



<b>Subject:</b>	Dog-friendly Badging Scheme
<b>Date:</b>	5 December 2017
<b>Reporting Officer:</b>	Nigel Grimshaw, Director City & Neighbourhood Services Department
<b>Contact Officer:</b>	Siobhan Toland, Assistant Director City & Neighbourhood Services Department

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

<b>Call-in</b>	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The Committee is reminded that at its meeting of 12 September 2017, at the request of Councillor McDonough-Brown, the Committee agreed to investigate the introduction of an opt-in badging scheme which would indicate which premises in Belfast were dog-friendly.
<b>2.0</b>	<b>Recommendations</b>
	The Committee is asked to: <ul style="list-style-type: none"><li>Consider the content of this report;</li></ul>

	<ul style="list-style-type: none"> <li>• Approve the outlined proposal to allow officers to continue discussions with other organisations.</li> </ul>
3.0	<p><b>Main report</b></p> <p>3.1 Officers have undertaken web based research and established that there are a number of on-line resources dedicated to the promotion of dog friendly facilities, including ‘Dugs’n’pubs’, ‘Bring Fido’, ‘The Kennel Club’, as well as TripAdvisor.</p> <p>3.2 Of particular relevance is the work undertaken by Tourism Northern Ireland (TNI), and officers have now met with colleagues from TNI.</p> <p>3.3 During discussions with TNI, it became apparent that they maintain a webpage of pet friendly activities, including details of pet-friendly accommodation, dog walks and dog-friendly restaurants.</p> <p>3.4 TNI operate a voluntary, star rating membership scheme for accommodation providers, and their Dog Welcome scheme is among 10 welcome schemes in which members may participate. Accommodation providers complete an application form and the property is then assessed against a range of criteria. If successful, their listing on TNI’s consumer website is updated to display the relevant logo, and they are also issued with a window sticker/badge for display at the property. At present there are 72 accommodation properties accredited with the Dogs Welcome Scheme, which includes a number in Belfast.</p> <p>3.5 Other attractions, including restaurants and bars, also have the option to publish the following attributes against their product on the TNI website:</p> <p>Dogs accepted inside; Dogs accepted outside dining area.</p> <p>3.6 This is self-assessed and not against any criteria. Products with these attributes attached have the ‘dog friendly’ symbol against their product listing on the TNI website. While a number of non-accommodation premises have signed onto the TNI dog friendly listings, there is not a branded badge currently available for premises to display to customers.</p> <p>A total of 1372 activities and facilities are listed at the following link to the Discover Northern</p>

3.7	<p>Ireland website, across all sectors, using 'dog friendly' as a search criteria:</p> <p><a href="https://www.discovernorthernireland.com/explore/search-results/?SearchTermIn=dog+friendly">https://www.discovernorthernireland.com/explore/search-results/?SearchTermIn=dog+friendly</a></p>
3.8	<p>The listing includes a number of Belfast bars and restaurants. However, it should be noted that the web link below shows just two Belfast bars that specifically market their facilities as being dog friendly:</p> <p><a href="https://www.discovernorthernireland.com/about-northern-ireland/pet-friendly/dog-friendly-pubs-and-restaurants/">https://www.discovernorthernireland.com/about-northern-ireland/pet-friendly/dog-friendly-pubs-and-restaurants/</a></p>
3.9	<p>There is also a number of examples of these Belfast premises undertaking significant social media work, using a range of platforms, to engage with customers to promote their dog-friendly activities and special events.</p>
3.10	<p>Hospitality Ulster have offered to support the scheme, and the opportunity to use the organisation as a conduit to contacting bars and restaurants in Belfast with a view to generating awareness and knowledge of how relevant businesses might participate in the scheme. Hospitality Ulster have also offered to assist with any marketing activities that might be undertaken.</p>
3.11	<p>While a number of non-accommodation premises have signed onto the TNI listings there is no appropriately branded badge for these premises to display to customers. This is an activity that could be taken on regionally by TNI or by the City Council locally.</p> <p>The three keys strands/options of the scheme are:</p> <ul style="list-style-type: none"> <li>● <u>social media and website</u>: as well as each business's ability to market their pet-friendly facilities and events to customers themselves using their own social media platforms, the Tourism NI website and the Belfast Welcome Centre provide excellent opportunities for businesses to engage with customers and market themselves as being dog friendly;</li> <li>● <u>industry information and marketing</u>: in collaboration with Hospitality Ulster, we can provide bars and restaurants across Belfast with information regarding TNI's established processes and how business owners might opt into the scheme should they be interested;</li> </ul>

<p>3.12</p> <p>3.13</p>	<ul style="list-style-type: none"> <li>● <u>branding and badges</u>: the City Council could consider assisting in the design, production and distribution of appropriate and agreed branded badges for display at the participating premises, subject to partners' supported agreement.</li> </ul> <p><u>Financial &amp; Resource Implications</u></p> <p>It would not be proposed that Belfast City Council would have any additional role around regulation of issues to do with any scheme other than assisting with the badging, and promotion of the website. It is anticipated that these activities will require minimal resources, and can be resourced within existing budgets.</p> <p><u>Equality or Good Relations Implications</u></p> <p>No implications.</p>
<p><b>4.0</b></p>	<p><b>Appendices – Documents Attached</b></p>
	<p>None.</p>