

No: 127/25

30<sup>th</sup> June 2025

Dear Colleague,

## **RMG/CWU National Dog Awareness Week (DAW) – 30<sup>th</sup> June to 6<sup>th</sup> July 2025**

This week will see the launch of the Royal Mail Group/CWU National Dog Awareness Week (DAW), which is the joint annual focal point where important messages are communicated to emphasise the ongoing and sadly growing safety risk of dog attacks on CWU members within Royal Mail and Parcelforce.

The first national DAW was held back in 2012, with the key objectives to remind the public to be aware of their legal and moral responsibilities to control their dogs and prevent dog attacks on postal workers who are providing them with a public service. It also serves as a good opportunity to remind members who perform deliveries and collections in both Royal Mail and Parcelforce to be vigilant, keep safe and take no risks.

At the time of this LTB, it can be reported that RMG have confirmed a total of 2,197 attacks by dogs on postal workers in the year ending 31<sup>st</sup> March 2025. A very slight reduction from the 2,206 reported in the year ending 2024.

### **RMG/CWU DAW Message to Royal Mail & Parcelforce Customers:**

As outlined above, a key objective of Dog Awareness Week is to remind the public to be aware of their legal and moral responsibilities to control their dogs and prevent dog attacks on postal workers. It is again noteworthy to recall that it was only following a successful campaign by the CWU to ensure that the Dangerous Dogs Act 1991 and its provisions regarding 'a dog being dangerously out of control' was extended to include both public and private places thereby allowing for irresponsible dog owners to be prosecuted under the Act.

Dog owners need to understand the often-devastating impact of dog attacks and take proper measures to ensure their pets pose no threat to delivery postal workers through responsible dog ownership.

The public also needs to be aware that if their dog attacks a postal worker, they will be prosecuted either by the Police, Local Authority or by Royal Mail Group via a private prosecution under the agreement between RMG and the CWU.

## RMG/CWU DAW Headline activities 2025

Listed here is a summary of the week's activities: -

### ▪ **DAW 2025 Posters (For Customers)**

All Royal Mail/Parcelforce sites will have received (4 copies) of the DAW external poster to be displayed at customer-facing points (versions for England, Scotland and Wales).

The poster aims to ask customers to take some simple steps to avoid dog attacks. This includes never opening the door when a dog is not secured and putting in place a letter cage or external letterbox.

The poster also advises customers that mail deliveries can be suspended if a safe delivery point is not provided and that following changes to the Dangerous Dog Act, owners and/or a person in charge of a dog can be prosecuted if that dog attacks anyone.

### ▪ **DAW 2025 Poster (Internal)**

All Royal Mail/Parcelforce sites will also have received (2 copies) of an internal AVOID Poster for display (versions for England, Scotland and Wales).

The internal poster aims to emphasise the key Dog Attack AVOID principles of:

- **Check** if it is not safe, don't enter.
- **Step** back from the door.
- **If** there is a dog behind the door call to the customer to put the dog away.
- **Never** put fingers through a letterbox.

Attached is a Zip File of these customer and internal posters for DAW 2025 alongside a note confirming that the posters are to be displayed.

### ▪ **Blue Cross Charity**

In line with DAW 2025, an updated poster has been published to highlight the ongoing work with the Blue Cross charity in terms of continuing to raise awareness of the steps dog owners can take to keep delivery workers safe via a free Zoom webinar.

The posters will be made available for internal use and for all Royal Mail/Parcelforce sites to print out and display. It will be further promoted by RMG through its external webpage for customers.

A copy of this 2025 joint Blue Cross poster is attached.

- **RMG WTLL Briefings**

Also attached is a copy of the two RMG WTLL Briefings to be issued this week. As in previous years, one is designed for non-operational delivery roles and another for all those who work within Delivery, Collection and Parcelforce.

This year's WTLL Briefing for Deliveries, Collections and Parcelforce also invites these employees to complete a short anonymous survey which has been developed by Blue Cross to help establish a '*better understanding of Postal Worker attitudes and beliefs around dogs*', and to help them provide Royal Mail and the CWU with further and tailored support going forward.

