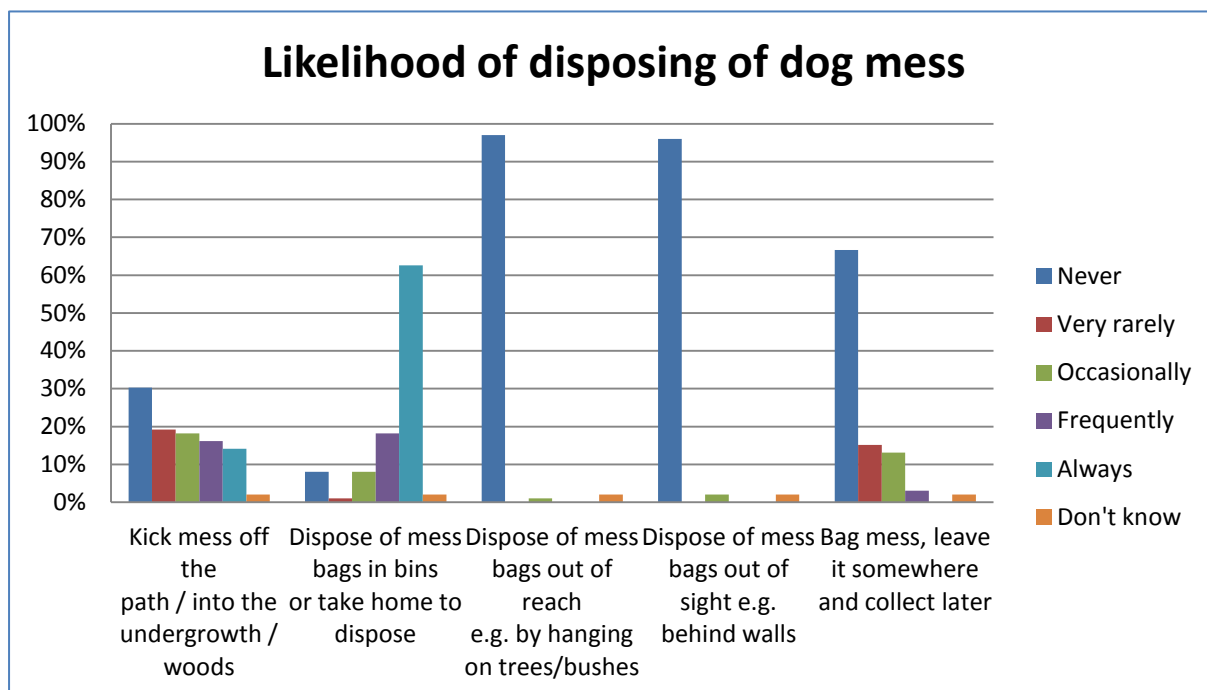


Figure 5: Likelihood of dog walkers disposing of dog mess

Likelihood of staying on paths / avoiding military training areas

- Over half of respondents either always (24%) or frequently (32%) stay on paths, while 22% said that they never stick to paths when dog walking.
- Over two-thirds (68%) of respondents said that they avoid dog walking in military training areas when red flags are flying, while 13% said that they never do this¹⁹.

Q4. During your dog walks in the heathland areas of the Park, have you observed issues associated with dogs, and, if so, how often?

There were 99 responses to this question (Figure 6) on what people observed.

- Around two-thirds of respondents (65%) indicated that they very rarely (31%) or occasionally (34%) saw dogs off the lead/uncontrolled and causing a nuisance. The remaining third of respondents were split between either never (16%) or frequently (17%) seeing dogs cause a nuisance off the lead. Only 1% responded that they always saw this.
- Over half (56%) of respondents said that they never saw dogs worrying livestock. This dropped to 29% for very rarely and 14% occasionally saw this.
- Dogs chasing wildlife was observed occasionally (34%) or very rarely (27%), with 28% of respondents saying they never saw this.
- Dog mess not being cleared up was frequently observed by 51% of respondents with 21% observing this occasionally and a further 21% stating that they always saw this.
- Nearly three-quarters (73%) of respondents reported seeing dog mess bags left on fences or in trees etc either occasionally (40%) or frequently (33%).

¹⁹ It is possible that some respondents were confused in answering this question i.e. they could have interpreted 'avoid dog walking in military training areas when red flags are flying' as something that they never do rather than something that they always avoid doing.

- More than half (56%) of respondents frequently observed dogs walking off paths; a further 28% saw this occasionally.

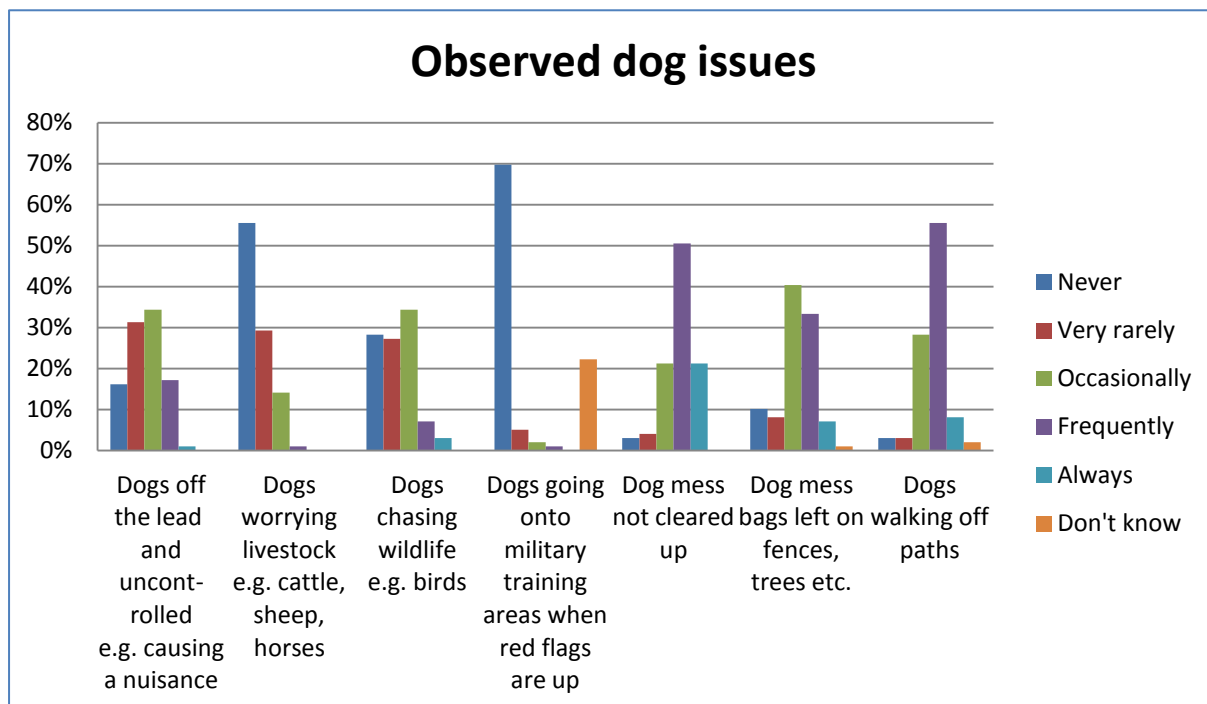


Figure 6: Observed issues with dogs

Q5. To what extent do you consider the listed dog walking behaviours to be a problem within the heathland areas of the Park?

There were 91 responses to this question (Figure 7) on perceived problems.

- Dogs off the lead and uncontrolled thereby causing a nuisance was considered to be a minor problem by 41% of respondents; a further 24% considered this to be a moderate problem and 20% a serious problem.
- Over a third (35%) considered dogs disturbing livestock to be a serious problem, while just under a third (31%) felt this was a minor problem and 20% said it was not a problem at all; 13% felt it was a moderate problem.
- The extent to which disturbing wildlife was considered a problem by respondents ranged from a serious problem (31%), to a moderate problem (23%) to a minor problem (31%).
- Views were split on whether the issue of dogs going onto military training areas when red flags were flying was a problem, with 27% perceiving it as a serious problem and 21% considering not a problem at all; 37% said they didn't know and the rest were split between moderate problem (8%) and minor problem (7%).
- Most people (80%) considered people not picking up their dog's mess to be a serious (48%) or moderate (32%) problem.
- Similarly, 78% considered people leaving bagged dog mess anywhere that is not a bin to be a serious (46%) or moderate (32%) problem.

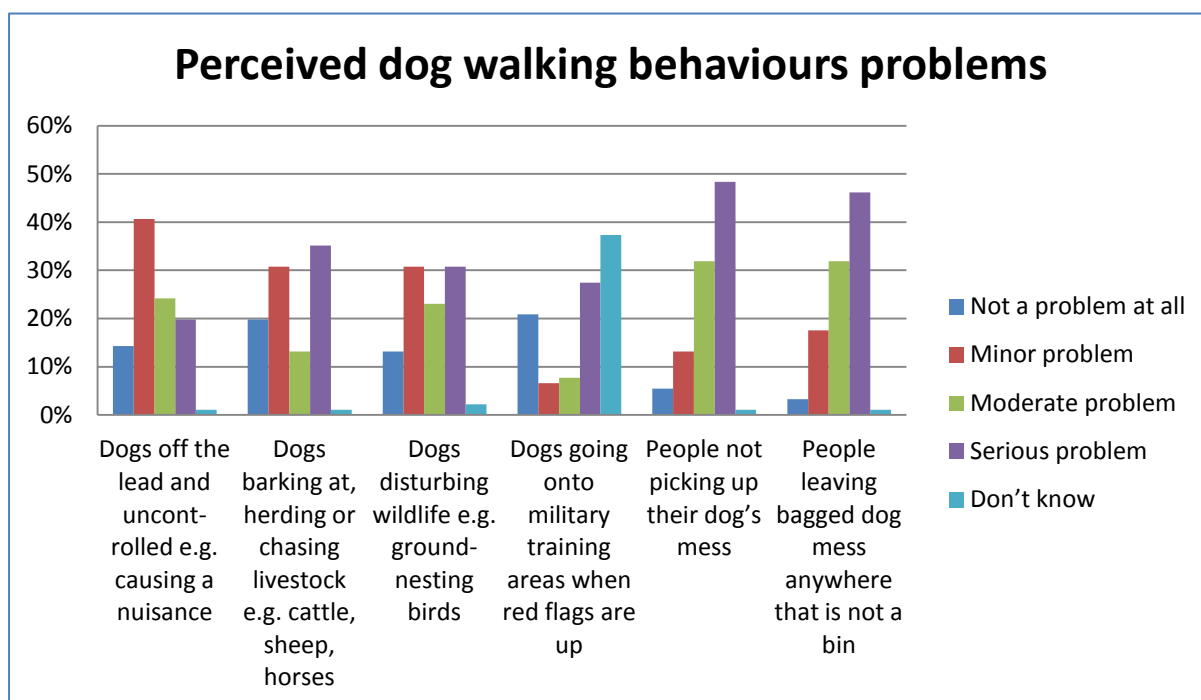


Figure 7: Perceived dog walking behaviour problems

Q6. How important do you think it is for you personally to do the listed actions within the heathland areas in the Park?

This question dealt with a range of scenarios relating to the importance of: dog walkers having their dog on a lead; picking up and disposing of dog mess; and where they walked with their dogs (Figures 8, & 9). There were 91 respondents to this question.

Importance of dogs on leads

- Keeping dogs on leads for the entire walk was considered not important by 45% of respondents. A further 23% considered it to be of little importance.
- Keeping dogs on leads when close to other people or dogs was considered moderately important by 42% of respondents. The remaining responses were mixed with 10% considering it not important, 18% of little importance, 16% important and 12% very important.
- Nearly three-quarters (73%) of respondents considered it very important (41%) or important (32%) to keep dogs on the lead when near wildlife.

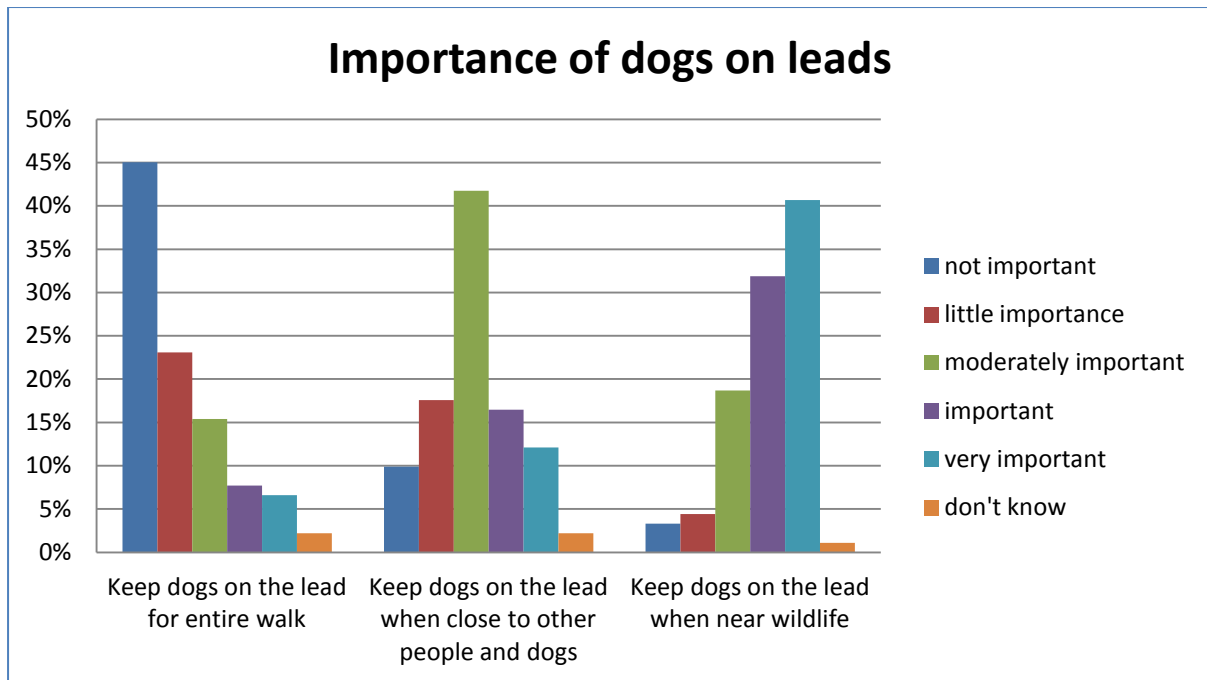


Figure 8: Importance of having dogs on leads

Importance of picking up and disposing of dog mess

- Nearly three quarters (73%) of respondents considered it very important to pick up dog mess on paths and a further 15% considered it to be important.
- Over half (52%) of respondents considered it very important (26%) or important (26%) to pick up dog mess anywhere in the heathlands.
- Over half (54%) of respondents said it was very important to bag and bin dog mess (or take it home) and a further 18% considered this to be important.

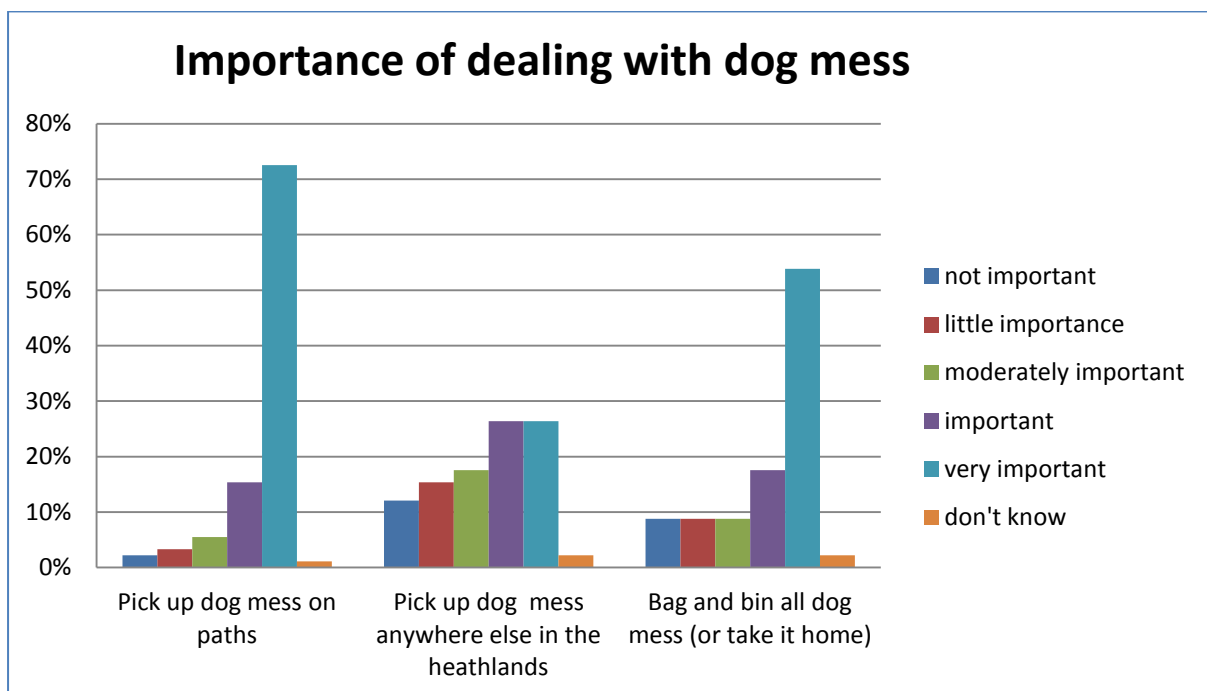


Figure 9: Importance of picking up and disposing of dog mess

Importance of where dogs are walked

- There were mixed views on the importance of staying on paths with 29% of respondents saying that it was moderately important and a further 24% considering it to be important.
- The majority (85%) of respondents said that it was very important to shut gates.
- Over three-quarters (78%) of respondents considered it very important to avoid dogs going into military training areas when red flags were flying.
- Around two-thirds (65%) of respondents viewed it as important (34%) or very important (31%) for dogs to be walked in other locations at times of year important for nature conservation.

