

**MARS**  
**petcare**

*A better world for pets* 



A Better World For Pets  
through  
Pet Friendly Towns

2<sup>nd</sup> November 2016

# 2 out of 5

pet owners take their dog  
on holiday with them



# **Pet owners experience a significant reduction in minor health problems**

**Vs. non-pet owners  
(Serpell, 2011)**



**Pets reduce the risk of cardiovascular disease and increase survival rate for serious heart attacks.**

**Vs. non-pet owners  
(Anderson et.al 1992;  
Friedmann & Thomas  
1995)**



**Children are less likely  
to suffer allergies,  
asthma or eczema**

**If they are exposed to pets  
at an early age  
(Hesselmar 1999)**





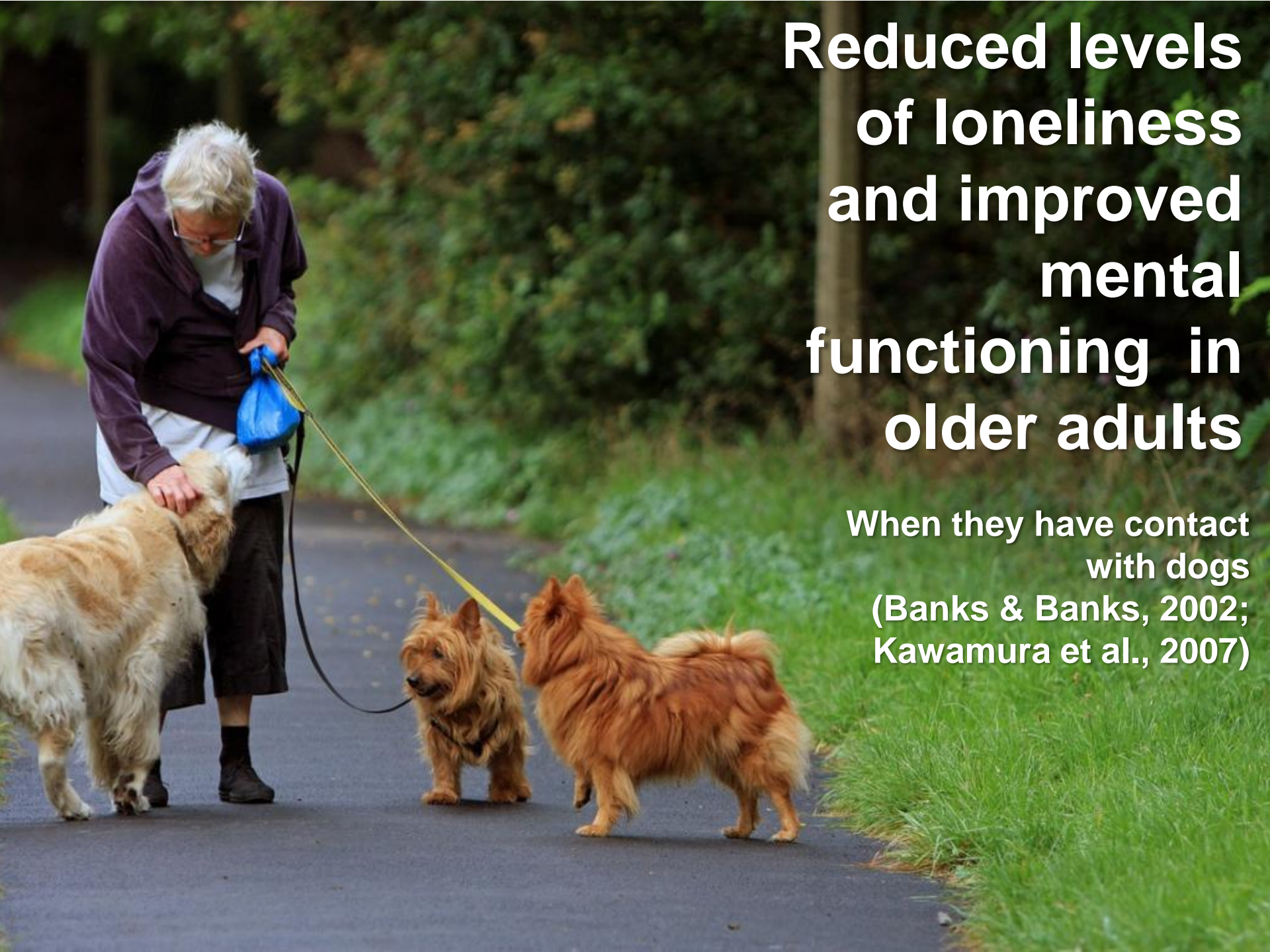
# **Cat owners have fewer bad moods**

**Than those who don't have pets (Turner  
et.al 2003)**

**Pet  
ownership is  
associated  
with lower  
depression**

**Following  
spousal  
bereavement  
(Garrity et. Al  
1989)**





# Reduced levels of loneliness and improved mental functioning in older adults

When they have contact  
with dogs  
(Banks & Banks, 2002;  
Kawamura et al., 2007)