To access this survey by Blue Cross, please use the following link:

[https://forms.office.com/Pages/ResponsePage.aspx?id=oMzBHjngNEeReeLbEJgyzGldDkFMLutLnKL\\_Ux3fQk9UNkIST0pLMFpCUFpJU0IFNENOVE5FRkFTSCQIQCN0PWcu](https://forms.office.com/Pages/ResponsePage.aspx?id=oMzBHjngNEeReeLbEJgyzGldDkFMLutLnKL_Ux3fQk9UNkIST0pLMFpCUFpJU0IFNENOVE5FRkFTSCQIQCN0PWcu)

- **CWU Press Statement**

In line with Dog Awareness Week, the union has issued a Press Statement, which is attached. This Press Statement aims to set out the simple message to the public that dog attacks remain a major safety concern, as statistics show that a third of all dog attacks are on postal workers.

The Press Statement also highlights that 30,000 postal workers have been attacked by dogs in the last decade with approximately 1000 having had a finger or part of a finger bitten off through a letterbox.

Additionally, the union is clear that it wants to see irresponsible dog owners who fail to control and secure their animals and who allow dog attacks on postal workers prosecuted and handed a sentence that fits the crime.

- **Other DAW Messages**

A message will be issued via the Royal Mail PDA to all staff advising that over 400 injuries were sustained to fingers last year when pushing mail through the letterbox and reminding all employees not to put their fingers through any letterbox and use the posting peg. Messages will be repeated daily on the PDA outlining the meaning of AVOID.

RMtv will cover DAW, in particular, the subject of 'responsible dog ownership and what we can do to avoid attacks.' This will also include a slot from some CWU ASRs and Professor Carri Westgarth from Liverpool University.

RMG will send out messages to customers about responsible dog ownership through the company's Facebook, Twitter and Instagram feeds.

Alongside these attachments is the 'Paws for thought' posters, which were developed with the NPCC (National Police Chiefs Council) back in 2023/2024 and which seeks to offer a more hard-hitting message to the public.

In setting out the above, it is also relevant to highlight current measures in place within Royal Mail to raise awareness with the public.

Royal Mail have launched a new enhancement to the RM App (which went live on 3<sup>rd</sup> April), reminding customers to secure their dog before the delivery arrives. This includes two separate pop-up messages for the customer when an item is scanned as "Ready for Delivery" and a further message when a user first opens the RM App.

Additionally, the Customer Postcards remain available for Delivery units to order throughout the year and which can be sent to customers reminding them of the steps they can take to provide a safe delivery point. The card has been dual-purpose so customers can also display it in their window, advising anyone delivering to their address that they have a dog and may take a minute to answer the door whilst they secure it away. These cards have also been translated into Welsh.

More details on these Customer Postcards can be found in LTB 030/25, issued on the 14<sup>th</sup> February.

### **RMG/CWU DAW Message to Postal Workers:**

We are reminding all individuals who perform deliveries and collections across Royal Mail and Parcelforce of the need to remain vigilant, cautious, keep safe and take no risks:

- Be vigilant, keep safe, take no risks and protect yourself at all times.
- Always err on the side of caution.
- Don't enter properties where dogs are running loose.
- Don't put fingers through the letterbox (use your Posting Peg).
- Don't assume a dog won't bite, as any dog can be aggressive.
- Don't accept an owner's word that their dog will not bite.
- Look for the presence of dogs. Signs on gates, walls and windows, cages in vehicles, toys in gardens.
- Rattle the gate to warn a potential dog of your presence.
- When calling with an item, ask the customer to put their dog away and step well back from the doorstep to maintain a safe distance. If the customer needs to leave the doorstep to fetch ID or another item, politely ask them to close the door/secure the dog.

Also:-

- Report all dog attack incidents and near misses.



- Remember to report significant dog hazards and inform the manager of any increase in risk/changes. This needs to be captured on ORA (Offsite Risk Assessment).
- Mark your frame with a yellow dot where there is a significant dog hazard. Remove any yellow dots on frames no longer appropriate (e.g. the dog no longer resides there).
- Put 'D' on the envelope and parcels to remind yourself of known dog hazards when you are out on your route.