Q7. In the last 12 months, have you made any changes to any of the listed aspects of your dog walking behaviour within the heathland areas of the Park?

There were 87 respondents to this question (Figure 10).

- Over three-quarters (78%) of respondents said that keeping their dog on a lead was about the same as before but 14% indicated that they now kept their dog on a lead more often.
- The majority (90%) of respondents said that picking up dog mess was about the same but 8% said they did this more often.
- Binning dog mess was about the same for 87% of respondents with 7% saying they do this more often.
- Similarly, sticking to paths was about the same for 89% of respondents with 7% saying they do this more often.
- The response for avoiding dog walking in military training areas was about the same for 61% of people, however 34% responded with didn't know.

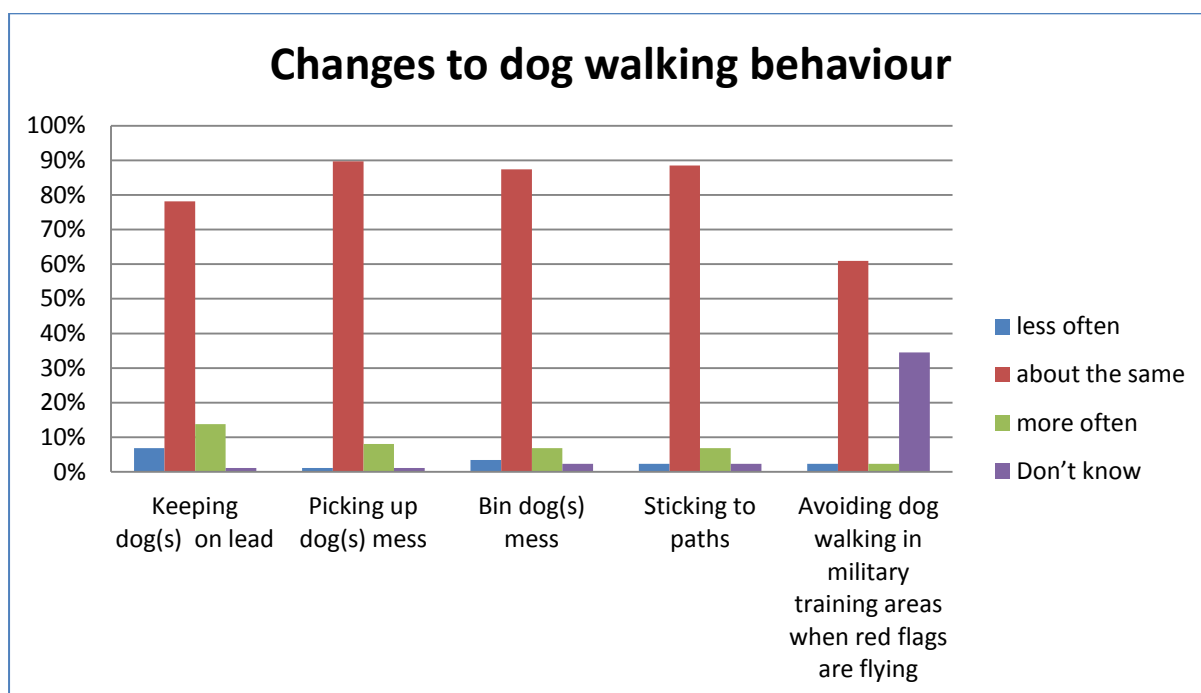


Figure 10: Changes made to dog walking behaviour in the last 12 months

Q8. Please indicate how influential (if at all) the listed options were in your decision(s) to make changes to your dog walking behaviour?

Responses to this question need to be considered in conjunction with Q7 where the majority of people said that they hadn't changed their behaviour in the last 12 months. Q8 deals with a range of 'Take the Lead' campaign actions and potential actions to identify which affect/might affect dog walking behaviour. In this baseline survey we would have expected more 'don't know/not applicable' responses to Q8 as the 'Take the Lead' on the heath activities are still in the early stages and people will not have had the opportunity to experience them. This, together with the fact that the majority of respondents said that they were not aware of the 'Take the Lead' campaign (see Q9), suggests that some of the responses to Q8 are speculative i.e. people indicating what factors might influence their behaviour rather than what actually has influenced it. This is not a problem for this baseline survey (Q8 is really about the change that the project produces and so more relevant for the follow up survey).

Responses to this question have been divided into: signs and information; events and workshops; talking with others; being personally recognised; online information and information sharing; and alternatives, facilities and fines (Figures 11, 12, 13, 14 & 15). Respondents were also asked what other factors would influence their dog walking behaviour. There were 87 respondents to this question.

Signs and information

- Permanent or temporary notice signs around dog walking route and surrounding area (e.g. during bird nesting) was said to be very influential by 36% of respondents. Just 2% said they were of little influence.
- The influence of local information cards/hand-outs e.g. 'Take the Lead' information card received a varied response with 34% saying that they didn't know, however, 17% said that they were moderately useful.

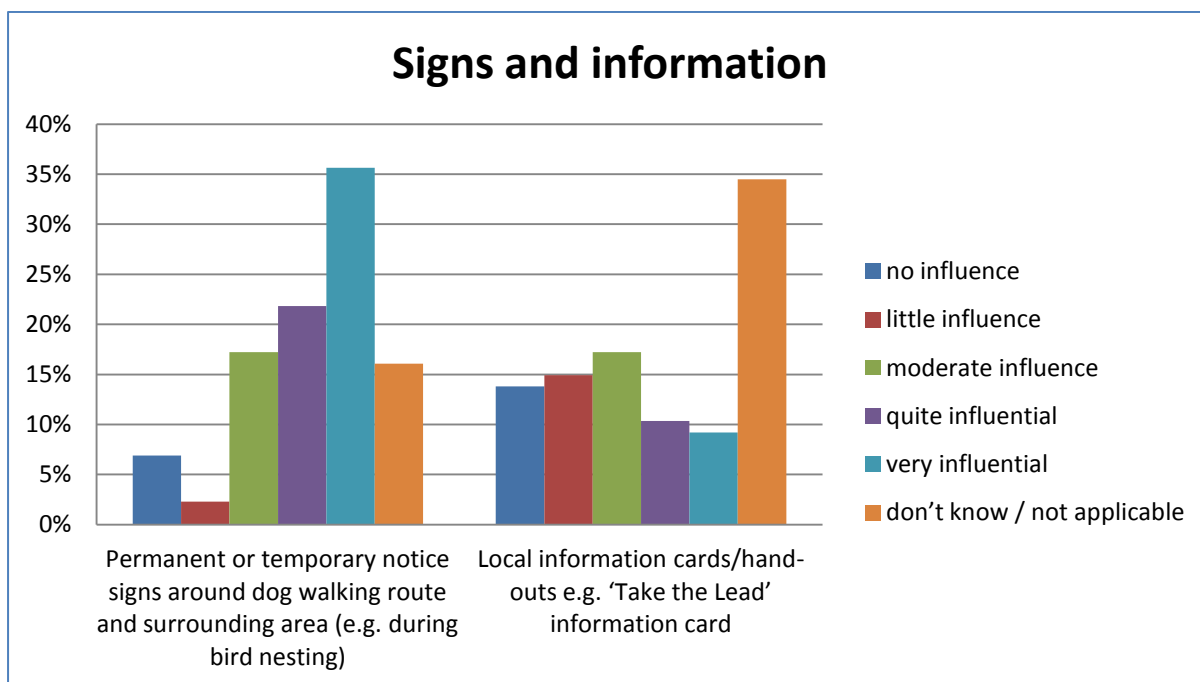


Figure 11: Influence of signs and information in changing behaviour

Events and workshops

- Attending local events which included information on responsible dog walking was said to be of no influence by a quarter (26%) of respondents, nearly half (47%) said they didn't know, 10% said they were of little influence and just 3% said they were very influential.
- Guided walks for dog walkers were considered very influential by only 6% of respondents, while 33% said they were of no influence and 45% said they didn't know.
- Dog training or workshops were considered very influential (9%) or influential (9%) by some respondents; however 28% said they were of no influence and 41% said they didn't know.



Figure 12: Influence of events and workshops in changing behaviour

Talking with others

- Talking with 'Dog ambassadors' and 'I take the lead pledgers'²⁰ was said to be of no influence by 30% of respondents and a further 50% indicated that didn't know/not applicable; however, 12% said that it was of moderate influence in changing behaviour in the last 12 months.
- Talking with and/or seeing what other dog walkers do was of no influence to behaviour as reported by 29% of respondents, but 25% said that it was of moderate influence.
- Talking with heathland site managers/rangers was said to be of no influence in changing behaviour by 21% of respondents but 14% said that it was very influential; the greatest proportion 44% of respondents said that they didn't know/not applicable in terms of influence.

²⁰ The 'I Take the Lead' pledge was launched in August 2018. Signing the pledge involves dogs and their owners making a promise to follow the four 'Take the Lead' campaign messages whilst walking on heathlands.

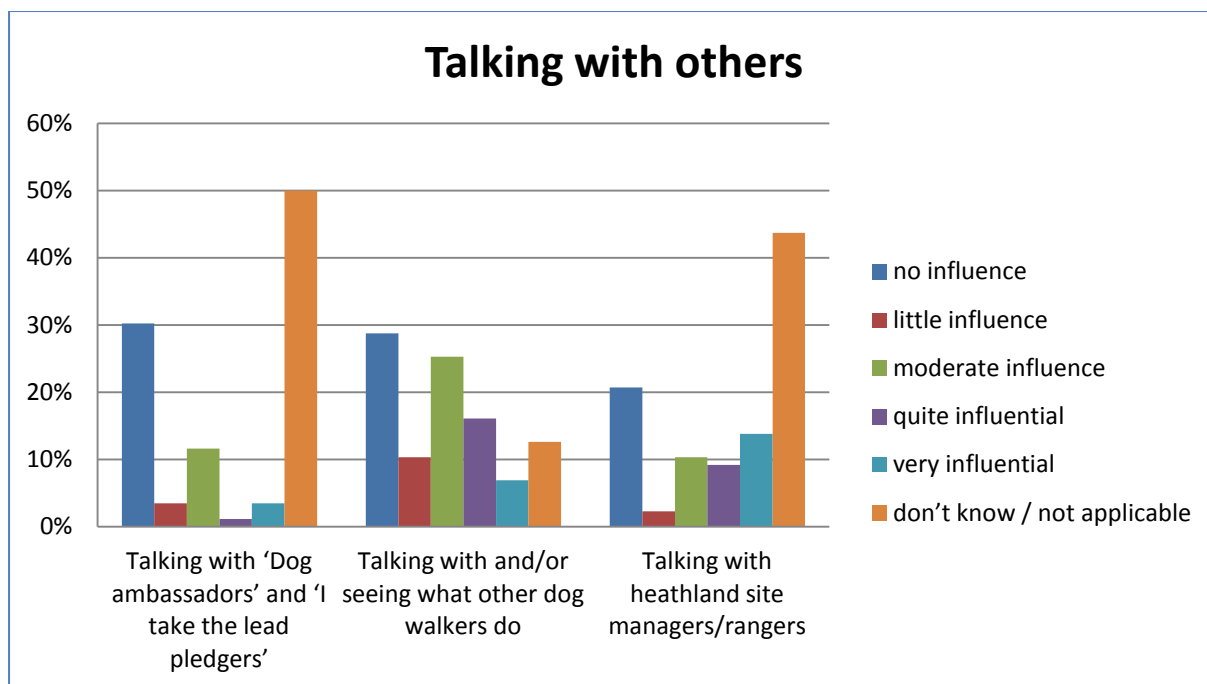


Figure 13: Influence of talking with others

Being personally recognised

- Being personally recognised or rewarded for responsible behaviour was reported as of no influence by 34% and of moderate influence by 9% of respondents, while 47% said they didn't know/not applicable.

Online information and information sharing

- Videos with information about responsible dog walking e.g. 'Take the Lead' video was said to be of no influence on behaviour to 31% of respondents, while nearly half (49%) said that they didn't know/not applicable.
- Information shared through social and wider media e.g. Facebook, Twitter, Instagram, LinkedIn, newspapers, etc was of no influence to behaviour for 22% of respondents but 20% said that it was of moderate influence, while 29% said they didn't know/not applicable.

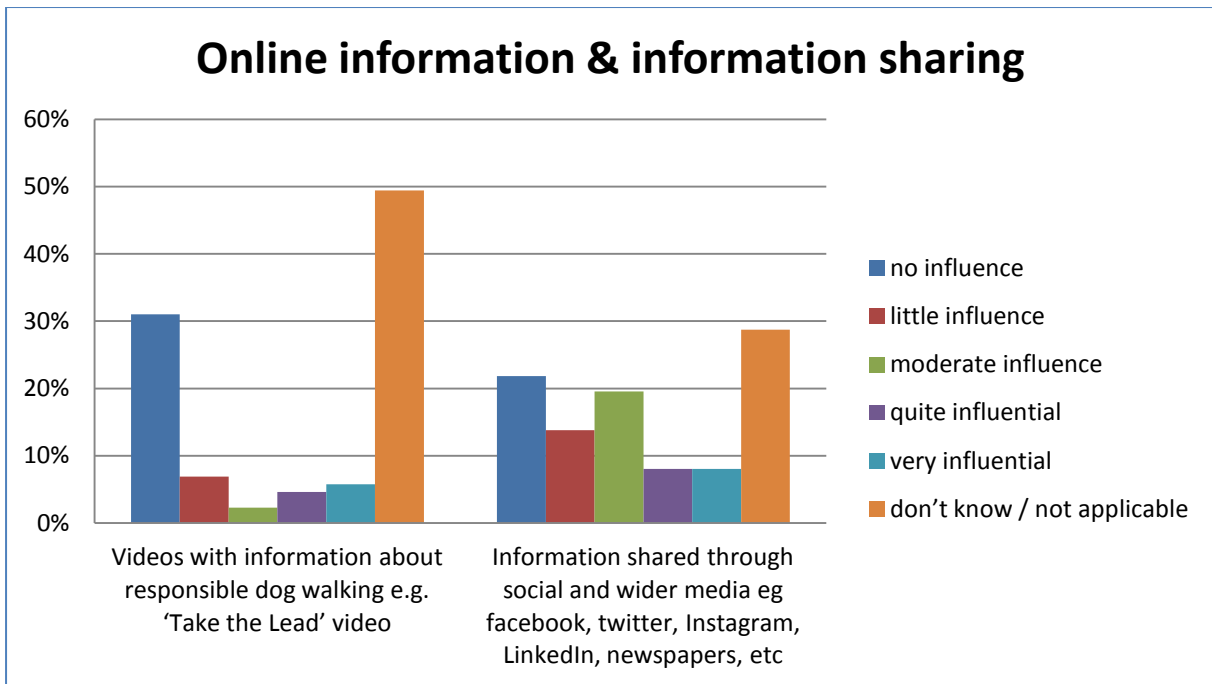


Figure 14: Influence of online information/information sharing

Alternatives, facilities and fines

- Learning about alternative places to walk was reported to be of moderate influence on behaviour by 23% of respondents but of no influence for 22%.
- Availability of facilities (e.g. bins) was said to be very influential on behaviour by 34% of respondents.
- Fines (e.g. for not picking up dog mess) were reported to be of no influence on behaviour to 24% of respondents by very influential for a further 18%.

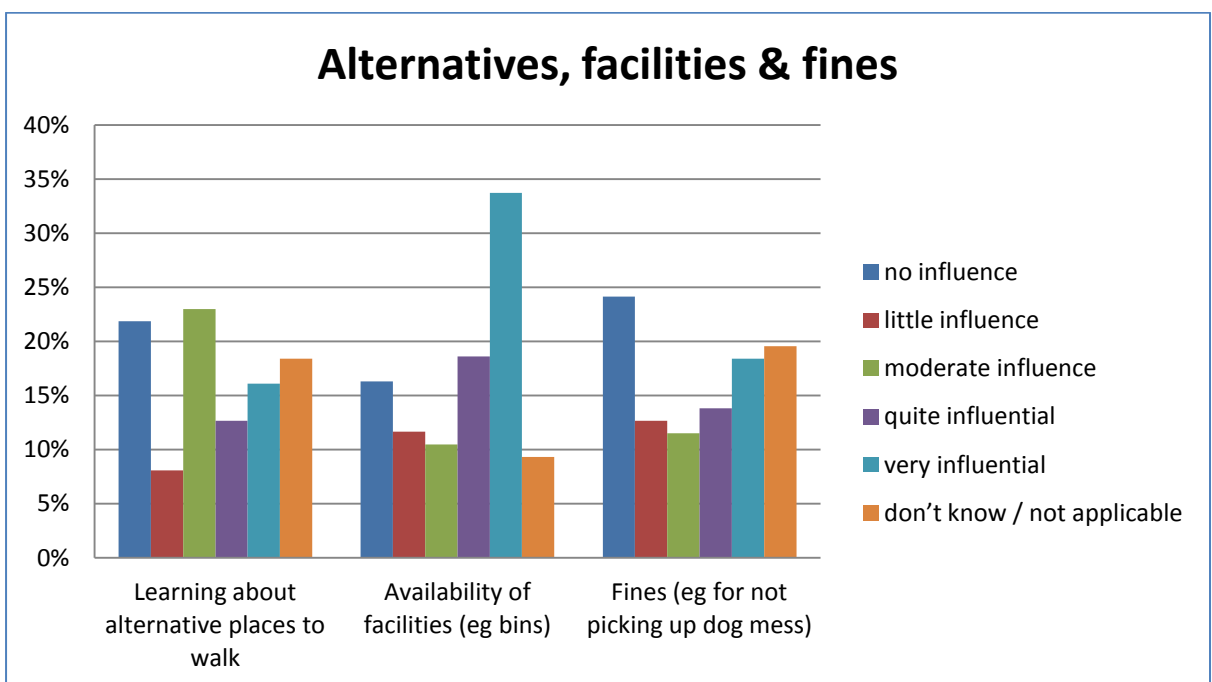


Figure 15: Influence of alternative places to walk, availability of facilities and fines

Other factors influencing behaviour

The following comments were made by respondents:

- Awareness of personal responsibility around dog ownership / sense of personal responsibility, which is sometimes hindered by my own ignorance of what's important and what isn't (2 respondents)
- Never come across any of these resources / I've not seen any signs, rangers etc mentioned in above options so can't comment (2 respondents)
- More signage needed regarding ground nesting birds (1 respondent)
- Use of plastic bags is against my environmental ethics (1 respondent)
- I am a sensible dog owner and object to being treated like a child (1 respondent)
- Member of BASC²¹ (1 respondent)
- I would go on common land so I do not need to stay on footpaths (1 respondent)
- Changes in own dog's behaviour towards other dogs (1 respondent)
- Constant banging on from the SDNP (1 respondent)
- This campaign has had very little local influence, but local walkers are generally well behaved! (1 respondent)

Q9. Before today, were you aware of the South Downs National Park Authority and Heathlands Reunited 'Take the Lead' Campaign?

