



An introduction to Dog Park Management Limited

A fully managed service for landowners looking for passive income from unused land



Presented By
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Dog Park Management Limited

What is a dog park and what is the opportunity?

- A dog park is a secure fenced area where dog owners, walkers or trainers can exercise and train dogs safely
- Over the last 4-5 years dog parks have become extremely popular throughout the UK
- Different types of dog park exist; Our approach is to hire a park for an hour at a time to an owner with their dog/small group of dogs
- Our approach appeals to several different types of customers and for different reasons
 - People who just want their dogs to have the freedom to run freely without constraints or distractions
 - People who want to practice their recall with young or temperamental dogs
 - People with dogs who feel uncomfortable around other dogs or people
 - Dog trainers who want a secure area to hold training and obedience classes
 - Commercial dog walkers who wish to let their charges off the lead safely
- The cost of creating the secure area is relatively low and the rewards of renting out relatively high, even with exclusive hourly use
- With our managed service, you can take advantage of this opportunity with:-
 - Minimal financial investment
 - Minimal management or operating effort on your part
- **A 1-2 acre field in the right place, marketed properly and with a good on-line booking process and excellent customer service can generate a material income with minimal overhead costs**

How does it work in practice?

You, the landowner or leaseholder make an under-utilised, or difficult to use, field available to DPML

DPML ensure the field is fenced securely and has the necessary access, shelter, signage and parking facilities

DPML manage the service by:-

- Marketing the dog park **VERY** actively into the local community through social media and other channels
- Providing a website specific to your field which:-
 - Enables on-line booking
 - Presents current accurate field availability
 - Generates and emails customer booking confirmations, and terms and conditions of use
- Sending out regular email newsletters to customers to build customer loyalty and engagement
- Building great customer relationships with prompt, responsive customer service to manage any issues
- Managing revenue collection and policing no-shows or service abuses
- Providing management information on booking rates to maintain utilisation and revenue

DPML collect all booking payments and provide you with a monthly income statement with an audit trail

We make it easy if not effortless for landowners to secure a new revenue stream



How does it work commercially?

- The landowner or leaseholder signs a simple agreement with DPML for us to provide the managed service
- DPML are able to fund or joint fund investments in fencing and other infrastructure, subject to recovery from initial revenues
- Thereafter, revenues are split on an agreed basis between the landowner/leaseholder and DPML
- The split will depend on the level of investment and effort required to make the dog park commercially successful and maintain the infrastructure
- DPML pay the landlord/leaseholder their share of the revenue within 7 days of the end of each calendar month
- This payment will cover all paid bookings that occurred in that month, net of any cancellations and costs
- DPML will provide you with a self-billed invoice or a remittance statement, as required, at the time of payment

We operate in a true partnership with the landowner/leaseholder

Frequently asked questions (Page 1)



Q1. How can you be sure that the field will generate adequate revenues?

A1. We've done it before, and we only engage in areas where we have evaluated:-

- Local demographics for dog ownership and customer profile
- Competitor coverage
- The suitability and accessibility of the field in question

and can therefore be relatively confident of the revenue opportunity

The graph opposite is real data from our booking system and shows the revenue generated by month for the 12 month period July 2022 to end of June 2023 at our biggest existing site.

Revenue has grown steadily since Year 1 and was in excess of £35,000 in 2023, and will exceed this in 2024.

Revenues will obviously differ based on local dog ownership and customer demographics in the target area.



Frequently asked questions (Page 2)

Q2. Will DPML share the cost of making the field secure for dogs?

A2. Yes, we are prepared to invest in the field infrastructure, subject to an agreed cost recovery plan

Q3. Apart from providing the field, what else do I need to do?

A3. Our objective is to provide a complete service to the landowner, requiring no effort on your part

Q4. How do I know I am receiving my share of the revenue?

A4. We provide a complete audit trail of on-line bookings and payment receipts to substantiate payments to you

Q5. How actively do you promote the dog field?

A5. Very actively! We use a number of channels including local Facebook Dog Owners groups, Facebook ads, Instagram, Google ads, monitored email broadcasts and a number of other traditional methods such as local advertising and direct marketing to dog walkers and trainers

Frequently asked questions (Page 3)

Q6. Why do I need you to introduce this service?

A6. Perhaps you could run this service by yourself, but through our focus, marketing expertise and on-line booking capabilities, we think we offer the best way to maximise the opportunity whilst minimising the time and effort the landowners or leaseholder needs to put into the initiative

Q7. How long would I have to commit the field for?

A7. Typically, we would be looking for a minimum of 12 months to allow us to market the service and recover any setup costs. If this posed a problem for a landowner, we are happy to discuss a different term, but probably not less than 6 months

Q8. Are Dog Parks a fad which will disappear?