### **Message to Safety Reps:**

As part of the Royal Mail Group/CWU National Dog Awareness Week, the support and assistance from WSR and ASRs would be welcomed, including:

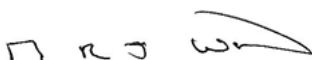
- Ensure that sites have displayed all of the Dog Awareness posters and are sending out external posters/leaflets to vets, schools, local community centres and parish councils etc.
- Support Unit Manager delivering Dog WTLLs and SHE Huddles, not just during DAW but all year round.
- Visit workplaces – organise a plan of visits ongoing throughout the year, focusing on dog risks and controls.
- Carry out Inspections/Investigations following dog related incidents.
- Talk to members about the threat of dog attacks.
- Introduce yourself to new starters in the unit, typically they will be most at risk, so speak to them about the principles of AVOID and the dangers posed by dog attacks.

The CWU remains fully committed to promoting National Dog Awareness Week both within the workplace and with the public and we would ask that this LTB and its details are shared widely and are used by Branches, Safety Reps and our Safety Forums to further support the work on seeking to reduce dog attacks and incidents during this week and beyond.

Further updates on DAW 2025 will be issued in due course.

Any enquiries to this LTB should be referred to the DGS(P) Department.

Yours sincerely,



Martin Walsh  
**Deputy General Secretary (Postal)**

Please find enclosed posters to display as part of our National Dog Awareness Week 2025 w/c 30 June. We are highlighting dog safety during this week, but every week is an AVOID week.

The **'We have had a total of 2197 dog attacks in the last year'** posters are to be displayed internally in your unit and the **'Did you know'** posters are to be displayed in your Customer Service Point. Please show these posters to your team and remove last year's posters. Please ask local vets, doctors' surgeries, libraries, parish councils etc if you can display the external posters.

More information and additional posters can be printed from our intranet pages and customers can find out more by visiting <https://www.royalmail.com/personal/dog-awareness>



With compliments

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# DID YOU KNOW?



**2,197** posties were injured by dogs in the past year.

**That's 42 bites each week, with some suffering life changing injuries.**

## PLEASE HELP US PROTECT YOUR POSTIE

- Never open the door to a postie when your dog is not secured away
- Invest in a letter cage or external delivery point to stop bites through the letterbox
- Close doors and gates to prevent loose dogs reaching the delivery point
- Your mail can be suspended if a safe delivery point is not provided



**Following changes to the Dangerous Dogs Act 1991 in May 2014, a dog may be seized and the owner and/or the person in charge of the dog may be prosecuted if that dog attacks anyone in any place**

For more information, please visit [royalmail.com/dogawareness](https://royalmail.com/dogawareness)



# WE HAVE HAD A TOTAL OF 2,197 DOG ATTACKS IN THE LAST YEAR





## AVOID ALL DOGS

**Check** if it is not safe,  
don't enter

**Step** back from the door

**If** there is a dog behind the  
door call to the customer  
to put the dog away

**Never** put fingers through  
a letter box



Never put your  
fingers through  
the letter box

**REMEMBER, ALWAYS REPORT NEW DOG HAZARDS TO YOUR MANAGER**

For more information, please visit [royalmail.com/dogawareness](https://royalmail.com/dogawareness)





# Protecting your Postie

## – free online dog behaviour webinar



Does your dog bark, growl or generally dislike postal workers and delivery drivers coming near your house? Has there been a close encounter where your dog has scared or nearly hurt someone? We understand how upsetting this can be.



Registered charity no: 224392 (England and Wales), SC040154 (Scotland)

Every year thousands of postal workers are injured by dogs. Most of these situations could've been prevented and most of these dogs are loving family pets that owners never dreamt could scare or harm anyone.

Blue Cross offers a free hour long zoom webinar with top tips and advice on how to protect yourself, your dog and postal workers who come to your home. Together we can change the way your dog views your postperson.

- Understand why your dog may act a certain way when a postal worker arrives
- Understand the consequences of an incident
- Learn simple measures to help manage your dog's behaviours

Our friendly team will help support you and your dog with practical advice and knowledge, all delivered in a welcoming and non-judgemental way.

To take part, you will need to have a good internet connection and access to a computer, laptop, tablet or smart phone.