There were 87 respondents to this question (Figure 16). Nearly two-thirds (63%) of respondents had not previously heard about the 'Take the Lead' campaign while 34% said they had heard of it. Those answering 'yes' to this question were asked how they had heard about the campaign.

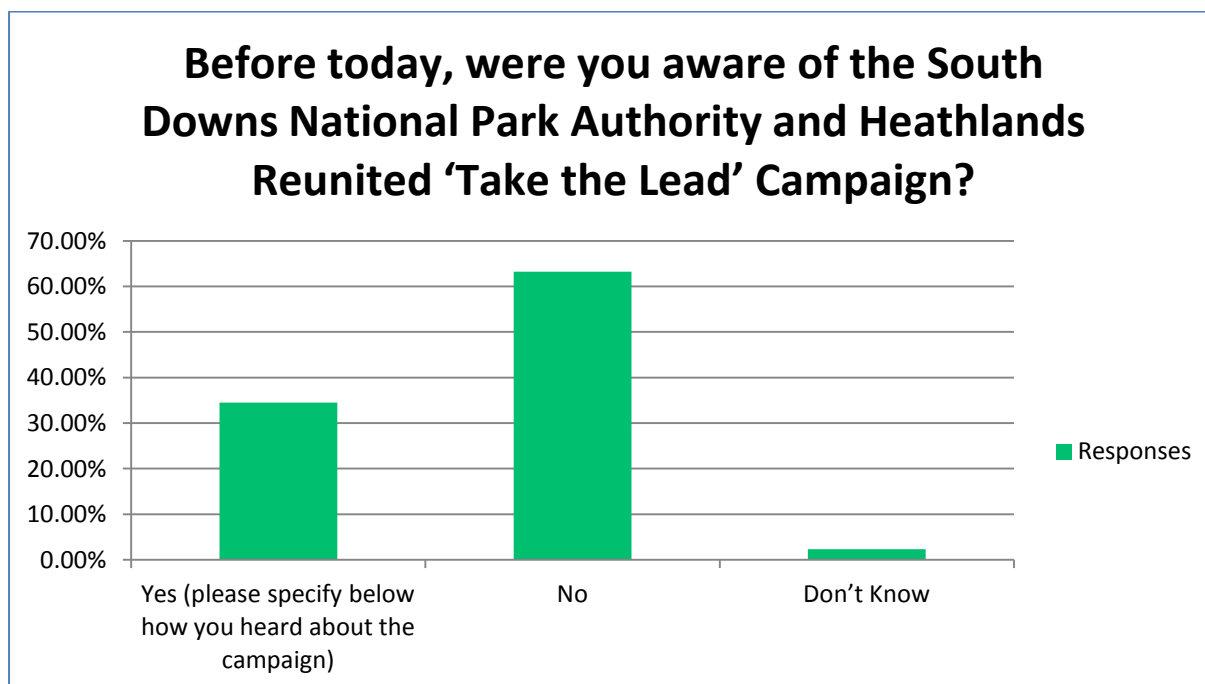


Figure 16: Awareness of the 'Take the Lead' campaign

²¹ British Association for Shooting and Conservation

How respondents heard about the 'Take the Lead' campaign:

- Social media (8 respondents) including specifically Facebook (3) & Twitter (1)
- SDNP website (4 respondents)
- Posters (3 respondents)
- Signs (2 respondents)
- Leaflets (2 respondent)
- Direct contact email / emails (2 respondents)
- Parish Council notice board / Parish Clerk (2 respondents)
- Local show (1 respondent)
- As a friend of the South Downsmen, also supporters of the SDNPA, living on the edge of Woolbeding Common, being a collective owner of belted Galloway's on Lynchmere Common (1 respondent)
- It's everywhere to extent of demonising dog owners (1 respondent)
- SDVRS²² member (1 respondent)
- Employee of SDNPA (1 respondent)

Q10. Are you a professional dog walker? By professional, we mean are you paid to walk dogs?

This question was answered by 84 respondents. Only 5% classed themselves as professional dog walkers.

Q11. What is your gender?

This was answered by 84 respondents, most (68%) of whom were female (Figure 17).

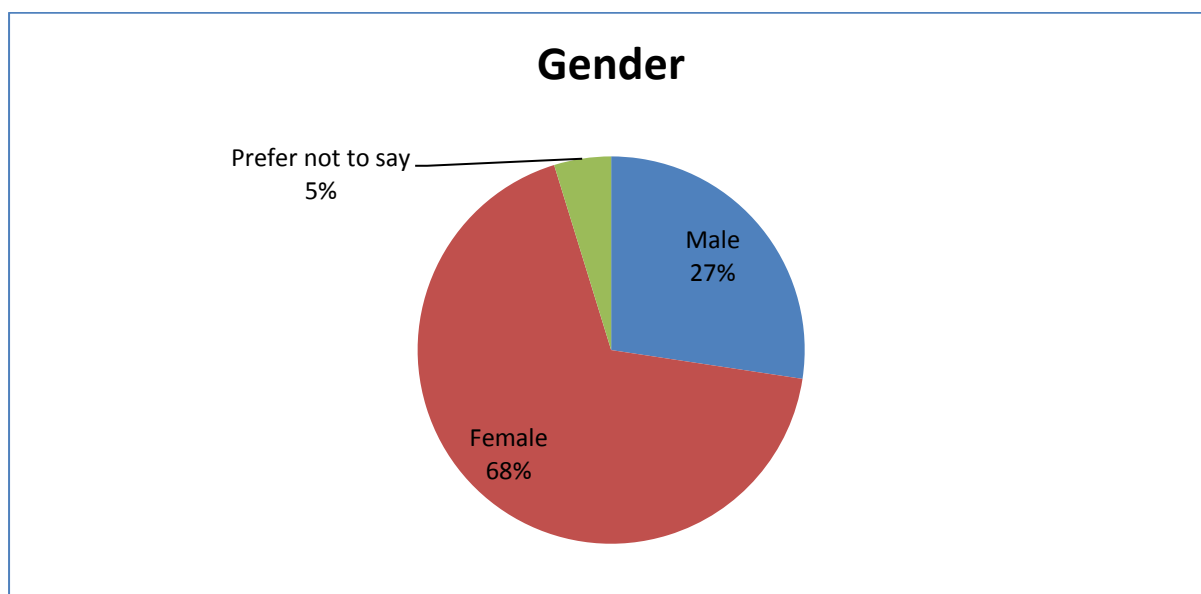


Figure 17: Gender of respondents to the online survey

²² South Downs Voluntary Ranger Service

Q12. What is your age?

There were 84 respondents to this question, around a third of whom were in the 45-59 age bracket (Figure 18).

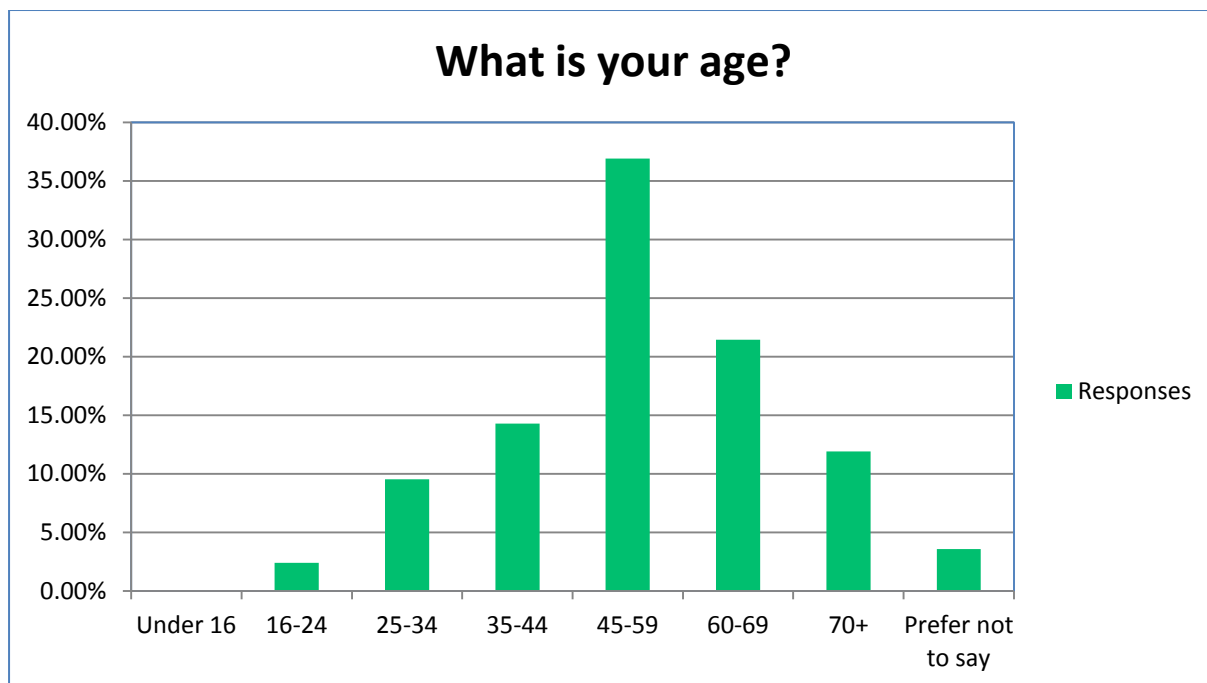


Figure 18: Age group of respondents to the online survey

Q13. Where is your usual place of residence?

There were 84 respondents to this question, most of whom resided in the Midhurst (13), Petersfield (11) or Storrington (11) areas. The rest of the respondents were from across the whole of the National Park area.

Q14. Do you have any comments or information you would like to add?

This question was answered by 36, although two had no further comments to make. Comments have been grouped under four headings and are summarised below.

Issues

- Several comments were made about dog mess being an issue. One person felt that it was too much to ask someone to carry a bag of dog mess around for a whole walk and then take it home with them and that more poo bins were required; *'There are not enough bins for dog mess which is why it is not picked up'*. Another considered that fines and education were the answer as having numerous poo bins would be costly and visually intrusive: *'Dog mess is a real problem but I don't know what the answer is. We can't afford, either visually or financially, to have bins everywhere so it has to be about fines and education'*. Others considered plastic bags littering the countryside to be more of an issue than dog mess not being cleared up: *'With regards to poo, the worst site [sic] is plastic bags littering the countryside, and far worse than a dog going about its business off the path'*.

- Lack of control over dogs was raised by several respondents, for example: *'I find some dog walkers have little or no control over their dog which can cause issues...'*; and *'Trained dogs under control and on paths do not need to be leads but... I have seen people let their dog off the lead whilst they make phone calls and the dogs roam completely out of control...'*

Responsible dog owner comments and suggestions

- Around a third of comments were from people who referred to themselves as responsible dog owners, whose dogs have been trained and are obedient off the lead, for example: *'My dogs are trained to obey...'*. One person raised the need for early training of puppies so that they learn to obey commands: *'I am a dog trainer and in my experience owners respond once there is a problem i.e. dog is chasing/ killing already whereas the most effective way to prevent is to train before i.e. puppy training'*.
- Some respondents were concerned about increasing restrictions on where they might be able to walk with a dog off the lead, for example: *'I have serious concerns as a responsible dog walker with a well behaved, under control dog, that 'we' are likely to end up being more restricted in where and how we can walk our dogs as a direct consequence of the behaviour of irresponsible owners not picking up after their dogs or not having them under control'*.
- A couple of respondents questioned nature conservation requirements: *'Get annoyed when told to keep dogs on lead when areas have been mown, how many ground nesting birds would be left!! Otherwise follow instruction or avoid area'*; and *'Little or no consideration is given to the well being of humans the emphasis [sic] is on the wildlife. To the extent that people and or dogs are excluded from areas and access is restricted to so called naturalists in order to recreate what is essentially an environment which might have existed in the past but does not now occur naturally...'*
- Two respondents demonstrated responsible dog walking and emphasised the need to value and understand the countryside as well as enjoy it: *'I am a dog walker part time and a conservation ecologist part time. I will do what I can when out walking dogs to ensure my dogs do not go off into the heathland or cause any nuisance. If they do they are put on lead. Dog owners and walkers need to value and understand our precious countryside as well as enjoy it at the same time'*; and *'During my dog walks I pick up other dogs mess and bags left on the ground or in trees, I very much want to help to preserve our lovely dog walking areas, shame other dog walkers do not feel the same'*.
- One respondent pointed out that signage about ground nesting bird areas is often erected adjacent to it but needs to be a little way from the area to give owners an opportunity to put dogs on leads prior to arriving at the bird nesting area: *'...not enough information early enough in a walk to tell owners about ground nesting birds, usually signage is next to the area and the owner can only read once there and dog is already off lead'*.
- One person was concerned that it was the minority that give responsible dog walkers a bad name: *'Generally speaking I find dog owners to be very responsible – it is the minority who get us all a bad name'*. Another pointed out: *'Most dog owners are responsible'*.
- One respondent referred to the role of dog walkers in looking after common land and a concern that the SDNP campaign was failing to recognise it: *'Dog walkers have been the mainstay caretakers of these common lands for decades. The South Downs operates in a patronising beaurocratic [sic] manner.'*

Needs and suggestions

- Several respondents raised the need for more dog poo bins: *'It would be helpful to have more dog poo bins in the SDNP and heathland areas'*; and *'More dog poo bins is a must'*.

- One person raised the point that in some areas there is a campaign to encourage the natural break up of dog mess and only to bag when on a path: *'With regard to dog mess, there is a campaign to encourage the use of letting it naturally break up and NOT to use bags unless it's on a path?'*
- One person felt that dogs should always be kept on leads: *'Dogs should always be kept on leads'*.
- One person wanted more information on guided walks: *'I would like more information about how to join guided walks'*.

Concerns about the questionnaire

- Several comments were made about the questionnaire and its ease of use, for example: *'The survey does not differentiate common land from restricted areas. On common land one can roam and the dog can be off the lead provided recall is good'*.

Paper based survey results

The results of the paper based survey are summarised in this section. The results are set out for each question, under abbreviated question headings. The full results are located in Appendix B. A total of 71 people responded to the paper based survey although not every question was necessarily answered.

Q1. Where, within the South Downs National Park, do you walk your dog(s)?

Paper based surveys were distributed on site at Black Down, Ludshott, Woolmer Forest, Chapel Common, Wiggonholt Common and Iping Common. The results of the locations where respondents walked their dogs therefore reflect the locations where the surveys were distributed. Popular sites being: Ludshott Common, Chapel Common, Black Down, Wiggonholt Common and Iping Common.

Table 4: Locations in the National Park where respondents to the paper based survey walked their dogs (the sites listed in this table are the same as those referred to in the online survey for comparison)

Locations in the National Park where respondents walked their dog(s) (that were listed in the online survey)	
Location	Number of mentions
Chapel Common (nr Rake, Milland)	15
Iping Common (nr Stedham, Midhurst)	9
Wiggonholt Common (nr Pulborough, Storrington)	11
Black Down (nr Haselmere)	15
Woolmer Forest (nr Bordon)	1
Ludshott Common (nr Grayshott, Headley)	16
Shortheath (Oakhanger, nr Bordon)	0
Longmoor Enclosure	6

Other popular locations for dog walking mentioned by three or more respondents:

- Durford/Durford Wood (4 respondents)
- Harting/Harting Down (4 respondents)

- Devil’s Punch Bowl (3 respondents)

Q2. Using the following scale, during your dog walks in the heathland areas of the National Park, how likely are you to do the following

This question dealt with a range of scenarios relating to the likelihood of: dog walkers having their dog on a lead; picking up dog mess; disposal of dog mess; and walking in appropriate locations (Figures 19, 20 & 21).

Likelihood of dogs on leads

- Over half of respondents never (27%) or very rarely (27%) had their dog(s) on a lead for the entire walk. Just 10% of respondents always had their dog(s) on a lead and 21% said they occasionally did this.
- Having a dog(s) on a lead near other people or dogs was done occasionally by 31% of respondents. Most others said they frequently (20%) or very rarely did this (20%).
- When near wildlife (such as ground nesting birds) 32 % of respondents said they always had their dog(s) on a lead and a further 17% said they frequently did this.
- When near livestock, 49% of respondents said that they always had their dog(s) on a lead.

