

Ham Farm Kennels

Goal

Provide the Ham Farm business with an additional income stream, while providing an essential service to the wider community.

To build a business out of a passion and understanding for dogs and their needs in a clean well maintained, secure environment. To provide the dogs with plenty of needed physical and mental stimulation so they are relaxed, comfortable and happy while on holiday in our care, as well as peace of mind for their owners. Educate dogs and owners so that the bond and trust is restored.

To provide myself (Oliver Steel) full time employment on the farm with potential to expand, therefore increase rural employment.

Objectives

Change/Convert redundant farm buildings into 10-15 comfortable, practical and easy to clean kennels, built to latest licensing guidelines. To be well insulated for heat/cold, as well as mitigating potential noise.

Fence off a 10acre field with 6ft deer fencing to provide a safe and secure field for dog exercise, stimulation and training.

Obtain myself Ofqual Level 3 qualification, canine first aid and a Canine Behaviourist qualification. All members on Ham farm to be trained in Canine first aid.

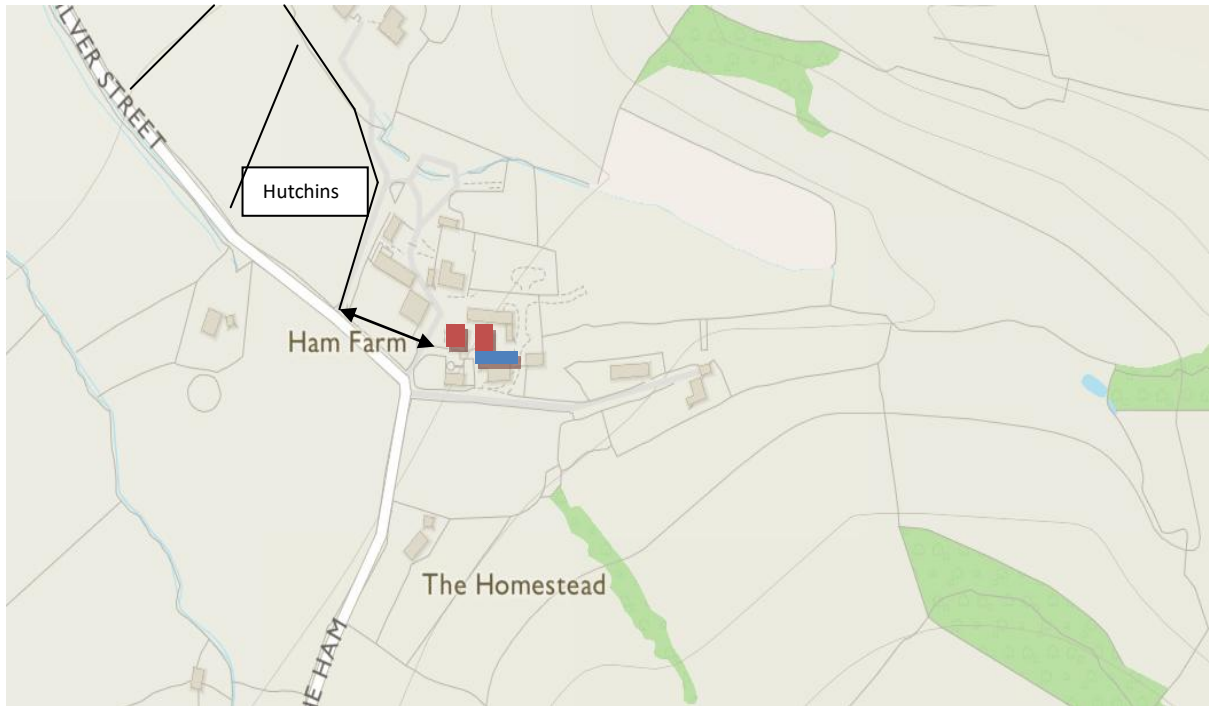
Offer training of dogs/owners though the knowledge I've gained over the past 16 years training gundogs and using my newly gained canine behaviourist qualification. Offer livestock introduction and socialisation with the use of Ham Farm livestock.

Marketing

Main marketing will be through word of mouth due to security for the dogs, as well as small amounts of social media use.

Dogs exercise area and Kennels

We own a 200 acre farm which the dogs can be walked on the lead with varying topography for exercise daily as well as the secure, off lead exercise paddock



Key:

Proposed kennels ■

Potential indoor exercise area, for wet days ■

Walk from kennel to secure exercise field on our property ↔

Hutchins- a secure deer fenced field