

My passion is to help dog owners get the best out of their canine companion, and for the last 11 years I have provided local dog owners with good training and handling skills, helping the local dogs to be good canine citizens.

Outward-Hound Pet Services was established in 2010, first offering dog walking and home boarding services and then offering dog training classes and one to one training sessions in 2012 after completing a number of instructor courses.

I have a Foundation Science Degree in Canine Behaviour and Training, a Bachelor of Science (Hons) Degree in Canine Behaviour Management. I am a Certified Separation Anxiety Professional Trainer, a Kennel Club Accredited Instructor (Companion Dog) and a Member of the Association of Pet Dog Trainers (01299) both of which I am the only instructor in Barnsley.

I am also an Animal Behaviour & Training Council (ABTC) Registered Animal Training Instructor and a volunteer trainer for the assistance dog charity, Dog A.I.D. Assistance In Disability, where we help disabled dog owners train their pet dogs to become registered Assistance Dogs under A.D.UK.

Outward-Hound now offers group class training, as well as one to one training and behaviour modification. Currently I am supporting 35 dogs and owners in classes on a weekly basis in the training of their dogs, with a waiting list of people wanting to join my classes and 4 clients per month with one-to-one sessions.

With the flexibility of my own premises, I anticipate increasing the number of owners and dogs I help by approximately 15%.

Outward-Hound is divided into 3 aspects of the business:

Dog walking	Home Boarding	Dog Training
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Unit 7, Oaks Business Park will be used solely for dog training and office/admin.

- Staff

At the moment, I have a team of 6 dog walkers and 2 host families, offering home boarding services. I also have a part-time admin assistant who helps with the admin side of the dog walking business. I employ people who live within the Barnsley borough.

With my own premises, the admin assistant would be working part-time from Oaks Business Park, with a view to increasing her hours to take on more of the home boarding admin, as I will be busier with training. Her working hours are flexible to work around her children; with potential working hours of Monday to Friday, between 10am and 2pm (depending on the number of hours she works).

Depending on the success of the business, I intend to employ a second part-time admin assistant to help. The second admin assistant will also work at Oaks Business Park. It is expected that this person's potential working hours would be Monday to Friday, between 9am and 5pm (depending on the number of hours they work).

It is also my intention that I will need help from a training assistant who would be mentored to help develop their career within the canine industry; this person's hours would be when classes are running at the unit (see class details below).

The maximum number of staff working at any one time would be 4, the minimum would be 1.

- Customer base

My current class venues are The Darby and Joan Club, Darton and St Peter's Church Hall, Doncaster Road, therefore the majority of clients are local and live in Barnsley and the surrounding area; However, I do also have clients from Sheffield, Wakefield, Rotherham and Huddersfield. All current clients would switch to using the new training facility, and the good public transport routes and safe parking would make it attractive to new clients.

- Operating hours

At the moment, I currently offer classes on:

- Monday 6.30pm – 9.30pm
- Tuesday 12pm and 6.30pm – 8.30pm
- Wednesday 6.30pm – 8.30pm
- Saturdays 11am – 1pm.

One to one sessions are offered throughout the day, as and when clients need them.

My own premises will enable me to offer more flexibility to clients; classes will be dependant on popularity as well as when clients are able to attend. As working is now a hybrid of working from home, in the office and flexible working hours, it is likely day time classes will be accessible to people who work as well as those people who don't work, work part-time, retired or semi-retired. I would like to offer more day times classes, including time at the end of the day time sessions for a cup of tea, biscuit and a chat.

In my experience, for many people, attending a group training session is as much about social contact with the other owners as it is about training a dog, especially among some of the groups I have mentioned who are likely to use the daytime sessions.

I would like to be able to offer flexible training options (both class and one to one sessions) for clients; However, opening hours are likely to vary depending on customer demand.

Classes will continue to run as they are:

- Monday 6.30pm – 9.30pm
- Tuesday 12pm, 6.30pm – 8.30pm
- Wednesday 6.30pm – 8.30pm
- Saturdays 11am – 1pm

I plan to add 1 more lunch time class and 1 more evening class (days and times will be dependent on demand of the clients). Should these classes become fully subscribed, I will put on more classes as they are needed; I aim to increase one-to-one training sessions to 3 per week.

- Customer numbers

Classes – minimum of 3 dogs with their owners, maximum of 6 dogs with their owners per class

One to one sessions – 1 dog with their owner at any one time per session

- Training sessions

Classes – run for 45 minutes or an hour (depending on the class); there is a 15-minute break between classes to allow clients to exit the class before the next class arrives

One to one sessions – run for 30 minutes or an hour; a 30-minute break between sessions to allow for over run and allow the client to exit before the next session begins

Workshops – these can run for 2 – 6 hours depending on the topic; Where two shorter workshops are running in the same day, a minimum of a 60-minute break between each workshop allows clients to exit before the next session begins, to tidy up and prepare for the next session, comfort break for the trainer.

- Parking

2 parking spaces are allocated for unit 7; there is also a shared row of parking spaces opposite the site, as well as on the street parking on Oaks Lane.

- Noise, dogs and neighbouring businesses

The aim of my training is to help members of the community to have sociable and well-behaved dogs; This includes helping owners to prevent unnecessary barking and vocalisation. One of the aims of our classes are to teach the owners to keep

their dog's attention around distractions, and also to teach dogs to manage their own behaviours, therefore any noise resonating from our unit will be of no disturbance to the neighbouring businesses.

Dogs will be on lead at all times when not inside the training unit.

- Refuse collection

Type of waste – general household, paper, cardboard, dog waste.

It is anticipated that a total of 1 black sack of above-mentioned waste will be generated per month. Recyclables will be separated from general waste.

In my experience, there will be little dog waste produced on site, as owners usually toilet the dogs before coming to training. Dog waste can be disposed of as general household waste (Waste management services, BMBC, 30<sup>th</sup> May 2023).

Waste collection will be done by BMBC on a monthly basis; appropriate bins will be kept on site.