With a choice of dates, the course is free to attend but places are limited so register now: [bluecross.org.uk/protecting-your-postie](https://bluecross.org.uk/protecting-your-postie)

For further information on the work of Blue Cross Education contact **0300 111 8950** or email [education@bluecross.org.uk](mailto:education@bluecross.org.uk)

More information from Royal Mail on Dog Awareness can be found at: [royalmail.com/personal/dog-awareness](https://royalmail.com/personal/dog-awareness)





# Safety, Health and Environment (SHE) Huddle (Signature not mandatory)



Huddle Date:	30/06/2025	Ref:	SHE Huddle FY25 023 Dog Awareness Week Non-Ops Colleagues			
Audience:	Processing	Delivery	Collections	Distribution	PFW	Specific Work Area
	Employees in Non-Operational Delivery Roles					
Overview:		With a large proportion of our workforce owning a dog we want to ensure all our colleagues are doing everything they can to reduce the threat of a dog attack.				
Message						
<p>Dogs are one of the most significant risks faced by our delivery employees. All dog attacks can have life changing consequences for our employees even where the injury does not look physically severe. Some attacks also result in permanent and disabling injuries.</p> <p><u>How can you help?</u></p> <p>If you've delivered mail or parcels before, you may know the fear of encountering a loose dog at a property. We're asking all our customers—including you—to follow the safety steps below. Please also share these simple tips with any dog owners you know, whether friends or family, who may not be aware of the risk to their postie. Sharing this message on your social media can help raise awareness and keep our colleagues safe.</p> <ul style="list-style-type: none"><li>• <b>Please don't open the door until your dog is safely secured.</b> Please put them in another room or behind a gate first and don't worry, we will wait!</li><li>• <b>Close gates and doors to stop your dog getting loose.</b> If you have a back or side garden, please make sure your dog can't get out and gates and doors are closed.</li><li>• <b>Install a letter box cage.</b> Sometimes dogs attack or snatch mail from the letterbox and this can cause serious injuries to postie's hands, including amputation of fingers, as well as causing injuries to the dog. If you can install a letter box cage at the back of your door it will protect your post, your dog, and the postie's fingers.</li><li>• <b>Provide an alternative delivery point.</b> If you are struggling to do any of the above, then please consider fitting a secure mailbox on the edge of your property that we can deliver safely to.</li></ul>						
Actions						
<ul style="list-style-type: none"><li>• Every site in the business will receive some posters to display internally and externally to raise the profile of Dog Awareness Week. Each site will receive 2 internal and 5 external posters. If you have spare or unused poster's, please share these with your local delivery unit so they can be utilised.</li><li>• We're also using social media to showcase the headline figures on attacks, and top tips to avoid them and those will be going out on all consumer channels – Facebook, Instagram, and X (Twitter) please consider engaging with these on your own social media accounts to help communicate our messages.</li><li>• Read the case study in our press release about one of our colleagues who was bitten and seriously injured by a dog and the impact that it had on them (see link to external webpage below).</li></ul>						
Support Information						
<p>For units that have volunteers who are prepared to engage with their local community the <a href="#">Schools Presentation</a> is available to access. It can be used in local primary schools to raise awareness of responsible dog ownership and what our customers can do to help protect our employees. Dog Attack Library <a href="#">Link</a></p> <p>Link to our <a href="#">dog awareness external webpage</a> – Link to our <a href="#">Internal Dog Awareness Week Support Messages</a></p>						



Week Commencing - 30/06/2025

Reference - SHE WTLL FY25 011 - Dog Awareness Week

Signatures - Mandatory

Audience	Processing	Delivery	Collections	Distribution	PFW	Specific Work Area
All employees in affected work areas						

## Summary

Dog Awareness Week is a really important week in our annual Safety calendar. We have the opportunity, via support from the national media, to shine a light on the day-to-day dangers our people face with dogs and ask for the public's support in making a few simple changes. It's also good time to remind all our employees to AVOID dogs, this week and every week. This year Dog Awareness Week runs between 30<sup>th</sup> June and -6th July.

## Why is this important?

**Because your safety is paramount.**

We want to make everyone aware of the top 3 incident types during 24/25:

1. Customers failing to secure their dog before opening the door (46%)
2. Dogs loose on the property (28%)
3. Fingers through letterbox (18%)

### What are we doing about this?

More than ever we are trying to raise awareness with our customers about the simple steps they can take to provide a safe delivery point, this is how.....

