

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No. 13

meeting date: THURSDAY, 7 SEPTEMBER 2017
 title: WORKING IN PARTNERSHIP WITH THE DOGS TRUST - UPDATE
 submitted by: CHIEF EXECUTIVE
 principal author: HEATHER BARTON, HEAD OF ENVIRONMENTAL HEALTH SERVICES

1 PURPOSE

- 1.1 To inform and update Members on partnership events with the Dogs Trust.
- 1.2 Relevance to the Council's ambitions and priorities
- Community Objectives }
 - Corporate Priorities }
- To help make people's lives safer and healthier.
- Other Considerations – None.

2 BACKGROUND

- 2.1 At the beginning of the year we were offered the opportunity to work in partnership with the Dogs Trust to organise community events in 2017. In 2016, Dogs Trust north of England campaign team, carried out 254 community events. They found the events were extremely successful and allowed the team to engage with over 12,172 dog owners to see over 13,849 dogs.
- 2.2 During 2016, the team microchipped 11,724 dogs and checked the microchip details of an additional 2,000 with owners being advised about how to update registration details.
- 2.3 The offer was extended to Ribble Valley Borough Council to work together to offer the services and to be carrying out events, therefore improving the lives and welfare of dogs living in the Ribble Valley.

3 ISSUES

- 3.1 By working in partnership to carry out the events, they will provide a free, easy accessible service to local dog owners and aim to promote all aspects of responsible dog ownership including:
- the changing law regarding compulsory microchipping;
 - the legal requirement to microchip owner information up to date;
 - the legal requirement of collar and tag;
 - the legal requirement to pick up after your dog;
 - the importance of proper training/socialisation to prevent anti-social behaviour;
 - how to be safe around dogs;
 - the importance of the five freedoms.
- 3.2 The events have proven beneficial to the Council as it increases publicity, it increases responsibly and education increases the number of microchipped dogs

and gives the Council opportunity to promote their service and engage well with the community.

- 3.3 On behalf of the Dogs Trust, their representative is extremely grateful for the opportunity to promote responsible dog ownership in Ribble Valley. To increase promotion of the event and as an extra push, it was requested that street lists of approximately 3000 properties were given to the Dogs Trust prior to the Mellor event on 14 June 2017.
- 3.4 Produced for Committee are the daily performance records for the team that attended the events within Ribble Valley (Appendix A). It is to be noted that busiest event was April held at St Mary's community hall, Sabden. Unfortunately other events have not been as well attended.
- 3.5 It can be confirmed that the events were publicised on social media (Twitter/Facebook), the Council website, by local parishes and Councillors.

4 **CONCLUSION**

- 4.1 It is requested that Committee take note of the low numbers of people attending the Dogs Trust events even though a large promotion was undertaken. It is felt from the Environmental Health Services team that any positive promotion of dog ownership is beneficial.

HEATHER BARTON
HEAD OF ENVIRONMENTAL HEALTH SERVICES

MARSHAL SCOTT
CHIEF EXECUTIVE

For further information please ask for Heather Barton, extension 4466.

REF: HC/EL/070917/H&H

APPENDIX A

So far this year the Dogs Trust team have carried out three Community Events in Sabden, Clitheroe and Blackburn. At the events:

- 49 dog owners attended;
- the team have seen 65 dogs;
- 7 dogs were microchipped;
- the team checked the chip of 57 dogs and were appropriate advised the owners about how to update the registered details;
- 48 dogs received a veterinary health check including nail clipping;
- less than half of the dogs were already neutered so the team offered advice and support to the owners of un-neutered dogs regarding the benefits of neutering and where appropriate directed them to the Dogs Trust subsidised neutering scheme;
- approximately a third of the dogs were identified as being overweight so the team issued Woof, Waggle & Waistline packs to the owners;
- 20 It's a Pup's Life packs were issued to those people who have a puppy or are thinking of getting a puppy;
- only 9 dogs were wearing a collar tag so the events offered a great opportunity for the team to promote the law regarding collar and tag.