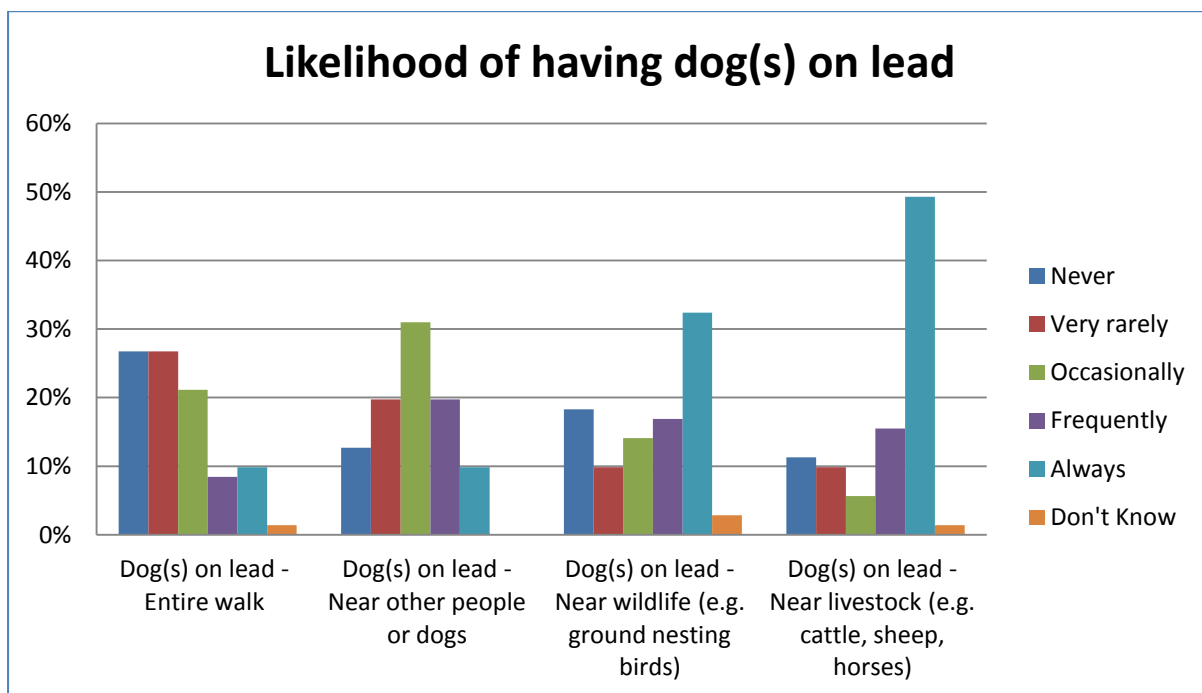


Figure 19: Likelihood of dog walkers having dogs on leads

Likelihood of picking up dog mess

- The vast majority of respondents (92%) said that they always picked up dog mess on paths.
- Picking up dog mess from anywhere within the heathland areas was less likely, but 39% of respondents said they always did this.
- A few respondents said that they never picked up dog mess on paths (1%) or from elsewhere in the heathland areas (13%).

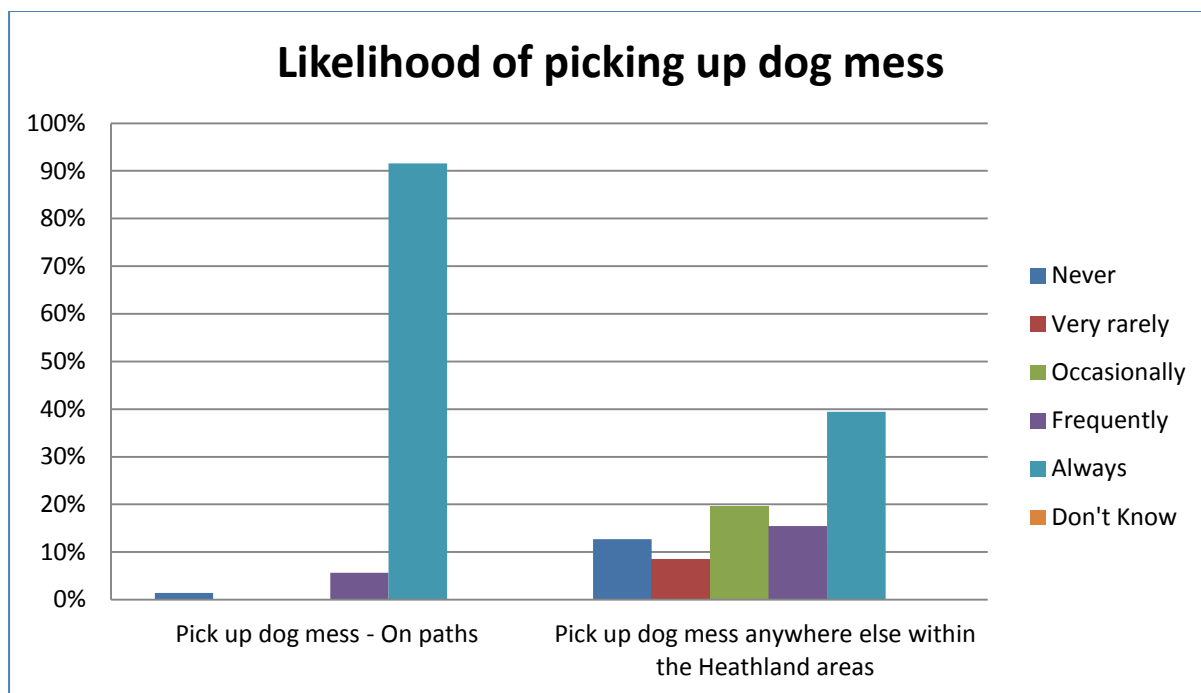


Figure 20: Likelihood of dog walkers picking up dog mess

Likelihood of disposing of dog mess

- Nearly a third (32%) of respondents said that they never kick dog mess off the path but 15% said that they always do this.
- Most respondents (87%) said that they never dispose of mess bags out of reach, for example, by hanging in a tree or bush.
- Similarly, most respondents (86%) said that they never dispose of mess bags out of sight, for example, by behind walls.
- The responses are low to the question about bagging mess and leaving somewhere to collect later and this is probably due to a misprint on the handout. However, from the responses received the results indicate that most respondents never do this.
- Over three-quarters (77%) of respondents said that they always dispose of dog mess bags in bins or take it home and a further 15% said they frequently did this.

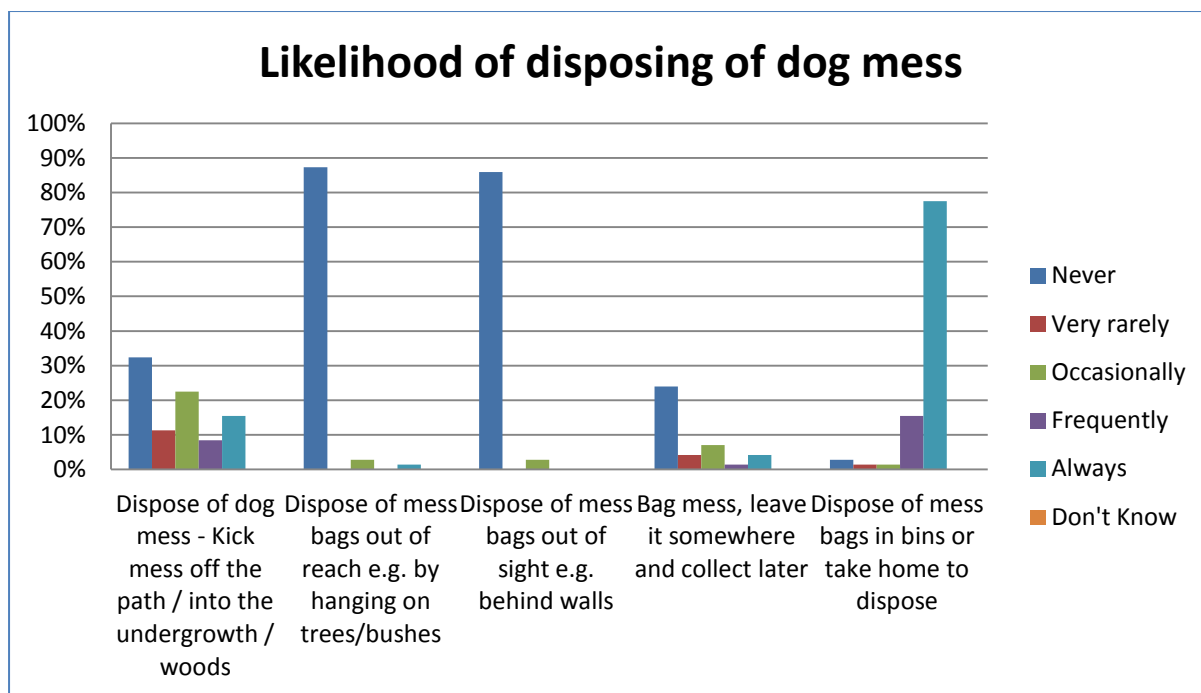


Figure 21: Likelihood of dog walkers disposing of dog mess

Likelihood of staying on paths / avoiding military training areas

- Over half (56%) of respondents said that they always stay on paths, and a further 23% said they occasionally do this. Only 1% said that they never stick to paths when dog walking.
- Over two-thirds (68%) of respondents said that they avoid dog walking in military training areas when red flags are flying; only 4% said that they never do this.

Q3. In the last 12 months, have you made any changes to any of the listed aspects of your dog walking behaviour within the heathland areas of the Park?

Most respondents reported that their behaviour was about the same in relation to the listed aspects of dog walking (Figure 22).

- Over three-quarters (83%) of respondents said that keeping their dog on a lead was about the same as before and 6% indicated that they now kept their dog on a lead more often.
- Picking up dog mess was done more often by 20% of respondents, with most (70%) saying that this aspect of walking their dog was about the same.
- Binning dog mess was about the same for 77% of respondents with 14% saying they do this more often.
- Similarly, sticking to paths was about the same for 76% of respondents with 14% saying they do this more often.
- The response for avoiding dog walking in military training areas was about the same for 52% of people, with 18% saying that they do this more often.

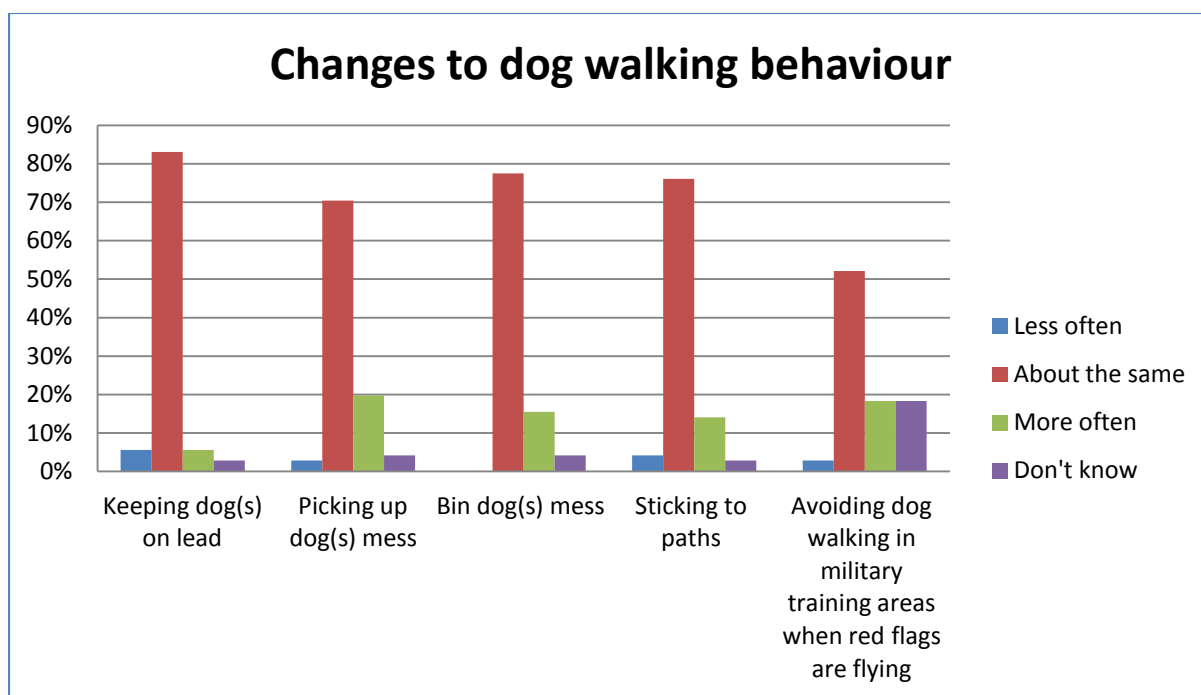


Figure 22: Changes in dog walking behaviours reported by dog walkers

Q4. Please indicate how influential (if at all) the listed options were in your decision(s) to make changes to your dog walking behaviour

As with the online survey, responses to this question need to be considered in conjunction with the previous question, where the majority of people said that they hadn't changed their behaviour in the last 12 months. In this baseline survey we would have expected more 'don't know/not applicable' responses to this question (Q4) as the 'Take the Lead' on the heath activities are still in the early stages and people will not have had the opportunity to experience them. Again, this suggests that some of the responses to Q4 are speculative i.e. people indicating what factors might influence their behaviour rather than what actually has influenced it.

Responses to this question have been divided into: signs and information; events and workshops; talking with others; being personally recognised; online information and information sharing; and alternatives, facilities and fines (Figures 23, 24, 25, 26 & 27). Respondents were also asked what other factors would influence their dog walking behaviour.

Signs and information

- Permanent or temporary notice signs around dog walking route and surrounding area (e.g. during bird nesting) was said to be very influential by 45% of respondents. However, 10% said they were of little influence.
- The influence of local information cards/hand-outs e.g. 'Take the Lead' information card received a varied response with 24% saying that they were of no influence but nearly half were split between very influential (18%), quite influential (13%) and of moderate influence (17%).

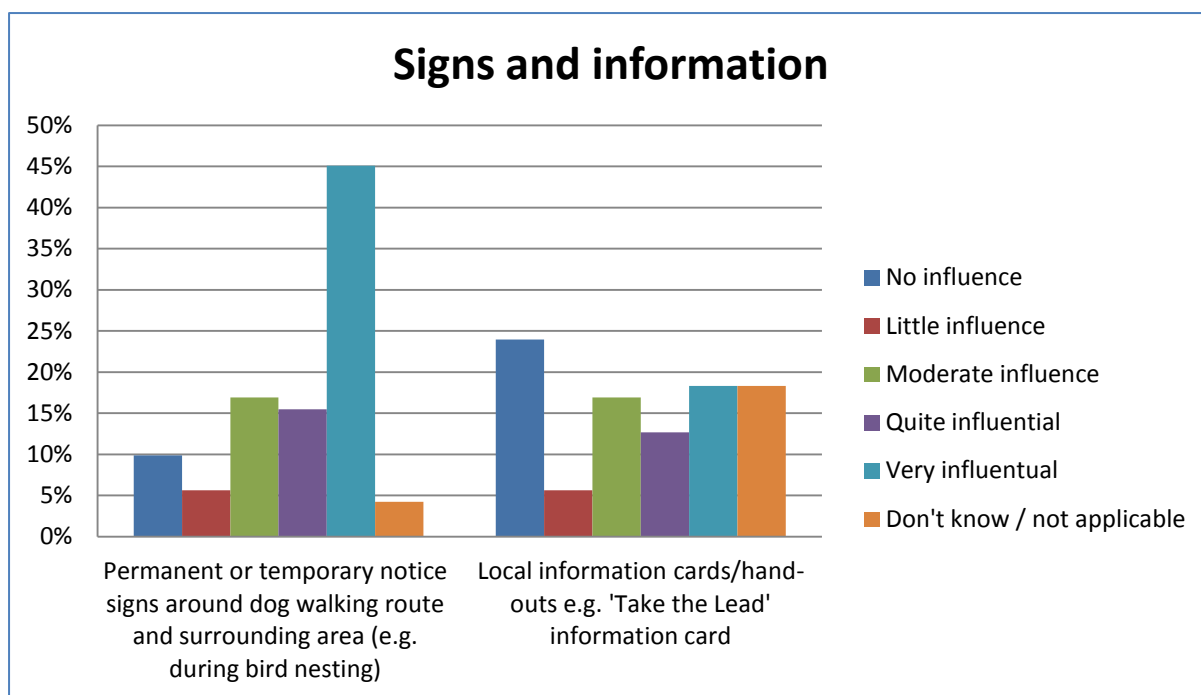


Figure 23: Influence of signs and information in changing behaviour

Events and workshops

- Attending local events which include information on responsible dog walking was said to be of no influence by 44% of respondents, but 13% said they were of moderate influence; just 8% said they were very influential.
- Guided walks for dog walkers were considered very influential by only 8% of respondents, with nearly half (48%) saying they were of no influence; 15% said they were of moderate influence.
- Dog training or workshops were considered of no influence by 51% of respondents, with 13% saying they were very influential and a further 13% saying they were of moderate influence.