- Issuing a press release to support dog awareness week
- Producing external posters to display in our CSPs and in public facing buildings like vets, pets shops etc
- We're working with Blue Cross to offer a free webinar with essential advice for dog owners. Together with their dog behaviourist, we're also developing a series of films to provide more training on how to AVOID dog attacks. To help shape this content please ask your team to scan and complete the survey via the QR code below
- Further enhancements to the RM app went live in April 2025, reminding customers to secure their dog before the postie arrives.
- Creating a new dog awareness film for new starters as we know this population are more at risk.
- Working with Liverpool University to understand higher impacting and hotspot areas for attacks using new metrics they have developed.
- Awareness raising with MPs on the risks faced by our postal workers when delivering mail and parcels.
- A Dog Awareness Indicia (franking stamped mail) referencing our external web site with top tips for dog owners

We continue to work with Professor Carri Westgarth (Chair in animal an human interaction at Liverpool University). In this weeks RMTv we feature Carri and two of our CWU ASR's Conrad Hunt and Mark Evans talking about the importance of AVOID and reducing dog attacks.

### Survey Request

Prior to some work with Blue Cross Charity we are asking everyone to complete an anonymous survey which will support us to provide further tailored advice to prevent dog attacks. Your feedback will help to shape this content.

Please access the survey through the PDA, select the Links app and then select **Blue Cross Dogs Survey**.

**Print this** – to put on your noticeboard

Classified: RMG – Internal

## What action do we need you to take?

To reduce the risk of a dog attack we are asking employees to follow the AVOID acronym principles:

- **A for AVOID**

Avoid interaction with all dogs:

- **Never** pet or feed a dog
- **Never** enter a garden where a dog is present
- **Never** take assurance from a customer that 'the dog is fine, it won't bite'. Our experience? Yes, it will!

- **V for Value Yourself**

Your safety is much more important than delivering an item of mail, so please:

- **Never** take any unnecessary risks
- **Always** step back from the door to create a safe distance, where possible stand behind a wall or gate
- **Always** shout out to the customer to restrain the dog before opening the door (parcel/signed for items)
- **Never** put your fingers through ANY letter box – you never know when a dog may be behind one. Use a posting peg, or alternative method, to AVOID putting your fingers through – this is our new standard.

- **O for Observe**

- **Observe** and record hazards on your duty
- **Observe** your Hazard Card before you start your duty to ensure you are fully aware where dogs reside. Mark mail with a "D" as a prompt for when you arrive at the address.

- **I for Inform**

- **Inform** your manager and colleagues of new hazards.
- Carry blank hazard cards with you on delivery so that you can note all details. If you need some, ask your manager to provide you with some.

- **D for Defend**

- If required, defend yourself against a dog bite using your delivery equipment, such as your pouch or trolley, or parcel to create a physical barrier between you and the dog.
- Most bites occur on the limbs, so wearing long trousers and sleeves can help protect from serious injury.

Keep an eye on our Royal Mail social media channels (Facebook, Instagram, Twitter and LinkedIn). Please consider sharing these on your own social media channels and promote these with your friends and family as any changes they make as dog owners can make a difference.

## Links and resources

- The **Dog Awareness Week Sharepoint Page** has been set up and is available below. It contains additional copies of posters, and other support documentation that can be used to promote the week. Hard copies of posters 2xInternal and 5x External posters will be sent to your unit directly.
  - Dog Customer Postcard: Field Ops order via Requisition Request Form and send to: [asset.fulfilment@royalmail.com](mailto:asset.fulfilment@royalmail.com), For Parcelforce local requisitioners order via Ariba
  - Link to our [dog awareness external webpage](#) - Link to our [Internal Dog Awareness Week Support Messages](#)
  - Copies of the poster promoting the "Protecting Your Postie" webinar are available on the internal support page
  - Plasma Screens will be displaying our AVOID messaging
- Visit the internal page to download and view an optional quiz to reinforce our standards with your team.

**List of those in attendance for WTLL**

[illegible]

**COMMUNICATION WORKERS UNION**  
**30/06/2025**  
**FOR IMMEDIATE RELEASE**

**DOG AWARENESS WEEK: POSTIES MAKE UP HUGE NUMBERS OF DOG ATTACKS, UNION WARNS**

Postal workers have sent a message to the public that dog attacks remain a major safety concern, as statistics show that a third of all dog attacks are on postal workers.

A recent research report shared to the Communication Workers Union – the union for Britain’s postal workers – which analysed civil claims in England and Wales from 2017 to 2024 showed that of the 842 reported dog bite incident claims, postal delivery workers accounted for 32.4% of all victims.