A8. The Times newspaper doesn't think so. In a recent article they covered this new trend and observed that they thought these types of facility were here to stay



	Today	Oct 11 - 17, 2021				Filter Calendar	Weekly	Daily
	Mon 10/11	Tue 10/12	Wed 10/13	Thu 10/14	Fri 10/15	Sat 10/16	Sun 10/17	
9am				1 Hr Dog Field Hire David Cole		1 Hr Dog Field Hire Juliette lockwood	1 Hr Dog Field Hire Ricky Whiteley	*
10am		1 Hr Dog Field Hire Mandy Dunning	1 Hr Dog Field Hire Sacha Fox	1 Hr Dog Field Hire Beverley couch		1 Hr Dog Field Hire Jodie Harris-Clarke	1 Hr Dog Field Hire Marie McDonagh	
11am	1 Hr Dog Field Hire Angie McLaughlin		1 Hr Dog Field Hire Verity Munton	1 Hr Dog Field Hire Sue Pritchard	1 Hr Dog Field Hire Rachel Hise-Ault	1 Hr Dog Field Hire Zoe's puppy class	1 Hr Dog Field Hire Juliette lockwood	
12pm	1 Hr Dog Field Hire Olle Brundstrom	1 Hr Dog Field Hire Sam Feyer	1 Hr Dog Field Hire Tracy Stevens		1 Hr Dog Field Hire Katy James	1 Hr Dog Field Hire Shane Fells	1 Hr Dog Field Hire Lindsey Thorpe	
1pm	1 Hr Dog Field Hire Justin Sorensen		1 Hr Dog Field Hire Jemmae Carl			1 Hr Dog Field Hire Matthews robinson	1 Hr Dog Field Hire Matthews Robinson	
2pm	1 Hr Dog Field Hire Joel Salaman		1 Hr Dog Field Hire Carl Collins			1 Hr Dog Field Hire Nikki Harris	1 Hr Dog Field Hire Krista Banks	
3pm	1 Hr Dog Field Hire Chris Donaghy		1 Hr Dog Field Hire Chelsea White	1 Hr Dog Field Hire Aukka Moulton		1 Hr Dog Field Hire Glyn Beaman	1 Hr Dog Field Hire Kim Heady	
4pm	1 Hr Dog Field Hire Natalia robinson		1 Hr Dog Field Hire Millyard	1 Hr Dog Field Hire Joel Salaman		1 Hr Dog Field Hire Beth perfect	1 Hr Dog Field Hire Tracy Weightman	
5pm	1 Hr Dog Field Hire Zoe Russell	1 Hr Dog Field Hire Karen Duggan	1 Hr Dog Field Hire Martin barlow	1 Hr Dog Field Hire Karen Duggan	1 Hr Dog Field Hire Zoe Russell	1 Hr Dog Field Hire Charlotte Tacony	1 Hr Dog Field Hire Magdolna Wieronska	

Frequently asked questions (Page 5)

Q9. Why should I/we partner with DPML?

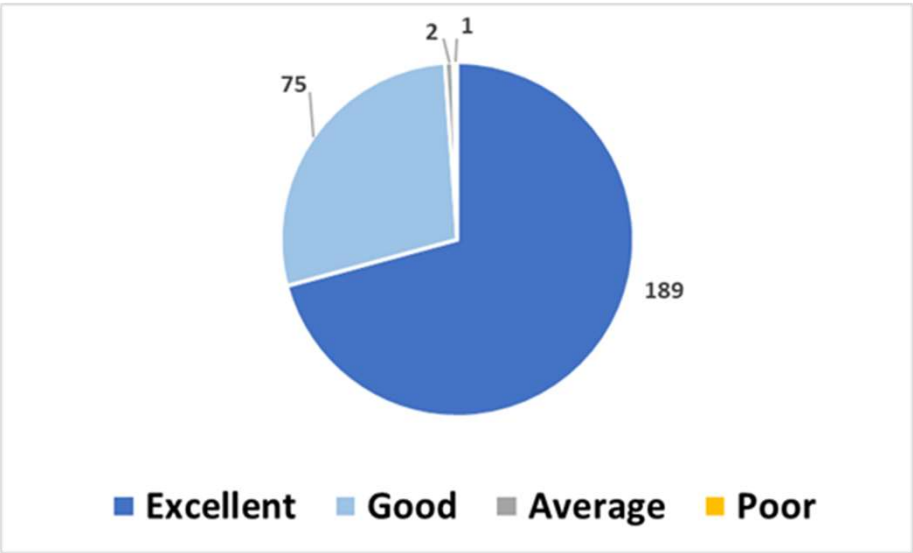
A9. We run a very efficient and effective proven service using our combined skills in customer service, social media and technology to deliver a great experience to both our partners and our dog park customers

Ok, but you would say that! Who else says that?

Our customers!

The chart below is real data from a customer service survey in 2023 where over 98% of all replies rated us as Good or Excellent

Results of customer service survey
2023



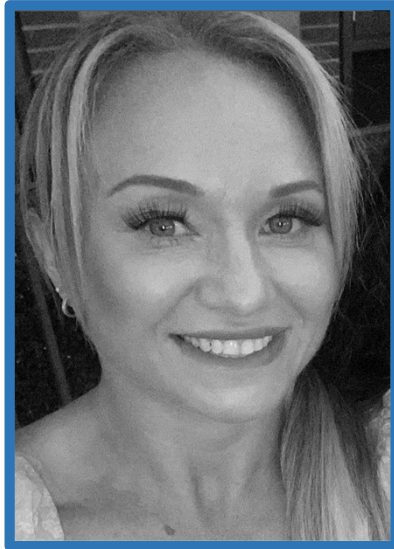
Frequently asked questions (Page 6)

Q10. Who are DPML?

A10. This is us!

Sheridan Parker

Business Development and Operations



Jessica Harrison

Social Media and Marketing



John Harrison

Technology and Finance





If you would like to know more about

Dog Park Management Limited

and how we could generate an additional income for your business,
please call John Harrison on 07768 308908 or email
john.harrison@harrison-andrews.co.uk

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