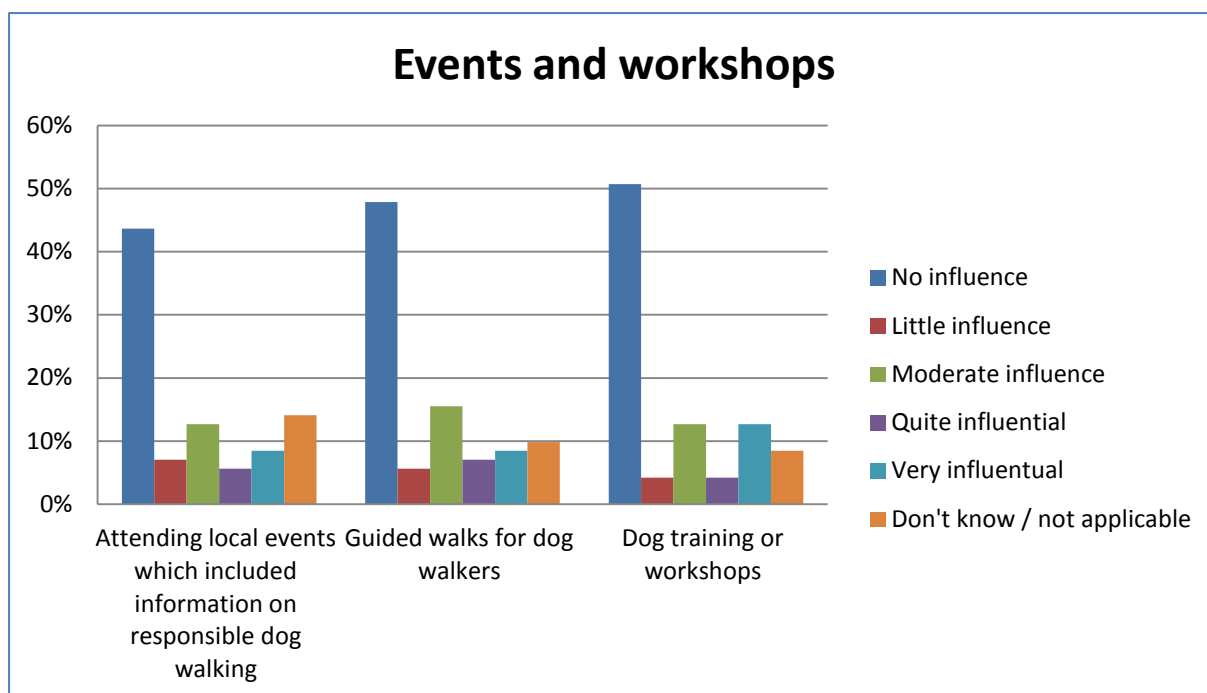


Figure 24: Influence of events and workshops in changing behaviour

Talking with others

- Talking with 'Dog ambassadors' and 'I take the lead pledgers' was said to be of no influence by 44% of respondents; however, 14% said that it was of moderate influence in changing behaviour.
- Talking with and/or seeing what other dog walkers do was of moderate influence on behaviour to 21%, but of little influence to a further 20%; however 14% said it was very influential.
- Talking with heathland site managers/rangers was said to be very influential by nearly a quarter (24%) of respondents and a further 18% said it was of moderate influence.

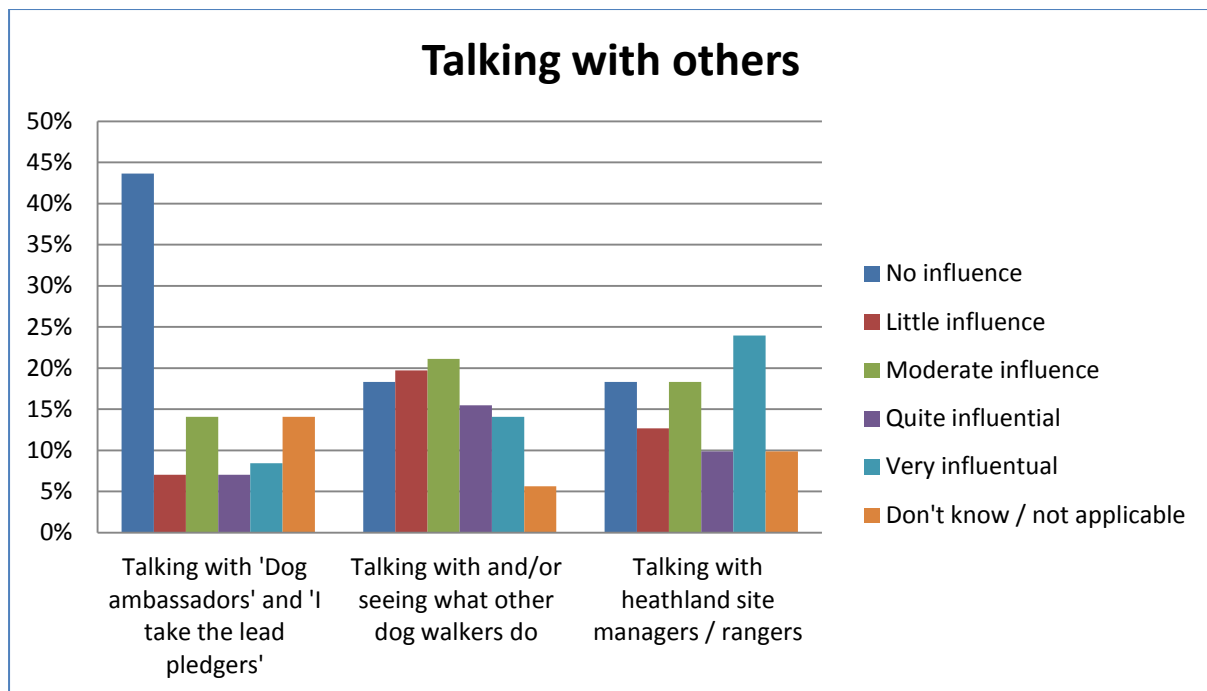


Figure 25: Influence of talking with others

Being personally recognised

- Being personally recognised or rewarded for responsible behaviour was reported as of no influence by 42% and of moderate influence by 15% of respondents.

Online information and information sharing

- Videos with information about responsible dog walking e.g. 'Take the Lead' video was said to be of no influence on behaviour to nearly half (49%) of respondents, while 13% said that they were of moderate influence.
- Information shared through social and wider media e.g. Facebook, Twitter, Instagram, LinkedIn, newspapers, etc was of no influence on behaviour for 41% of respondents; however 18% said that it was quite influential.

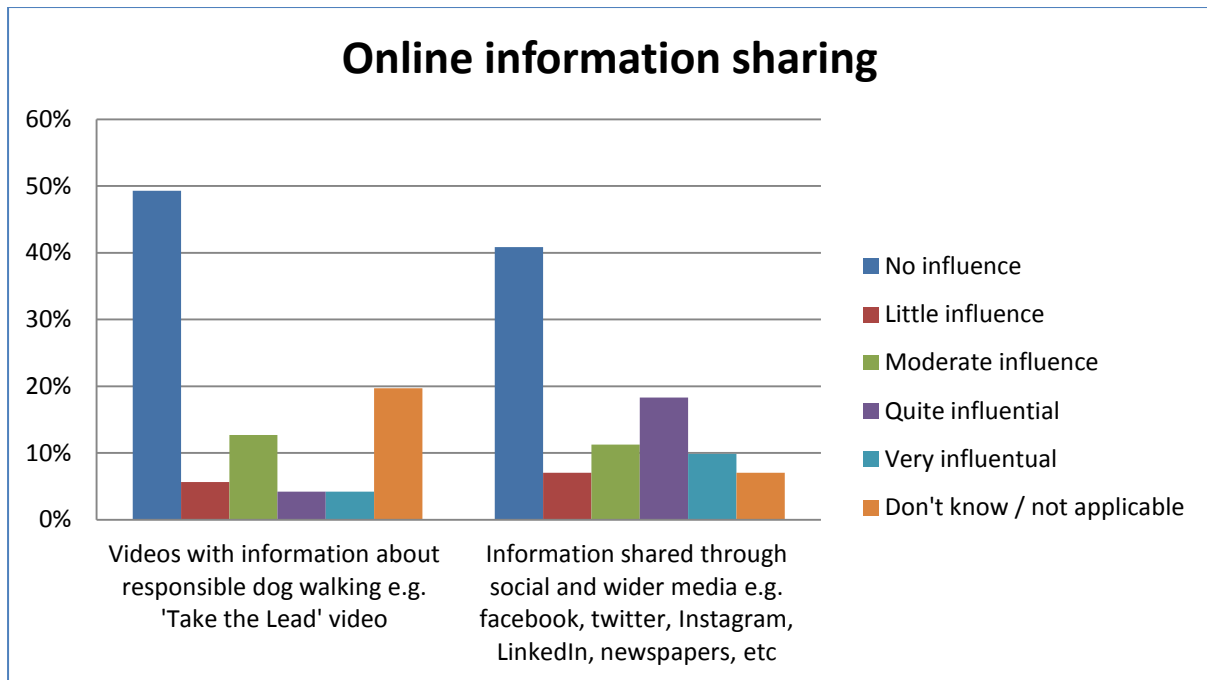


Figure 26: Influence of online information/information sharing

Alternatives, facilities and fines

- Learning about alternative places to walk was reported to be very influential by 30% of respondents but of no influence for 23%.
- Availability of facilities (e.g. bins) was said to be very influential on behaviour by 48% of respondents.
- Fines (e.g. for not picking up dog mess) were reported to be very influential by 37% of respondents and quite influential by a further 14%.

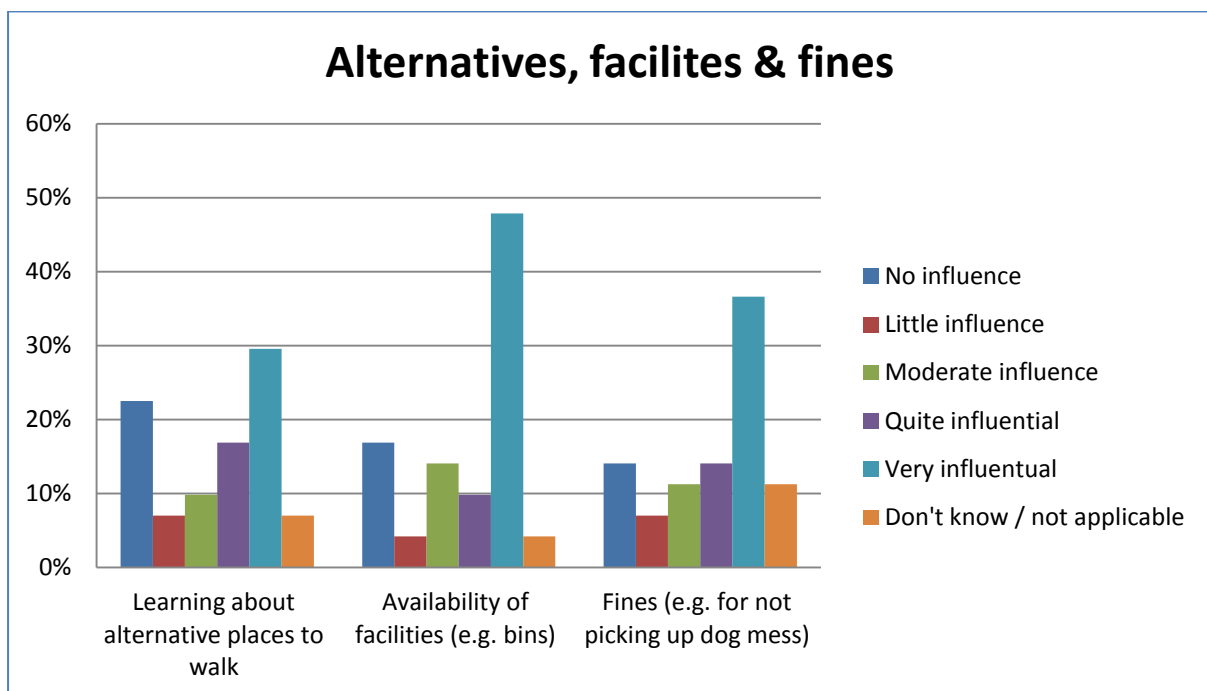


Figure 27: Influence of alternative places to walk, availability of facilities and fines

Other factors influencing behaviour

The following comments were made by respondents on other factors influencing behaviour:

- Several respondents raised the need for more poo bins and bins to be located in car parks and at site entrances (4 respondents), for example: *'Need more bins for litter and dog poo bags'*; *'Provide poo bins'*; and *'A poo bin closer to the entrance'*.
- Seeing other dog walkers not pick up after their dogs/not wishing to walk in dog mess/seeing pathways messy (3 respondents), for example: *'Knowing I don't want to step in litter is my main influence for picking up my dog's litter...'*.
- Need for poo bags (1 respondent): *'Give people poo bags – sometimes the people react badly'*.
- Notices (1 respondent): *'As a responsible dog owner I do feel very upset about other walkers leaving their poo. On Iping Common I think I am the only one who uses the bin and if it's frozen I take it home. Notices (& fines) about poo!!!'*.
- *'Advice from friends/ common sense!'* (1 respondent).
- *'More dog stories on social media'* (1 respondent).
- *'Am Disabled so can't bend to pick up dog mess'* (1 respondent).

5. Analysis of Findings and Commentary

A total of 149 people responded to the online survey, 143 of whom were dog walkers. All 71 respondents to the paper based survey walked a dog. Thus a grand total of 214 responses were received from dog walkers. This section draws on the results of both the online and paper surveys (Section 4).

Profile of respondents and walking activity

Profile of respondents

The online survey gathered responses from across the whole of the National Park area, although most were from the Midhurst, Petersfield and Storrington areas. The majority of respondents to the paper based survey were as a result of targeting the survey at dog walkers to specific sites, namely Black Down, Ludshott, Woolmer Forest, Chapel Common, Wiggonholt Common and Iping Common.

The gender and age profile of respondents was based on the online survey as this data was not collected as part of the short paper based survey.

Most of the dog walkers responding to the survey and who answered this question were female (68%) while just over a quarter were male (27%). Previous surveys had a more even split between male and female respondents (Liley & Lake, 2014; Brodie, 2016); however as these were face-to-face surveys there would have been the opportunity to target the surveys to achieve a gender balance. Regarding age, over a third of respondents responding to the question were in the 45-59 age bracket, and nearly three-quarters were over the age of 45; this is similar to another study in the SDNP where more interviewees were aged over 45 (Liley & Lake, 2014; Brodie, 2016; Hibberd 2018).

Only 5% classed themselves as professional dog walkers.

Locations and timing of dog walking activity

The majority (80%) of survey respondents (101 online responses and all 71 paper based responses), all of whom were dog walkers, said they walk a dog(s) in the heathlands of the National Park. Many of the respondents also walk a dog(s) in other areas within the National Park. As there are over 40 heathland sites across the National Park, it is possible that some of these 'other' sites are also heathland sites. From the Citizens Panel Spring Survey it was found that 32% of respondents walked a dog in the National Park (Hibberd, 2018). However, it should be noted that this survey was targeted at both dog walkers and non dog walkers.

The seven sites listed in the online survey form focus sites for Heathland Reunited Dog Ambassadors:

- Chapel Common (nr Rake, Milland)
- Iping Common (nr Stedham, Midhurst)
- Wiggonholt Common (nr Pulborough, Storrington)
- Black Down (nr Haslemere)
- Woolmer Forest (nr Bordon)
- Ludshott Common (nr Grayshott, Headley)
- Shortheath (Oakhanger, nr Bordon)

Of these seven sites, the most popular location for walking a dog appeared to be Iping Common (based on the online survey) but this may be reflective of the nearby residence of most respondents. Heathlands walked by dogs, as indicated by the paper based survey, reflects the location where the

surveys were distributed. In the online survey, Woolbeding was the most frequently mentioned site, after the listed sites, for dog walking.

The responses to the online survey indicated that most people walked their dog(s) for less than 2 hours per week. Nearly two thirds of respondents said that they spend 2-6 hours per week (31%) or over 6 hours per week (34%) walking a dog(s) in other areas of the National Park, which may or may not include heathland sites. (This question was not asked in the shorter paper based survey).

Observations of and problems with dog walking behaviours

Responses to the online survey questions show that the frequency of observing a particular dog walking behaviour reflected their view on the extent to which that behaviour was perceived as a problem (Table 5). The main differences appeared to occur with behaviours that potentially have harmful or serious consequences (dogs worrying livestock, chasing wildlife, and going into military danger areas); in these instances respondents appeared to respond either on the perceived seriousness of the issue or on the actual extent of the problem within heathland areas.

Table 5: Frequency of observation of dog walking behaviours and extent to which they are considered a problem within the heathland areas of the National Park

Behaviour	Frequency of observing behaviour	Perception of behaviour being a problem
Dogs off the lead and uncontrolled e.g. causing a nuisance	Occasionally observed (34%) or Very rarely observed (31%)	Minor problem (41%) with some considering it a moderate problem (24%)
Dogs worrying livestock e.g. cattle, sheep, horses	Never observed (56%) and Very rarely observed (29%)	Serious problem (35% - this response may reflect if and when it happens) Minor problem (31% - which may reflect that the behaviour is not seen very often)
Dogs chasing wildlife e.g. birds	Occasionally observed (34%) Very rarely observed (27%) Never observed (28%)	Perceptions ranged from serious problem (31% - reflecting the seriousness of the issue when it happens) to moderate problem (23%) to minor problem (31% - reflecting the frequency to which the behaviour is observed)
Dogs going onto military training areas when red flags are up	Never observed (70%) Don't know (22%)	Serious problem (27% - this response may reflect if and when it happens) Not a problem at all (21% - may reflect the extent to which the behaviour is observed) Don't know (37%)
Dog mess not cleared up	Frequently observed (51%) Always (21%) Occasionally (21%)	Serious problem (48%) Perceived as a moderate problem by a further 32%
Dog mess bags left on fences, trees etc.	Occasionally observed (40%) Frequently observed (33%)	Serious problem (46%) Perceived as a moderate problem by a further 32%

Personal importance and likelihood of dog walking behaviours

Responses to the online survey questions show that the likelihood of a dog walker carrying out a particular behaviour reflected their personal view on the importance of that behaviour (Table 6).