The most common context for bites from the report is being from when delivery workers enter the front of a property (22.4%).

This is on top of already existing statistics that 30,000 of postal workers have been attacked by dogs in the last decade – and approximately 1000 have had a finger or part of a finger bitten off through a letterbox.

The message was sent by the Communication Workers Union (CWU) – the union for Britain’s postal workers – at the start of Dog Awareness Week, which starts today (30<sup>th</sup> June 2025).

In the past 12 months, police statistics have registered a significant spike in the number of dog attacks, with the *Mirror* reporting that 87 dog attacks happen every single day. [1]

This upward trend is only a growing risk to the safety and wellbeing of postal workers who serve the country’s 32 million addresses on a daily basis.

As a result, the CWU wants to see irresponsible dog owners who fail to control and secure their animals - and who allow dog attacks on postal workers - prosecuted and handed a sentence that fits the crime.

The CWU is currently working with many police forces, local authorities and council environmental health teams to tackle irresponsible dog ownership.

But the union also educates where possible and have developed new working partnerships with the Welsh Assembly, the Trades Union Congress (TUC) and the Pet Education Partnership (PEP) to ensure that community education plays a key part in reducing dog attacks.

This includes ‘Paws for Thought’, an education webinar with the PEP that sees the CWU engaging with eight leading animal welfare charities.

**ENDS**

*For press information, research and statistics requests, details on ‘Paws for Thought’ or comment requests, please contact CWU Press Officer Marcus Barnett at [mbarnett@cwu.org](mailto:mbarnett@cwu.org).*

# PAWS FOR THOUGHT...

## HOW TO KEEP YOU, YOUR DOG AND YOUR VISITORS SAFE.



*Never leave young children unsupervised with a dog regardless of its size, breed or temperament. Any dog can behave in an unpredictable manner and the risk is not worth the potential consequences.*



*Consider installing a letterbox cage if your dog has a tendency to attack your mail. If it is not practical to secure your dog during the day, consider installing an external mailbox on the edge of your property.*

*If you are worried about your dog's health or behaviour, contact your local vet for advice and support. If you have concerns about a dog's behaviour that is not yours please contact **101** or anonymously through Crimestoppers on **0800 555 111**.*



*Make sure your dog has somewhere safe and comfortable to go to when you have visitors, as these events can overwhelm them.*

*If you're expecting the post or any deliveries, make sure your dog is out of the way and secure elsewhere in the house or secure in your garden.*

*Many dog attacks happen when you open the door to sign for parcels. Before answering, put your dog in another room and teach children to do the same, especially when they're at home during school holidays.*



*Everyone should ensure their dog is microchipped and that the details on the microchip are up to date. Your dog must also wear a collar and tag with the name and address (including postcode) of the owner engraved or written on it. Maximum fine for failure to comply is £5000.*

# BEING A RESPONSIBLE DOG OWNER...

*As a responsible dog owner there are a few things you must be aware of and consider for everyone's safety.*



It's against the law to let a dog be dangerously out of control anywhere, including in a public place, in a private place, for example a neighbour's house or garden and in the owner's home or garden.



If your dog is out of control you may be prosecuted, face up to six months in prison and be given a fine of up to £5000.



If your dog bites somebody, in or outside of your home, you may be prosecuted and sent to prison for up to five years for causing injury and up to six months where no injury has been sustained.



The court also has the power to order the dog to be destroyed, disqualify you from owning or keeping dogs and order you to pay substantial compensation to the victim.



If your dog bites or injures an assistance dog (e.g. a guide dog), you can be sent to prison for up to three years or fined.



If your dog attacks or is deemed to be a danger to Royal Mail staff, delivery to your address or your area may be at risk of suspended deliveries. In all cases of dog attacks on postal workers, Royal Mail will seek prosecutions via the police or if need be, private prosecutions.



If you rent your property, failure to keep your dog under control may leave you in breach of your tenancy agreement.



You must report all dog bites to the police, regardless of how serious they are via 101 or 999 in an emergency.

**YOUR DOG IS YOUR RESPONSIBILITY,  
THE SAFETY OF THOSE AROUND YOU RELIES  
ON YOU AS AN OWNER TAKING ACTION.**