# Improved children's performance and attention to the teacher



(Kotrschal et al. 2003;  
(Gee et al. 2007, 2009, 2010)

**They act as social catalysts and build  
interaction in  
communities**



(Wood et al. 2011)

Who we are



# **MARS**

**petcare**

*A better world for pets* 

**Through our world class research  
we're able to prove pets make our  
lives better**



**And we want to put it into action by  
making Melton Mowbray the  
UK's most pet friendly town**



# Which fits with your Corporate Plan

**Only 53% agreed there was a sense of community**



Melton  
Borough  
Council

## **Place:**

- Promoting a vibrant and sustainable economy
- Developing a thriving town center
- Helping to provide environments that meet local needs

## **People:**

- Encouraging strong, healthy and resilient neighborhoods
- Supporting the most vulnerable to overcome disadvantage
- Tackling the root causes to create safer communities

## **Agile Council:**

- Customer focused services with pride and efficiency



# The Detail



# Our Goals – A mutual benefit

## Mars Petcare

Mars Petcare to be seen as a **leader in Human Animal Interaction** and as a **leader in promoting responsible pet ownership** with politicians, consumers, Associates, partners, charities and NGOs

Increased Associate volunteering

## Melton Council

Melton to be seen as the **Number One Pet Friendly Town** in the UK

Increased feeling of community

Increased tourism

Improved health

Pet ownership/  
sentiment increase

Ongoing local, regional and social engagement







## RECOGNISING THE BEST DOG FRIENDLY PLACES AND BUSINESSES IN THE UK

Be Dog Friendly is a Kennel Club campaign to encourage, recognise and reward non-pet businesses and places that go the extra mile for the benefit of the UK's 8.5 million dogs and their owners. Winners of the Be Dog Friendly Awards are chosen by public vote.