Table 6: Comparison of personal importance and likelihood of dog walking behaviours

Behaviour	Personal importance of behaviour	Likelihood of behaviour
Dog(s) on a lead		
Entire walk	Not important (45%) Little importance (23%)	Very rarely (37%) Never (30%)
Near other people or dogs	Moderately important (42%)	Occasionally (28%) Frequently (26%) Very rarely (24%)
Near wildlife (e.g. ground nesting birds)	Very important (41%) Important (32%)	Always (43%) Frequently (28%)
Near livestock (e.g. cattle, sheep, horses)	Not asked	Always (64%)
Pick up dog mess		
On paths	Very important (73%)	Always (72%)
Anywhere else within the Heathland areas	Very important (26%) Important (26%)	Frequently (31%) Always (29%)
Dispose of dog mess		
Kick mess off the path / into the undergrowth/woods	Not asked	Never (30%)
Dispose of mess bags out of reach e.g. by hanging on trees/bushes	Not asked	Never (97%)
Dispose of mess bags out of sight e.g. behind walls	Not asked	Never (96%)
Bag mess, leave it somewhere and collect later	Not asked	Never (67%)
Dispose of mess bags in bins or take home to dispose	Very important (54%) Important (18%)	Always (63%)
Other		
Other - stay on paths	Moderately important (29%) Important (24%)	Frequently (32%) Always (24%) Never (22%)
Shut gates	Very important (85%)	Not asked
Other - avoid dog walking in military training areas when red flags are flying	Very important (78%)	Always (68%)
Dog walk in other locations at times of year important for nature conservation	Important (34%) Very important (31%)	Not asked

A similar question was included in the Citizens Panel Spring Survey 2018, which asked what people understand by the term 'responsible dog owner' (Hibberd, 2018); the results are compared with the current survey below. Apart from 'Keeping dogs on the path', the Citizens Panel Spring Survey respondents' gave a greater importance to keeping dogs away from livestock and ground nesting birds, picking up dog faeces and putting dogs on a lead, compared to the current survey. This result might reflect the difference in target audience with the Citizens Panel including both dog walkers and non dog walkers.

Dogs on leads

Having a dog(s) on a lead for an entire walk was of little or no importance to the majority (68%) of respondents; the likelihood of having a dog(s) on a lead for the entire walk was very rarely (37%) or

never (30%) likely to happen as reported by 67% of respondents. However, just over half (53%) of respondents to the Citizens Panel survey thought that responsible dog owners were those who kept their dog(s) on the lead.

There appeared to be an understanding of the importance of having a dog on a lead near wildlife and 71% of respondents said that they always (43%) or frequently (28%) did this. Similarly, nearly two-thirds (64%) of respondents said that they always had their dog(s) on a lead near livestock. In comparison, the Citizens Panel Spring Survey 2018 found a higher percentage of respondents to consider a 'responsible dog owner' to be 'Keeping dogs on lead during ground nesting bird season' (83%) and 'Keeping dogs away from livestock' (95%).

Having a dog on a lead near other people or dogs was of moderate importance (42%) to respondents personally and the likelihood of the behaviour varied from frequently (26%) to occasionally (28%) to very rarely (24%). It is possible that the likelihood of owners putting a dog(s) on a lead near other people or dogs might depend on the nature of their individual dog(s); anecdotally, people completing paper surveys commented that it depended on the dog. For example, if an owner knows that their dog is excitable, or the dog is in training, they may be more likely to put their dog on a lead compared to an owner with a dog that is well trained.

Several respondents felt that measures to manage heaths and commons could sometimes be more damaging than dogs: *'Get annoyed when told to keep dogs on lead when areas have been mown, how many ground nesting birds would be left!! Otherwise follow instruction or avoid area.'*

Picking up dog mess

Picking up dog mess on paths was personally very important to 73% of respondents and 72% said that they always did this. Similarly, the responses to picking up dog mess anywhere else in the heathlands also corresponded; this behaviour was very important/important to 52% of respondents and always or frequently likely to be carried out by 60%. An even higher proportion of the Citizens Panel Survey respondents (93%) considered 'Picking up dog faeces' to be a key characteristic of a responsible dog owner.

Disposing of dog mess

Disposing of dog mess bags in bins or taking home was very important to 54% of respondents and 63% said that they always did this.

The majority of respondents said that they were never likely to dispose of dog mess bags out of reach (97%) or out of sight (96%). Over two-thirds (67%) said that they were never likely to leave bag mess somewhere to collect later, and 30% said that they never kicked mess away from paths into undergrowth. The personal importance to owners of these four behaviours was not asked in the survey.

Other dog walking behaviours

Staying on paths was personally of moderate importance (29%) or important (24%) to respondents with the frequency of doing this varying from always (24%) or frequently (32%) to never (22%). Overall, a lower proportion of the Citizens Panel Survey respondents (29%) considered 'Keeping dogs on the path' to be a responsible dog owner behaviour.

Avoiding dog walking in military training areas when red flags were flying was personally very important to 78% of respondents with 68% saying that they always avoided these areas.

Combined online and paper based survey data for likelihood of carrying out a behaviour

Combining the data from the online and paper based surveys for the question on the likelihood of carrying out a particular behaviour demonstrated similar trends to the data from the online survey alone. (Online survey data only was used in Table 6 to enable a comparison between personal importance and likelihood of carrying out the behaviour.)

Changes to dog walking behaviour and influence of 'Take the Lead' campaign

Changes to behaviour in the last 12 months

As noted above, it was not expected that the baseline survey would show much change in behaviour over the previous 12 months.

Of those responding stating that they had changed their behaviour, more said that they did the responsible behaviours more often (responses ranged between 10% and 13%) than those who reported doing the behaviours less often (response range of 2% to 6%). The only exception was with avoiding walking in military training areas when red flags are flying where 28% of respondents said that they didn't know.

'Take the Lead' campaign

A large proportion (63%) of respondents had not heard about the 'Take the Lead' campaign before undertaking the survey; just over a third (35%) said that they had heard about the campaign. This result is comparable to the Citizens Panel Spring Survey which found that 32% of respondents who were dog walkers had heard of the 'Take the Lead' campaign.

When respondents were asked how they had heard about the campaign, 'social media' was one of the main responses.

Influence of 'Take the Lead' campaign activities

Most of the responses to this section of the survey are speculative, i.e. they reflect what the respondent thinks they would do rather than what they have actually done (because they haven't reported doing anything different). Indications from the responses to the survey are that the following actions might influence dog walkers' behaviour:

- Availability of facilities (e.g. bins).
- Permanent or temporary notice signs around dog walking route and surrounding area (e.g. during bird nesting).
- Fines (e.g. for not picking up dog mess).
- Talking with and/or seeing what other dog walkers do.
- Learning about alternative places to walk.
- Information shared through social and wider media e.g. Facebook, Twitter, Instagram, LinkedIn, newspapers, etc.

For the following promotional activities a high percentage of respondents answered with no influence or don't know/not applicable, probably, and as would be expected, because they had not experienced them:

- Local information cards/hand-outs e.g. 'Take the Lead' information card.
- Attending local events which included information on responsible dog walking.
- Guided walks for dog walkers.
- Dog training or workshops.
- Talking with 'Dog ambassadors' and 'I take the lead pledgers'.
- Talking with heathland site managers/rangers.
- Being personally recognised or rewarded for responsible behaviour.
- Videos with information about responsible dog walking e.g. 'Take the Lead' video.

Questions about many of the 'Take the Lead' activities were not expected to elicit a strong response in the Baseline Survey. It will be interesting to see how much of a change the implementation of the activities will have over the next year and a half.

6. Conclusions and Recommendations

Conclusions

The online and paper based surveys form a baseline of data for the evaluation of dog walking behaviour for the Heathlands Reunited project. The results of this 2018 survey are generally consistent with the results of previous similar surveys (see Section 3). For example, in this and previous surveys, few dog walkers had their dog(s) on a lead for the entire walk and few considered it important; however people were more likely to have a dog(s) on a lead near livestock or wildlife (Brodie, 2016). Similarly, most dog walkers reported that they pick up dog mess on paths but elsewhere much less frequently (Brodie, 2016). The Citizens Panel Spring Survey 2018 also considered these behaviours – keeping dogs away from livestock, keeping dogs on leads during ground nesting bird season and picking up dog faeces – to be those of a responsible dog owner (Hibberd 2018).

While the target of receiving 150-200 survey responses was achieved, there are insufficient responses for the range of areas visited by dog walkers to pick out trends in attitudes or behaviours for different areas of the SDNP.

Each question in the online survey was worded to elicit different information on dog walkers' attitudes and behaviours. However, several comments were made on the repetitiveness of the survey questionnaire. In view of this, it might be appropriate to reconsider some of the questions for the repeat survey in 2021, although it must be remembered that the two surveys must be comparable. It might be possible to eliminate questions that are predominantly useful for the baseline only or to reduce the number of options to particular questions. For example, the question on perceived problems of dog walking behaviours could be removed from a repeat survey as responses to the baseline survey reflected those to the question on frequency of observing the behaviours. Similarly, the question on personal importance of a particular dog walking behaviour could also be removed as the responses to this question mirrored those to the question on likelihood of carrying out the behaviour. It will be important to keep questions relating to: likelihood of carrying out a behaviour; changes in behaviour in the last 12 months; and the influence of the Heathlands Reunited 'Take the Lead' campaign activities.

The repeat survey will have a focus on how behaviours have changed and why. It might be useful to ask how people think information has influenced them and where they have been exposed to the campaign; another aspect that could be explored relates to the information or resources would they like to receive.

Recommendations

Recommendations for continuing and further promotion of activities under the Heathlands Reunited 'Take the Lead' campaign are organised in relation to the 4E's model.

Survey responses indicated that dog walkers' behaviour would likely be influenced through the implementation of several different actions and it's recommended that these are promoted or increased during the course of the Heathlands Reunited project. Other actions, programmed as part of the project should be implemented so that their effectiveness of influencing dog walking behaviour can be tested.

Enabling activities

The baseline survey indicated that the following might be influential on dog walkers' behaviour and so further consideration should be given to these actions:

- Making facilities, such as bins, available for the disposal of dog mess bags and providing information about the location of bins to give greater encouragement to people to hold onto bags. Although not necessarily an action under the Heathlands Reunited project, the results of this baseline survey indicate that more bins and information on the location of bins might result in more people bagging and binning dog mess.
- Having permanent or temporary notice signs (e.g. during bird nesting) around dog walking route and surrounding area – this is something that site managers are likely to do already. However, it might be useful to consider the positioning of signs – e.g. advance warning notices at site entrance points and/or at strategic points along paths informing walkers about the bird nesting areas to avoid, and signs again at bird nesting locations.

From responses to the baseline survey it is possible that people are not aware of the following two actions and so the Heathlands Reunited project should continue to promote them to increase awareness:

- Availability of local information cards/hand-outs e.g. 'Take the Lead' information card.
- Videos with information about responsible dog walking e.g. 'Take the Lead' video.

It is apparent from the 'any other comments' question in the online survey (see Appendix A, Q14) that there is perhaps some lack of understanding about the need to bag and bin dog waste in heathland sites within the SDNP. There also appears to be some confusion with the 'stick and flick' approach suggested for woodland sites by the Forestry Commission²³. Comments from respondents also indicated a lack of information about the reasons for not leaving poo on heathlands: '*Sense of personal responsibility, which is sometimes hindered by my own ignorance of what's important and what isn't*'; and '*Use of plastic bags is against my environmental ethics*'.

It is therefore recommended that concerns about the sensitivity of heathland sites to nutrient enrichment is given as one of the reasons for bagging and binning waste in 'Take the Lead' promotional material and activities.

Encouraging activities

The baseline survey indicated that dog walkers might respond to the use or perhaps threat of fines. However, apart from being resource intensive to implement, it would also heighten the sense that many dog walkers have indicated that they feel victimised or disliked by the management of the parks and natural areas where they walk. Rather than making dog walkers feel unwelcome and discouraging an activity that is also beneficial to health and wellbeing, we recommend better communication between park management and dog walkers and giving dog walkers a greater sense of ownership of their local heaths and natural areas.

The following Heathlands Reunited actions have not yet been experienced by dog walkers and so once implemented can be tested for effectiveness in changing behaviour at the end of the project period:

- Holding local events which include information on responsible dog walking.
- Holding guided walks for dog walkers.
- Holding dog training or workshops.

Engaging activities

As survey respondents indicated that the following might influence their dog walking behaviour, further consideration should be given to:

- Talking with and/or seeing what other dog walkers do.

²³ See: <https://www.forestryengland.uk/your-forest-dog-code>.

- Providing information to help dog walkers learn about alternative places to walk.
- Information sharing through social and wider media (e.g. Facebook, Twitter, Instagram, LinkedIn, newspapers, etc) with perhaps the opportunity for interaction.

Again, as the following have not necessarily been experienced by dog walkers, the following actions should be continued or promoted:

- 'Dog ambassadors' and 'I take the lead pledgers' talking with dog walkers.
- Heathland site managers/rangers talking with dog walkers.

Exemplifying activities

Presence of 'Dog ambassadors' or 'I take the lead pledgers' who demonstrate the desired 'Take the Lead' dog walking behaviours would provide a 'role model' for dog walkers. The baseline survey has indicated that dog walkers might be influenced by seeing what other dog walkers do (see Engaging Activities above), therefore continuing with the programme of recruiting Dog ambassadors or pledgers will be important to test the effectiveness of this element of the project.

Giving recognition or reward for responsible behaviour was something that survey respondents either thought would not be influential on their behaviour or had not experienced. Careful consideration would need to be given to this action, if taken forward, to avoid making dog walkers feel as if they were being treated as children.

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Appendix A: Online Survey Results

The results of the online survey are presented for each question. In the tables of results, where the percentage of respondents is given, columns are highlighted in lilac.

Q1. Do you walk a dog(s) in the South Downs National Park (SDNP)? Please tick ALL that apply.

Answer Choices	Responses	
	Percent	Count
I walk a dog(s) in the heathlands of the National Park	67.8%	101
I walk a dog(s) in other parts of the National Park	75.2%	112
I walk a dog(s) but not sure if it's in the National Park	12.1%	18
No I do not walk a dog	4.0%	6
	Answered	149
	Skipped	0

Q2. We are interested in understanding how much dog walking takes place in different parts of the National Park, in particular the heathland areas. Please tick the average number of hours per week you walk a dog(s) in each of the places listed below:

Heathland site	Zero - I don't dog walk here		Less than 2hrs/week		2-6 hrs/week		More than 6 hrs/week		Total count
	%	Count	%	Count	%	Count	%	Count	
Chapel Common (nr Rake, Milland)	79.1%	91	14.8%	17	6.1%	7	0.0%	0	115
Iping Common (nr Stedham, Midhurst)	58.3%	67	30.4%	35	7.0%	8	4.4%	5	115
Wiggonholt Common (nr Pulborough, Storrington)	73.9%	85	17.4%	20	7.0%	8	1.7%	2	115
Black Down (nr Haselmere)	81.7%	94	17.4%	20	0.9%	1	0.0%	0	115
Woolmer Forest (nr Bordon)	90.4%	104	5.2%	6	3.5%	4	0.9%	1	115
Ludshott Common (nr Grayshott, Headley)	90.4%	104	6.1%	7	2.6%	3	0.9%	1	115
Shortheath (Oakhanger, nr Bordon)	93.9%	108	5.2%	6	0.9%	1	0.0%	0	115
Other areas in the National Park	16.5%	19	18.3%	21	31.3%	36	33.9%	39	115
If you dog walk in any other area of the National Park, please list the areas:									85
Answered question									115
Skipped question									34

Other areas of the National Park listed by respondents where dogs are walked					
Area	No.	Area	No.	Area	No.
Alice Holt	1	Heyshott Common	1	Rogate/Rogate Common	3
Alfriston	1	Idsworth	1	Sheet Common	1
Amberley	1	Iping	1	Singleton area	1
Ambersham Common	3	Kingley vale	1	Slindon area	2
Arun Banks	1	Kithurst/Kithust Hill	5	South Downs	3
Arundel area	1	Lancing	1	South Downs Way	4
Ashdown forest	1	Lavington Common	4	South Harting	2
Bepton Common	2	Lavington Plantation	1	Stansted	1
Bignor	1	Lewes area	2	Stedham Common	3
Bordon enclosure	1	Levin Down	1	Stedham Village area	3
Brighton – Woodingdean,	1	Linchmere	1	Storrington area	5
Butser/Butser Hill	4	Liss Ranges	2	Stoughton	1
Castle Hill	1	Longmoor	2	Sullington Warren	2
Chanctonbury Ring	2	Lord's Piece	5	Sussex Downs	2
Chantry	5	Marley	1	Telscombe Tye	2
Cissbury/Cissbury Ring	4	Midhurst Common	3	Terwick Woodland	1
Compton areas	1	Midhurst Town area	1	The Combe Milland	1
Cuckmere area	1	Milland	1	The Severals	2
Cowdray Park	1	Mill Hill	1	The Trundle	1
Devils dyke	1	Northfield Wood and surrounds	1	The Warren	2
Didling	1	Nutbourne Common	1	Top of the Downs	1
Durford Wood	6	Older Hill	4	Tote Hill	1
Eartham	1	Old Winchester Hill	2	Trundle	1
Eastbourne	1	Paragon Fields (Willingdon)	1	Waltham Brooks	2
Eastern end of the National Park	1	Petersfield Heath (and Pond)	3	Warren Hill	3
Fernhurst area	1	Petworth Park	1	Washington Common	1
Firle	1	Pound Common	3	Washington Warren	1
Foredown Tower area of the Downs	1	Pulborough Brooks	1	Weald & Downland Open Air Museum	1
Friston area/Friston Forest	2	Queen Elizabeth Country Park	2	West Dean/ West Dean Gardens	3
Goodwood area	3	Redford	3	Wickham area footpaths and commons	1
Graffham Common	3	Rewell Wood	1	Woolbeding/Woolbeding Common	18
Harting/Harting Down	8	River walks	1	Worthing area	1
Hesworth Common	3	Rodmell and surrounding areas	1		

