

Heart of Lincs Dog Friendly Toolkit



Helping businesses create
genuinely dog-friendly
experiences.



HEART OF LINCS



The Heart of Lincs is a place to explore, relax and reconnect, and for many visitors, that includes their four-legged companions.

With millions of dogs in UK households and growing demand for pet-friendly experiences, becoming dog-friendly isn't just a nice addition, it's a smart business decision that can increase footfall, spend and repeat visits.

This toolkit will help you develop a genuinely welcoming, dog-friendly experience.



What does 'Dog Friendly' really mean?

Dog tolerant: Dogs allowed, but little thought given to their needs.

Dog-friendly: Clear welcome, basic provisions in place.
Designed with dogs and their owners in mind.

The non-negotiables (Get these right first!)

1. Clear communication

- Display a 'Dogs Welcome' sign
- Be clear on areas where dogs are/are not allowed
- Include dog-friendly information online

If it's not clear, visitors will assume that dogs aren't welcome.

2. Provide the Essentials

- Fresh water bowls (clean and regularly refilled)
- Access to dog waste facilities or bags
- Safe, uncluttered space for dogs to settle

These basics strongly influence visitor perception.

3. Set simple rules

- Dogs under control/on leads where needed
- No unattended dogs
- Respect for other visitors

Clear expectations create a better experience for everyone.

Simple changes with a big impact!

1. Friendly touches

- Dog treats behind the counter
- A warm greeting for dogs (and owners)

Make each visit memorable.

2. Comfort matters

- Designated dog-friendly seating areas
- Shade or shelter outdoors
- Provide enough space between tables/seating

A good layout creates a relaxed environment for everyone.

3. Be prepared!

- Keep towels/or wipes handy for muddy paws
- Have a plan for any accidents
- Ensure staff know your dog policy and how to handle dog-related situations

Pet-savvy staff are a key factor in customer satisfaction

4. Know your local area!

- Recommend local walks and trails
- Highlight:
 - » Areas with livestock
 - » Seasonal restrictions
 - » Safe off-lead areas
- Share other local dog-friendly businesses

This positions you as part of a wider dog-friendly destination



WE ARE
DOG FRIENDLY

Promote your dog-friendly offer properly

1. **Visibility**

- Dedicated web page and relevant options on booking platform
- Social media content featuring real dog visitors
- Google, TripAdvisor and dog-friendly directories

Being dog-friendly only works if people know about it!

2. **Encourage engagement**

- Share customer photos
- Use hashtags (eg **#DogsWelcome**, **#DogFriendlyUK**, **#PawsandExplore**)
- Ask for specific dog friendly reviews

Dog content is highly engaging and widely shared

3. **Spread the word!**

- List your business on sites such as
 - » The Good Dog Guide **www.thegooddogguide.com**
 - » Dog Friendly **www.dogfriendly.co.uk**
 - » Visit 'Lincolnshire Dog Days Out'
www.visitlincolnshire.com/be-inspired/dog-days-out
- Enter the 'Dog-Friendly Awards' - 'The Best Dog Friendly Businesses/Places'
- Explore local Dog-Friendly pages on social media such as 'Dog Friendly Lincolnshire' on **Facebook**

Amplify your impact by being part of a collective effort that strengthens visibility, reach and appeal!

Be part of the Heart of Lincs Dog Friendly Campaign

Becoming dog-friendly is a simple way to attract more visitors, encourage longer stays and boost repeat visits. Dog owners actively seek out places where their pets are genuinely welcome, giving your business a clear opportunity to stand out.

By joining the Heart of Lincs Dog Friendly campaign, you'll benefit from:

- A Heart of Lincs Dog Friendly window sticker to showcase your welcome
- A listing on the Heart of Lincs dog-friendly webpage
- Inclusion in campaign activity and social media promotion
- Access to dedicated support, including specialist marketing and promotional guidance

Together, we can create a more welcoming, distinctive destination where dogs and their owners feel right at home.



Scan this QR code with your camera to visit our website.





HEART OF LINC'S

For more information please contact the Heart of Lincs team on
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