



STAPLEFORD·ESTATE
STAPLEFORD·FARMS

Stapleford Doggy Day Care

Business Plan

Need to Diversify

Stapleford Farms main income is from traditional arable farming and under the CAP has relied heavily on subsidies which are now being phased out and have already been reduced by 50%, this effectively means that only the largest and most efficient fields will be cropped. We see the future of our business being more reliant on diversification enterprises and wish to develop a doggy day care centre.

This business plan should be read in conjunction with the design & access statement relating to the proposals.

Essentials Required

In order to create a doggy day care facility, the below essentials have been considered:

- A quiet, secluded space with minimal distractions. This is so the facility is suitable for all dogs, in a private area where there aren't any distractions such as main roads or livestock.
- A location where there is no livestock, footpaths, or other movement so that off-lead walking is always permitted.
- Secure fence line, to give owners absolute peace of mind when in the area that their dog is safe and cannot escape but has space to roam free off a lead.
- Rural area with minimal neighbours and no onlookers.
- Accessible by car, so that users can travel to use this space and it isn't exclusive to local people in walking distance.

Location Choice

This location has been selected as it meets the criteria above. The total area of this location is 0.7 hectares. It is secluded and private, it has hedges around the field perimeter, providing a naturally enclosed space and screen from distractions. An area of the location will be fenced with secure 6ft fencing to create a secure area for the dogs to be supervised off-lead. This location is off a road with existing access, it is also a quiet road, making it safer for access in and out.

Facilities and Site Detail



- Drive entrance: the road will be resurfaced on the approach to Decoy Cottage and will include the entrance from the road and additional passing places along the driveway.
- The entrance to the property will be gated with a 12ft gate to enable the cottage and gardens to be closed and secure from vehicle movement.
- There will be standard stock fencing around the garden perimeter.
- There will then be an area of secure fencing, this will be sectioned into two areas, a smaller enclosure (0.2 acres) and a larger one extended on from that (0.5 acres) which will be used to exercise the dogs. The fencing will be 6ft high with wooden posts and mesh wire to it to secure for small dogs as well. We will use 100mm x 50mm, 2.5 gauge wire fencing on the posts, as recommended by British Dog Fields. The secure areas are a mixture of open space for the dogs to exercise as well as woodland providing natural shade in the summer time.
- Waste and Disposal: We will provide secure dog waste bins (with compostable bags available), and general waste bins. We are currently in the process of agreeing a contract with a Waste Management company who will come and empty the designated dog poo bin and the general waste bin regularly relative to demand. We would have a general waste bin, and a secured dog waste bin that is locked so can only be opened by the waste management contractor.
- There are existing kennel blocks on hard standing with a power and water supply to them. We will also add an additional block that will be used for dog grooming. The kennels have existing water and electricity supply to them.

Licensing Standards

Stapleford Doggy Day Care is working to the 5 star licensing requirements to ensure the highest and safest level of service is provided.

Day to Day Running

The day care will be available all year round and will be managed by a professional living on site, with additional staff when required, dependent on the number of bookings. Once the customer is registered on our system and have completed all of the advance checks (more information below), they will be able to book their preferred slots online in advance.

Dogs will be dropped off in the morning and collected at the end of the day and we will also look to offer a drop off and collection service where we collect dogs locally and bring them back to the Doggy Day Care facility.

The dogs will be socialised and exercised throughout the day. They will also be fed throughout the day depending on their individual requirements. We will also offer a grooming service on site so the dogs can be collected washed, cleaned and fully groomed.

The kennels will be used when animals need to be separated, for example when eating. They will also be available for overnight boarding if required, however this main focus of the business is the day care provision.

Dog Safety/Socialising

We will specify that the dogs must be neutered and the bitches must be spayed. We will ask for details of the dog in advance including behavioural traits. Before their first visit, the owner is required to bring their dog to the Doggy Day Care location to meet the manager and be observed to ensure we have met the dog before they interact with other dogs.



Staff members will also be trained in animal first aid and response to reactive dogs.

Other Considerations

- How did we identify demand?

Doggy Day Care is in high demand, but most offerings are in the individuals home, rather than a purpose built site. We have been contacted by an individual who has been offering this service to customers both in her own home and in the customers home. This has become very limiting in terms of being able to offer this service to multiple customers without having a purpose built site that can cater for more than one customer at a time. We are also aware that local dog groomers are oversubscribed, some with waiting lists of over four weeks, this shows a clear demand in the local area for dog care services.

- Consideration of Noise Pollution

The site has been identified as a good location due it being secluded, with only two immediate neighbours adjacent. There is a significant area of woodland between these neighbours and the proposed site. This site has previously been lived in by someone offering this service non commercially, including having two kennel blocks in use and there have been no complaints. Due to the nature of the onsite member of staff, the dogs will always have someone on site to manage them.

- Neighbours contact

In advance of this application, we have contacted the houses within the vicinity (on Sawgate Lane) to advise them that this planning application was being submitted and to welcome their feedback and suggestions. We have also contacted Stapleford Park Hotel to discuss our plans as they are a Dog Friendly Hotel, however the dogs cannot be left at the Hotel without the owners, so it provides a positive offering for their guests to use.

- Employment

This venture will provide full time employment for one individual, with the opportunity to be able to offer further employment opportunities as the business grows, firstly on a part time basis and likely full time in the future as well.