Q3. During your dog walks in the heathland areas of the National Park, how likely are you to do the following? Please use the following scale: never, very rarely, occasionally, frequently, always, don't know

Answer	Never		Very rarely		Occasion-ally		Frequently		Always		Don't know		Tot- al
	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	
Dog(s) on lead - Entire walk	30.3	30	37.4	37	13.1	13	11.1	11	7.1	7	1.0	1	99
Dog(s) on lead - Near other people or dogs	4.0	4	24.2	24	28.3	28	26.3	26	16.2	16	1.0	1	99
Dog(s) on lead - Near wildlife (e.g. ground nesting birds)	4.0	4	6.1	6	17.2	17	28.3	28	43.4	43	1.0	1	99
Dog(s) on lead - Near livestock (e.g. cattle, sheep, horses)	3.0	3	7.1	7	11.1	11	14.1	14	63.6	63	1.0	1	99
Pick up dog mess - On paths	7.1	7	3.0	3	4.0	4	13.1	13	71.7	71	1.0	1	99
Pick up dog mess anywhere else within the Heathland areas	9.1	9	12.1	12	15.2	15	31.3	31	29.3	29	3.0	3	99
Dispose of dog mess - Kick mess off the path / into the undergrowth/woods	30.3	30	19.2	19	18.2	18	16.2	16	14.1	14	2.0	2	99
Dispose of mess bags in bins or take home to dispose	8.1	8	1.0	1	8.1	8	18.2	18	62.6	62	2.0	2	99
Dispose of mess bags out of reach e.g. by hanging on trees/bushes	97.0	96	0.0	0	1.0	1	0.0	0	0.0	0	2.0	2	99
Dispose of mess bags out of sight e.g. behind walls	96.0	95	0.0	0	2.0	2	0.0	0	0.0	0	2.0	2	99
Bag mess, leave it somewhere and collect later	66.7	66	15.2	15	13.1	13	3.0	3	0.0	0	2.0	2	99
Other - stay on paths	22.2	22	2.0	2	8.1	8	32.3	32	24.2	24	11.1	11	99
Other - avoid dog walking in military training areas when red flags are flying	13.1	13	2.0	2	0.0	0	2.0	2	67.7	67	15.2	15	99
Answered question													99
Skipped question													50

Q4. During your dog walks in the heathland areas of the Park, have you observed any of the following issues, and, if so, how often? Please use the following scale: never, very rarely, occasionally, frequently, always, don't know

Answer	Never		Very rarely		Occasion-ally		Frequently		Always		Don't know		Tot- al
	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	
Dogs off the lead and uncontrolled e.g. causing a nuisance	16.2	16	31.3	31	34.3	34	17.2	17	1.0	1	0.0	0	99
Dogs worrying livestock e.g. cattle, sheep, horses	55.6	55	29.3	29	14.1	14	1.0	1	0.0	0	0.0	0	99
Dogs chasing wildlife e.g. birds	28.3	28	27.3	27	34.3	34	7.1	7	3.0	3	0.0	0	99
Dogs going onto military training areas when red flags are up	69.7	69	5.1	5	2.0	2	1.0	1	0.0	0	22.2	22	99
Dog mess not cleared up	3.0	3	4.0	4	21.2	21	50.5	50	21.2	21	0.0	0	99
Dog mess bags left on fences, trees etc.	10.1	10	8.1	8	40.4	40	33.3	33	7.1	7	1.0	1	99
Dogs walking off paths	3.0	3	3.03	3	28.3	28	55.6	55	8.1	8	2.0	2	99
Answered question													99
Skipped question													50

Q5. To what extent do you consider the following dog walking behaviours to be a problem within the heathland areas of the Park? Please use the following scale: not a problem at all, minor problem, moderate problem, serious problem, don't know

Answer	Not a problem at all		Minor problem		Moderate problem		Serious problem		Don't know		Total
	%	No.	%	No.	%	No.	%	No.	%	No.	
Dogs off the lead and uncontrolled e.g. causing a nuisance	14.3	13	40.7	37	24.2	22	19.8	18	1.1	1	91
Dogs barking at, herding or chasing livestock e.g. cattle, sheep, horses	19.8	18	30.8	28	13.2	12	35.2	32	1.1	1	91
Dogs disturbing wildlife e.g. ground-nesting birds	13.2	12	30.8	28	23.1	21	30.8	28	2.2	2	91
Dogs going onto military training areas when red flags are up	20.9	19	6.6	6	7.7	7	27.5	25	37.4	34	91
People not picking up their dog's mess	5.5	5	13.2	12	31.9	29	48.4	44	1.1	1	91
People leaving bagged dog mess anywhere that is not a bin	3.3	3	17.6	16	31.9	29	46.2	42	1.1	1	91
Answered											91
Skipped											58

Q6. How important do you think it is for you personally to do the following within the heathland areas in the Park? Please use the following scale: not important, little importance, moderately important, important, very important

Answer	Not important		Little importance		Moderately important		Important		Very important		Don't know		Total
	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	
Keep dogs on the lead for entire walk	45.1	41	23.1	21	15.4	14	7.7	7	6.6	6	2.2	2	91
Keep dogs on the lead when close to other people and dogs	9.9	9	17.6	16	41.8	38	16.5	15	12.1	11	2.2	2	91
Keep dogs on the lead when near wildlife	3.3	3	4.4	4	18.7	17	31.9	29	40.7	37	1.1	1	91
Pick up dog mess on paths	2.2	2	3.3	3	5.5	5	15.4	14	72.5	66	1.1	1	91
Pick up dog mess anywhere else in the heathlands	12.1	11	15.4	14	17.6	16	26.4	24	26.4	24	2.2	2	91
Bag and bin all dog mess (or take it home)	8.8	8	8.8	8	8.8	8	17.6	16	53.9	49	2.2	2	91
Stay on paths	7.7	7	18.7	17	28.6	26	24.2	22	18.7	17	2.2	2	91
Shut gates	0.0	0	1.1	1	1.1	1	12.1	11	84.6	77	1.1	1	91
Avoid dogs going into military training areas when red flags are up	1.1	1	2.2	2	0.0	0	5.5	5	78.0	71	13.2	12	91
Dog walk in other locations at times of year important for nature conservation	2.2	2	5.5	5	17.6	16	34.1	31	30.8	28	9.9	9	91
Answered question													91
Skipped question													58

Q7. In the last 12 months, have you made any changes to any of the following aspects of your dog walking behaviour within the heathland areas of the Park? Please use the following scale: Scale: less often, about the same, more

Answer	Less often		About the same		More often		Don't know		Total
	%	No.	%	No.	%	No.	%	No.	
Keeping dog(s) on lead	6.9%	6	78.2%	68	13.8%	12	1.2%	1	87
Picking up dog(s) mess	1.2%	1	89.7%	78	8.1%	7	1.2%	1	87
Bin dog(s) mess	3.5%	3	87.4%	76	6.9%	6	2.3%	2	87
Sticking to paths	2.3%	2	88.5%	77	6.9%	6	2.3%	2	87
Avoiding dog walking in military training areas when red flags are flying	2.3%	2	60.9%	53	2.3%	2	34.5%	30	87
Answered									87
Skipped									62

Q8. Please indicate how influential (if at all) the below options were in your decision(s) to make changes to your dog walking behaviour? Please use the following scale: no influence, little influence, moderate influence, quite influential, very influential, don't know/not applicable

Answer	No influence		Little influence		Moderate influential		Quite influential		Very influential		Don't know / not applicable		Total
	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	
Permanent or temporary notice signs around dog walking route and surrounding area (e.g. during bird nesting)	6.9	6	2.3	2	17.2	15	21.8	19	35.6	31	16.1	14	87
Local information cards/hand-outs e.g. 'Take the Lead' information card	13.8	12	14.9	13	17.2	15	10.3	9	9.2	8	34.5	30	87
Attending local events which included information on responsible dog walking	26.4	23	10.3	9	6.9	6	5.8	5	3.5	3	47.1	41	87
Guided walks for dog walkers	33.3	29	4.6	4	6.9	6	4.6	4	5.8	5	44.8	39	87

Answer	No influence		Little influence		Moderate influential		Quite influential		Very influential		Don't know / not applicable		Total
Dog training or workshops	28.1	23	3.7	3	9.8	8	8.5	7	8.5	7	41.5	34	82
Talking with 'Dog ambassadors' and 'I take the lead pledgers'	30.2	26	3.5	3	11.6	10	1.2	1	3.5	3	50.0	43	86
Talking with and/or seeing what other dog walkers do	28.7	25	10.3	9	25.3	22	16.1	14	6.9	6	12.6	11	87
Talking with heathland site managers/rangers	20.7	18	2.3	2	10.3	9	9.2	8	13.8	12	43.7	38	87
Being personally recognised or rewarded for responsible behaviour	33.7	29	1.2	1	9.3	8	3.5	3	5.8	5	46.5	40	86
Videos with information about responsible dog walking e.g. 'Take the Lead' video	31.0	27	6.9	6	2.3	2	4.6	4	5.8	5	49.4	43	87
Information shared through social and wider media eg Facebook, Twitter, Instagram, LinkedIn, newspapers, etc	21.8	19	13.8	12	19.5	17	8.1	7	8.1	7	28.7	25	87
Learning about alternative places to walk	21.8	19	8.1	7	23.0	20	12.6	11	16.1	14	18.4	16	87
Availability of facilities (eg bins)	16.3	14	11.6	10	10.5	9	18.6	16	33.7	29	9.3	8	86
Fines (eg for not picking up dog mess)	24.1	21	12.6	11	11.5	10	13.8	12	18.4	16	19.5	17	87
Other (please specify)	20.0	10	0.0	0	0.0	0	2.0	1	10.0	5	68.0	34	50
Answered question													87
Skipped question													62

Other factors influencing behaviour made by respondents

- I am a sensible dog owner and object to being treated like a child
- never come across any of these resources
- more signage needed regarding ground nesting birds
- This campaign has had very little local influence, but local walkers are generally well behaved!
- Member of BASC
- Sense of personal responsibility, which is sometimes hindered by my own ignorance of what's important and what isn't.
- Changes in own dog's behaviour towards other dogs
- I've not seen any signs, rangers etc mentioned in above options so can't comment
- Use of plastic bags is against my environmental ethics
- You have constantly repeated yourself in this questionnaire
- I would go on common land so I do not need to stay on footpaths
- Constant banging on from the SDNP
- Awareness of personal responsibility around dog ownership

Q9. Before today, were you aware of the South Downs National Park Authority and Heathlands Reunited 'Take the Lead' Campaign?

Answer Choices	Responses	
	Percent	Count
Yes (please specify below how you heard about the campaign)	34.5%	30
No	63.2%	55
Don't Know	2.3%	2
	Answered	87
	Skipped	62

How respondents had heard about the 'Take the Lead' campaign

- Sign on common
- posters, social media
- From the south downs website
- Facebook
- Twitter
- poster on longmoor, SDNP website
- Leaflet seen somewhere
- Direct contact email
- parish clerk
- Website
- Parish Council notice board
- Facebook page of Sussex WT
- Social media
- Social media
- Local show
- Have seen signs
- Facebook
- By visiting the SDNPA website when looking for something else due to increasing problems with irresponsible cycling on the South downs
- As a friend of the south downs men, also supporters of the SDNPA, living on the edge of Woolbeding common, being a collective owner of belted Galloway's on Lynchmere Common

How respondents had heard about the 'Take the Lead' campaign

- emails
- It's everywhere to extent of demonising dog owners.
- Seen leaflets and posters
- SDVRS member
- Social media
- Employee of SDNPA

Q10. Are you a professional dog walker? By professional, we mean are you paid to walk dogs?

Answer Choices	Responses	
	Percent	Count
Yes	4.8%	4
No	95.2%	80
Don't know	0.0%	0
	Answered	84
	Skipped	65

Q11. What is your gender?

Answer Choices	Responses	
	Percent	Count
Male	27.4%	23
Female	67.9%	57
Prefer not to say	4.8%	4
	Answered	84
	Skipped	65

Q12. What is your age?

Answer Choices	Responses	
	Percent	Count
Under 16	0.0%	0
16-24	2.4%	2
25-34	9.5%	8
35-44	14.3%	12
45-59	36.9%	31
60-69	21.4%	18
70+	11.9%	10
Prefer not to say	3.6%	3
	Answered	84
	Skipped	65

Q13. Where is your usual place of residence? By usual we mean where you live for at least 6 months of the year?

Answer Choices	Responses	
	Percent	Count
First part of postcode	100.0%	84
Name of nearest village/town	100.0%	84
If you are holidaying/visiting/working in this area: which town/ village are you staying/working in?	9.5%	8
	Answered	84
	Skipped	65

Usual place of residence of respondents					
First half of postcode	Name of nearest village/town	Number of responses	First half of postcode	Name of nearest village/town	Number of responses
BN18	Arundel	3	GU31	Petersfield	11
RH20	Ashington	1	BN41	Portslade	1
PO22	Barnham	1	RH20	Pulborough	3
GU29	Bepiton	1	GU29	Redford	3
GU35	Bordon	1	GU31	Rogate	1
GU31	Buriton	1	PO9	Rowlands Castle	1
PO19	Chichester	1	BN16	Rustington	1
BN13	Clapham	1	BN25	Seaford	1
PO18	Compton	1	GU31	Sheet	1
PO7	Denmead	1	BN43	Shoreham by sea	1
GU29	Easebourne	3	GU29	Stedham	2
BN20/BN22	Eastbourne	2	RH20	Storrington	11
RH19	East Grinstead	1	RH20	Washington	1
PO12	Gosport	1	PO7	Waterlooville	1
PO9	Havant	1	RH20	West Chiltington	1
GU30	Liphook	1	PO18	West Dean	1
GU33	Liss/Liss forest	3	GU35	Whitehill	3
GU29	Midhurst	13	GU29	Woolbeding	1
GU29	Milland	1	BN11	Worthing	1

Note: six respondents indicated that they were visitors but the postcodes given were all local and so it did not appear that visitors lived a long way from the National Park, instead they appeared to be local.

Q14. Do you have any comments or information you would like to add?

This question was answered by 36 respondents and skipped by the remaining 115.

Other comments or information provided by respondents

Issues:

- Aware of cases where problem dogs have been identified but little or no action has been taken
- It is noticeable that the issues surrounding dog walking have increased with the influx of people generated by new building in the area, many of whom do not seem to understand the responsibilities of dog ownership, or how to treat the countryside. We have noticed in particular the following:
 - Failure to clear up after dogs
 - Inconsiderate behaviour by cyclists (on the South Downs way and access routes), speeding and giving no warning of their approach
 - Untrained and uncontrolled dogsHowever, it would be very sad if the actions of the uneducated/anti-social minority should lead to restraints being placed on the enjoyment of the majority.
- I understand concerns about ground nesting birds and need to keep dogs under control at sensitive times of year. If the prohibition is too wide then it is just ignored. With regards to poo, the worst site is plastic bags littering the countryside, and far worse than a dog going about its business off the path. I agree totally that mess on the path itself needs to be moved or cleared up. I witness this from other side as a NT Volunteer and finding old black poo backs is far worse than the occasional mess when clearing sides of paths.
- There must a restriction on the number of dogs that professional dog walkers are allowed to walk responsibly. No one could possibly exercise control over 5 to 7 dogs. They are threat to other dogs and public.
- Irresponsible dog owners everywhere on the Downs. It's such a shame
- Dog mess is a real problem but I don't know what the answer is. We can't afford, either visually or financially, to have bins everywhere so it has to be about fines and education
- I find some dog walkers have little or no control over their dog which can cause issues and they never pick up!
- There are not enough bins for dog mess which is why it is not picked up. Nobody is realistically going to carry a bag of shit for a whole walk or take it home with them. It's better not to bag it and let it rot than bag it and leave it but what would be best is to have the facility to bin it. Rangers out and about speaking to walkers might help raise awareness.
- Trained dogs under control and on paths do not need to be leads but on Stedham and Iping fenced Common areas I have seen people let their dog off the lead whilst they make phone calls and the dogs roam completely out of control, as this owners know they cannot get off the common. I have had one dog, same dog on more than one occasion, follow me around the common.

Responsible dog owner comments and suggestions:

- I consider myself to be a responsible dog owner. My dog seldom requires a lead. I walk in rural areas where I don't consider it necessary to bag up dog poo.
- My dogs are trained to obey, so quite a lot of the queries do not apply or have limited relevance.
- I am a dog trainer and in my experience owners respond once there is a problem ie dog is chasing/ killing already whereas the most effective way to prevent is to train before ie puppy training. I train puppies around livestock etc and spend a lot of time working on recall during training with owners, also not enough information early enough in a walk to tell owners about ground nesting birds, usually signage is next to the area and the owner can only read once there and dog is already off lead. *(Note: this respondent offered help but personal contact details have not been included here.)*
- Generally speaking I find dog owners to be very responsible - it is the minority who get us all a bad name.
- I am a dog walker part time and a conservation ecologist part time. I will do what I can when out walking dogs to ensure my dogs do not go off into the heathland or cause any nuisance. If they do they are put on lead. Dog owners and walkers need to value and understand our precious countryside as well as enjoy it at the same time.
- I have serious concerns as a responsible dog walker with a well behaved, under control dog, that 'we' are likely to end up being more restricted in where and how we can walk our dogs as a direct consequence of the behaviour of irresponsible owners not picking up after their dogs or not having them under control. It

Other comments or information provided by respondents

feels like we will be punished for the actions of others which I don't find acceptable. More and more areas are becoming fenced off or restricted when they used to be open common land. Please put effort into communicating and enforcing before punishing the rest of us. The amount of dog poo left up near Country for example is horrendous yet no signs.... I have contacted you about this and never had a response.