BROUGHT TO YOU BY



AND



# Pet Friendly Towns: the detail

Tourism

Mental  
Health

Physical  
Health

Social  
Cohesion



# Pet Friendly Towns: the detail

## **Pet Friendly Tourism**

*Tourism increase*

Pubs, hotels, restaurants, cafes, shops etc

Pedestrianised town centre with poo bins, water, dog docking centre

Interactive map on website

## **Dog Friendly Productivity**

*No. offices signed up*

Dogs in the office

Dogs in schools

## **Dog Friendly Parks**

*GP and Vets decrease obesity*

Lighting/gating improvement

Dog activity trails

Poo bins/toilet areas

## **Organised Dog Walks**

*Number of participants*

Borrow My Doggy

Park Walkies

## **Responsible Pet Ownership** *number of people taking part*

Pet Ambassador school program and summer camp

PDSA Health Checks

Dog training program and RPO monthly lectures

## **Questions**

Loneliness

Elderly

Children

Rented housing

# Timeline

\*nb – currently, this is a proposed timeframe only

## Q1

Launch of Pet Friendly Towns initiative

Census of pet friendly amenities

Pet and obesity – park walkies initiative

Pets in old people's homes

Survey of residents on pet sentiment

## Q2

Associate volunteering – pet friendly parks

Pet friendly town centre

Associate volunteering - Pet Ambassador Programme

Set up online pet help forum

Community event for applications open

## Q3

Map on website showing pet friendly amenities

Pets and mental health partnership

Pet summer camp for children

PFT winner announced

## Q4

Survey of Pet Friendly rented accommodation

Pets and the elderly – Seniors Day

Pet friendly bonfire night

Survey of residents on pet sentiment

## RPO:

Lecture: pets and oral care

Pet training events

## RPO:

Lecture: pets and nutrition

Melton in bloom

## RPO:

Lecture: pets and park etiquette

## RPO:

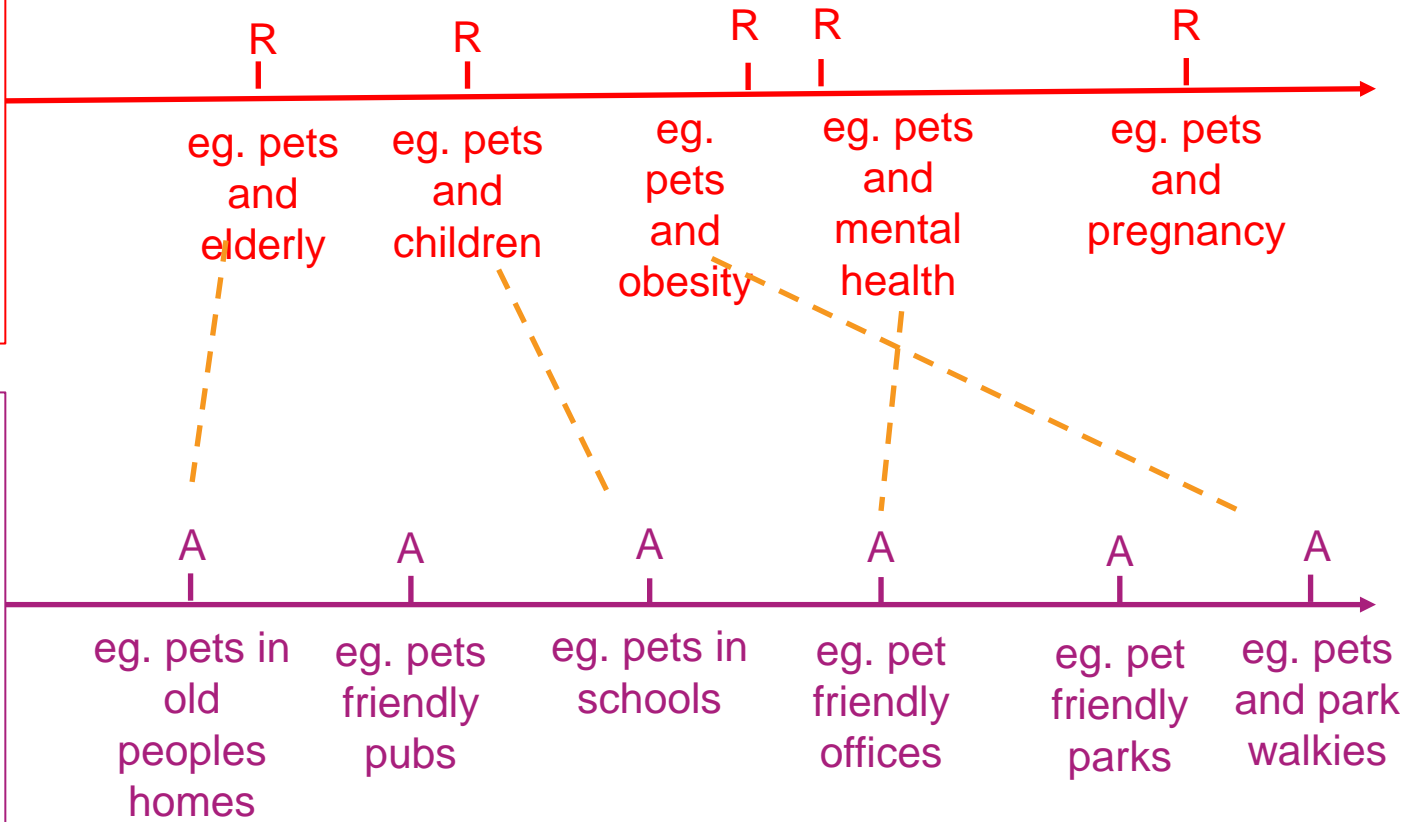
Lecture: pets and seasonal advice

# A better world for pets through a two tiered approach

Nb – all examples here are illustrative only, they do not represent planned research/activity

Research Launch with Economics of Pets January 2017  
Research as available

Pet Friendly Towns Launch January 2017  
Bi-monthly activity



- What are your thoughts?
- Next steps - how do we move this forwards?



Thank You



## Australia

#keepaustraliapetfriendly

- Endorsement with Chris Brown (Bondi Vet)
- MP Event in Melbourne
- Community Event Princes Park, Perth event at Pet Lovers Café
- Adelaide Stakeholder Meeting
- National General Assembly Conference with 560 local council representatives
  - Social activity





# Global Examples – US

## US

### A BETTER WORLD FOR PETS

- Better Cities for Pets – Nashville
- Based on Mayoral Survey
- Shelter Weekend Activity
  - Celebrating Adoption
- Educating Pet Owners

## Better **CITIES** for **pets**™

A MARS PETCARE US PROGRAM