- I do not let my dog does not run off into undergrowth during ground bird nesting season. If you want to cut down on people leaving dog mess bags on trees etc you will need to provide bins think. It would be a great shame if dogs have to walk on leads as there are so few places dogs can walk safely off the lead.
- Most dog owners are responsible. I know of Rangers who walk their dogs without a lead, because the have TRAINED their pets, as I have. Put the emphasis on training not demonising.
- During my dog walks I pick up other dogs mess and bags left on the ground or in trees, I very much want to help to preserve our lovely dog walking areas, shame other dog walkers do not feel the same.
- Paths on Iping & Stedham Common have been badly damaged by vehicles supposedly improving the common. Dog walkers have been the mainstay caretakers of these common lands for decades. The South Downs operates in a patronising beaurocratic manner. Worst thing that has ever happened to our common land.
- Get annoyed when told to keep dogs on lead when areas have been mown, how many ground nesting birds would be left!! Otherwise follow instruction or avoid area.
- Dog walking provides particulaly older people with exercise which ultimately improves their health, which save the NHS money. Little or no consideration is given to the well being of humans the empahasis is on the wildlife. To the extent that people and or dogs are excluded from areas and access is restricted to so called naturalists in order to recreate what is essentially an environment which might have existed in the past but does not now occur naturally it is not natural it is a zoo. 1000 years ago most of the so called Heathlands would have been covered with trees.

Needs and suggestions:

- I would like more information about how to join guided walks.
- It would be helpful to have more dog poo bins in the SDNP and heathland areas.
- More dog poo bins is a must.
- More poo bins should be placed in car parks and along walking routes to encourage those that don't pick up poop to do so. However I think those that don't pick up poop now are unlikely to ever change their ways
- Would like more consideration for people riding horses On the Heathland by other users.
- I think it is important to educate dog owners as ownership seems to be increasing and people are not always mindful of the impact they and their dogs can have on all the habitats on the South Downs.
- Dogs should always be kept on leads.
- With regard to dog mess, there is a campaign to encourage the use of letting it naturally break up and NOT to use bags unless it's on a path?

Concerns about questionnaire:

- I am a responsible dog walker and have never been near red flags or military places hence my answers. I think your questionnaire over the top.
- Not the most user friendly survey.....hoping the The Heathland Project haven't paid a lot for it!
- Why aren't Woolbeding, Pound , Linchmere and Sidney Common and several others in your lists of commons to have corridors?
- Your questionnaire repeats itself, so not a lot of use I'm afraid. It also leads itself to answer in the affirmative all the way thru.
- The survey does not differentiate common land from restricted areas. On common land one can roam and the dog can be off the lead provided recall is good.

No further comments

- Two respondents had no further comments to make.

Appendix B: Paper Based Survey Results

There were 84 responses to the paper based survey. In the tables of results, where the percentage of respondents is given, columns are highlighted in lilac.

Q1. Where, within the South Downs National Park, do you walk your dog(s)?

Locations in the National Park where respondents walked their dog(s) (that were listed in the online survey)	
Location	Number of mentions
Chapel Common (nr Rake, Milland)	15
Iping Common (nr Stedham, Midhurst)	9
Wiggonholt Common (nr Pulborough, Storrington)	11
Black Down (nr Haselmere)	15
Woolmer Forest (nr Bordon)	1
Ludshott Common (nr Grayshott, Headley)	16
Shortheath (Oakhanger, nr Bordon)	0
Longmoor Enclosure	6

Other locations mentioned by respondents			
Location	Number of mentions	Location	Number of mentions
Ashford Hangers	1	Minsted	1
Bramsholt Chase/Common	1	Petersfield Heath	1
Broxhead	1	Queen Elizabeth Park/Queens Park	2
Buster Hill	2	Redford	1
Cocking	1	Rogate	1
Devils Punch Bowl	3	Treyford	1
Durford/Durford Wood	4	Waggoners	1
Harting/Harting Down	4	Wells	1
Hindhead	2	Winchester Hill	1
Liphook	1	Witley	1
Liss	1	Woolbeding	2
Marley Common	1		

Q2. Using the following scale, during your dog walks in the heathland areas of the National Park, how likely are you to do the following

Scale: 1 = never, 2 = very rarely, 3 = occasionally, 4 = frequently, 5 = always, or Don't know

Number of responses								
Answer	Never	Very rarely	Occasionally	Frequently	Always	Don't know	Blank	Total
Dog(s) on lead - Entire walk	19	19	15	6	7	1	4	71
Dog(s) on lead - Near other people or dogs	9	14	22	14	7	0	5	71
Dog(s) on lead - Near wildlife (e.g. ground nesting birds)	13	7	10	12	23	2	4	71
Dog(s) on lead - Near livestock (e.g. cattle, sheep, horses)	8	7	4	11	35	1	5	71
Pick up dog mess - On paths	1	0	0	4	65	0	1	71
Pick up dog mess anywhere else within the Heathland areas	9	6	14	11	28	0	3	71
Dispose of dog mess - Kick mess off the path / into the undergrowth/woods	23	8	16	6	11	0	7	71
Dispose of mess bags out of reach e.g. by hanging on trees/bushes	62	0	2	0	1	0	6	71
Dispose of mess bags out of sight e.g. behind walls	61	0	2	0	0	0	8	71
Bag mess, leave it somewhere and collect later	17	3	5	1	3	0	42	71
Dispose of mess bags in bins or take home to dispose	2	1	1	11	55	0	1	71
Other - stay on paths	1	2	16	10	40	0	2	71
Other - avoid dog walking in military training areas when red flags are flying	3	1	0	2	48	11	6	71

Percentage of responses								
Answer	Never	Very rarely	Occasionally	Frequently	Always	Don't know	Blank	Total
Dog(s) on lead - Entire walk	26.8	26.8	21.1	8.5	9.9	1.4	5.6	100.0
Dog(s) on lead - Near other people or dogs	12.7	19.7	31.0	19.7	9.9	0.0	7.0	100.0
Dog(s) on lead - Near wildlife (e.g. ground nesting birds)	18.3	9.9	14.1	16.9	32.4	2.8	5.6	100.0
Dog(s) on lead - Near livestock (e.g. cattle, sheep, horses)	11.3	9.9	5.6	15.5	49.3	1.4	7.0	100.0
Pick up dog mess - On paths	1.4	0.0	0.0	5.6	91.5	0.0	1.4	100.0
Pick up dog mess anywhere else within the Heathland areas	12.7	8.5	19.7	15.5	39.4	0.0	4.2	100.0
Dispose of dog mess - Kick mess off the path / into the undergrowth/woods	32.4	11.3	22.5	8.5	15.5	0.0	9.9	100.0
Dispose of mess bags out of reach e.g. by hanging on trees/bushes	87.3	0.0	2.8	0.0	1.4	0.0	8.5	100.0
Dispose of mess bags out of sight e.g. behind walls	85.9	0.0	2.8	0.0	0.0	0.0	11.3	100.0
Bag mess, leave it somewhere and collect later	23.9	4.2	7.0	1.4	4.2	0.0	59.2	100.0
Dispose of mess bags in bins or take home to dispose	2.8	1.4	1.4	15.5	77.5	0.0	1.4	100.0
Other - stay on paths	1.4	2.8	22.5	14.1	56.3	0.0	2.8	100.0
Other - avoid dog walking in military training areas when red flags are flying	4.2	1.4	0.0	2.8	67.6	15.5	8.5	100.0

Q3. In the last 12 months, have you made any changes to any of the following aspects of your dog walking behaviour within the heathland areas of the Park?

Scale: 1 = less often, 2 = about the same, 3 = more often, or Don't know

Answer	Less often		About the same		More often		Don't know		Blank		Total
	%	No.	%	No.	%	No.	%	No.	%	No.	
Keeping dog(s) on lead	5.6%	4	83.1%	59	5.6%	4	2.8%	2	2.8%	2	71
Picking up dog(s) mess	2.8%	2	70.4%	50	19.7%	14	4.2%	3	2.8%	2	71
Bin dog(s) mess	0.0%	0	77.5%	55	15.5%	11	4.2%	3	2.8%	2	71
Sticking to paths	4.2%	3	76.1%	54	14.1%	10	2.8%	2	2.8%	2	71
Avoiding dog walking in military training areas when red flags are flying	2.8%	2	52.1%	37	18.3%	13	18.3%	13	8.5%	6	71

Q4. Please indicate how influential (if at all) the below options were in your decision(s) to make changes to your dog walking behaviour:

Scale: 1 = no influence, 2 = little influence, 3 = moderate influence, 4 = quite influential, 5 = very influential; or Don't know / Not applicable

Number of responses								
Answer	No influence	Little influence	Moderate influential	Quite influential	Very influential	Don't know / not applicable	Blank	Total
Permanent or temporary notice signs around dog walking route and surrounding area (e.g. during bird nesting)	7	4	12	11	32	3	2	71
Local information cards/hand-outs e.g. 'Take the Lead' information card	17	4	12	9	13	13	3	71
Attending local events which included information on responsible dog walking	31	5	9	4	6	10	6	71
Guided walks for dog walkers	34	4	11	5	6	7	4	71
Dog training or workshops	36	3	9	3	9	6	5	71
Talking with 'Dog ambassadors' and 'I take the lead pledgers'	31	5	10	5	6	10	4	71
Talking with and/or seeing what	13	14	15	11	10	4	4	71

Number of responses								
Answer	No influence	Little influence	Moderate influential	Quite influential	Very influential	Don't know / not applicable	Blank	Total
other dog walkers do								
Talking with heathland site managers/rangers	13	9	13	7	17	7	5	71
Being personally recognised or rewarded for responsible behaviour	30	5	11	5	4	12	4	71
Videos with information about responsible dog walking e.g. 'Take the Lead' video	35	4	9	3	3	14	3	71
Information shared through social and wider media e.g. Facebook, Twitter, Instagram, LinkedIn, newspapers, etc	29	5	8	13	7	5	4	71
Learning about alternative places to walk	16	5	7	12	21	5	5	71
Availability of facilities (e.g. bins)	12	3	10	7	34	3	2	71
Fines (e.g. for not picking up dog mess)	10	5	8	10	26	8	4	71

Percentage of responses								
Answer	No influence	Little influence	Moderate influential	Quite influential	Very influential	Don't know / not applicable	Blank	Total
Permanent or temporary notice signs around dog walking route and surrounding area (e.g. during bird nesting)	9.9%	5.6%	16.9%	15.5%	45.1%	4.2%	2.8%	100%
Local information cards/hand-outs e.g. 'Take the Lead' information card	23.9%	5.6%	16.9%	12.7%	18.3%	18.3%	4.2%	100%
Attending local events which included information on responsible dog walking	43.7%	7.0%	12.7%	5.6%	8.5%	14.1%	8.5%	100%
Guided walks for dog walkers	47.9%	5.6%	15.5%	7.0%	8.5%	9.9%	5.6%	100%
Dog training or workshops	50.7%	4.2%	12.7%	4.2%	12.7%	8.5%	7.0%	100%
Talking with 'Dog ambassadors' and 'I take the lead pledgers'	43.7%	7.0%	14.1%	7.0%	8.5%	14.1%	5.6%	100%
Talking with and/or seeing what other dog walkers do	18.3%	19.7%	21.1%	15.5%	14.1%	5.6%	5.6%	100%

Percentage of responses								
Answer	No influence	Little influence	Moderate influential	Quite influential	Very influential	Don't know / not applicable	Blank	Total
Talking with heathland site managers/rangers	18.3%	12.7%	18.3%	9.9%	23.9%	9.9%	7.0%	100%
Being personally recognised or rewarded for responsible behaviour	42.3%	7.0%	15.5%	7.0%	5.6%	16.9%	5.6%	100%
Videos with information about responsible dog walking e.g. 'Take the Lead' video	49.3%	5.6%	12.7%	4.2%	4.2%	19.7%	4.2%	100%
Information shared through social and wider media e.g. Facebook, Twitter, Instagram, LinkedIn, newspapers, etc	40.8%	7.0%	11.3%	18.3%	9.9%	7.0%	5.6%	100%
Learning about alternative places to walk	22.5%	7.0%	9.9%	16.9%	29.6%	7.0%	7.0%	100%
Availability of facilities (e.g. bins)	16.9%	4.2%	14.1%	9.9%	47.9%	4.2%	2.8%	100%
Fines (e.g. for not picking up dog mess)	14.1%	7.0%	11.3%	14.1%	36.6%	11.3%	5.6%	100%

Comments made by respondents on other factors influencing behaviour

- Advice from friends/ common sense!
- Seeing other dog walkers not pick up after their dogs
- A poo bin closer to the entrance
- More dog stories on social media,
- Lack of dog bin
- Bins inside walking areas as well as outside
- Provide poo bins
- Need more bins for litter and dog poo bags
- Horses on pathways which are not bridleways causing messy walkways especially at winter
- Am Disabled so can't bend to pick up dog mess
- Knowing I don't want to step in litter is my main influence for picking up my dog's litter, disposing of in bins, litter is a constant concern with a curious pup.
- Give people poo bags - sometimes the people react badly. Wary of closing off areas to stop dog walking
- As a responsible dog owner I do feel very upset about other walkers leaving their poo. On Iping Common I think I am the only one who uses the bin and if it's frozen I take it home. Notices (& fines) about poo!!!

Appendix C: Combined Online and Paper Based Survey Results

Three of the questions in the paper based survey corresponded to questions in the online survey and the combined results are presented below.

Likelihood of carrying out a particular dog walking behaviour

Online survey Q3 & paper based survey Q2.

Answer	Never	Very rarely	Occasionally	Frequently	Always	Don't know
Dog(s) on lead - Entire walk	29.5%	33.7%	16.9%	10.2%	8.4%	1.2%
Dog(s) on lead - Near other people or dogs	7.9%	23.0%	30.3%	24.2%	13.9%	0.6%
Dog(s) on lead - Near wildlife (e.g. ground nesting birds)	10.2%	7.8%	16.3%	24.1%	39.8%	1.8%
Dog(s) on lead - Near livestock (e.g. cattle, sheep, horses)	6.7%	8.5%	9.1%	15.2%	59.4%	1.2%
Pick up dog mess - On paths	4.7%	1.8%	2.4%	10.1%	80.5%	0.6%
Pick up dog mess anywhere else within the Heathland areas	10.8%	10.8%	17.4%	25.1%	34.1%	1.8%
Dispose of dog mess - Kick mess off the path / into the undergrowth/woods	32.5%	16.6%	20.9%	13.5%	15.3%	1.2%
Dispose of mess bags out of reach e.g. by hanging on trees/bushes	96.3%	0.0%	1.8%	0.0%	0.6%	1.2%
Dispose of mess bags out of sight e.g. behind walls	96.3%	0.0%	2.5%	0.0%	0.0%	1.2%
Bag mess, leave it somewhere and collect later	64.8%	14.1%	14.1%	3.1%	2.3%	1.6%
Dispose of mess bags in bins or take home to dispose	5.9%	1.2%	5.3%	17.2%	69.2%	1.2%
Other - stay on paths	13.7%	2.4%	14.3%	25.0%	38.1%	6.5%
Other - avoid dog walking in military training areas when red flags are flying	9.8%	1.8%	0.0%	2.4%	70.1%	15.9%

Changes to dog walking behaviour in the last 12 months

Online survey Q7 & paper based survey Q3.

Answer	Less often	About the same	More often	Don't know
Keeping dog(s) on lead	6%	81%	10%	2%
Picking up dog(s) mess	2%	82%	13%	3%
Bin dog(s) mess	2%	84%	11%	3%
Sticking to paths	3%	84%	10%	3%
Avoiding dog walking in military training areas when red flags are flying	3%	59%	10%	28%

Influence of Heathlands Reunited Take the Lead campaign activities

Online survey Q8 & paper based survey Q4.

Answer	No influence	Little influence	Moderate influential	Quite influential	Very influential	Don't know / not applicable
Permanent or temporary notice signs around dog walking route and surrounding area (e.g. during bird nesting)	8%	4%	17%	19%	40%	11%
Local information cards/hand-outs e.g. 'Take the Lead' information card	19%	11%	17%	12%	14%	28%
Attending local events which included information on responsible dog walking	36%	9%	10%	6%	6%	34%
Guided walks for dog walkers	41%	5%	11%	6%	7%	30%
Dog training or workshops	40%	4%	11%	7%	11%	27%
Talking with 'Dog ambassadors' and 'I take the lead pledgers'	37%	5%	13%	4%	6%	35%
Talking with and/or seeing what other dog walkers do	25%	15%	24%	16%	10%	10%
Talking with heathland site managers/rangers	20%	7%	14%	10%	19%	29%
Being personally recognised or rewarded for responsible behaviour	39%	4%	12%	5%	6%	34%
Videos with information about responsible dog walking e.g. 'Take the Lead' video	40%	6%	7%	5%	5%	37%
Information shared through social and wider media e.g. Facebook, Twitter, Instagram, LinkedIn, newspapers, etc	31%	11%	16%	13%	9%	19%
Learning about alternative places to walk	23%	8%	18%	15%	23%	14%
Availability of facilities (e.g. bins)	17%	8%	12%	15%	41%	7%
Fines (e.g. for not picking up dog mess)	20%	10%	12%	14%	27%	16%