

Business Case – Dog Agility Training

Land on Church Broughton Road

Executive Summary

Laura Chudleigh – Owner of Agility Secrets has recently purchased and now resides in the property adjacent to the plot on Church Broughton Road, which is Heath Green, Bent Lane, Church Broughton, DE65 5BA.

Laura has been successfully competing as an international dog agility handler for more than 15 years. Laura has competitively represented Great Britain, in the FCI Dog Agility World Championships numerous times, she has competed at Crufts, and Olympia, which are televised competition finals. Along with many other UK and International competition successes.

Alongside competing in Agility, Laura is a successful Dog Agility Trainer. She regularly holds training seminars around the UK, and on occasions internationally. Also, Agility Secrets have successfully organized several training events throughout the UK, which include training holidays, training days, International and local competitions.

Alongside the above, Agility Secrets is also one of the world's leading online Agility training subscription websites. The website www.agility-secrets.com houses thousands of hours of training content, for its somewhat 400 members to view, and use to enhance their dog training skills.

Laura has a young family, 2 sons. Which means she now needs to reduce the travel around the UK, and house the events at the land on Church Broughton Road. To enable and support the growing business, she will need to have an indoor training facility for the winter months of the year, or for days of adverse weather conditions.

Dog Agility is a growing sport, with around 15,000 dog handlers in the UK alone. With the restrictions of Covid, and the border controls increased post BREXIT. It is anticipated that the agility sport in the UK is going to continue to grow. With the unpredictable weather conditions in the UK, it is becoming ever more desirable for Agility handlers to use indoor facilities, where you are protected from the weather condition of wind, rain, snow etc. Using an indoor facility would allow the dogs to be training in a safer environment also.

We feel to ensure continued stability for the business, and ensure future growth, it is essential to have an indoor facility large enough to set full international size training courses, to ensure handler and dogs are fit enough, and consistently trained all year round. The facility will allow people to train consistently throughout the year and will allow Laura to create content for the online subscription business 12 months of the year to continue the growth and stability.

The site is located within a few hundred meters from the A50, and therefore has very good road access to main roads, for handlers to reach the facility.

Business Description

Agility Secrets is an online subscription website – we sell subscriptions to agility handlers worldwide. The website has had over 1500 customers since starting in 2013, and currently has between 400-600 members at any given time. The business has to create video content all year round, to ensure the subscribers have fresh content, and up to date training. The training facility would be used to create and video content for these videos.

The facility will be used for several different uses as listed below;

One to one training – This would be when someone books one to one training with Laura per hour.

Facility Hire per hour – Groups of up to 6 people can hire the arena for use per hour.

Facility Hire per day – This will enable an agility trainer to hire the arena for training day's/events. They will be able to use the arena. Usually 4-7 people use the arena per two hours.

Use for Agility Secrets – Use for filming the video content for www.agility-secrets.com

Private use for Laura Chudleigh – Laura has to train her own dogs every day, this will enable Laura to train all year round, in consistent conditions, enabling quality training.

The facility opening times would likely be 8am -10pm daily. Dog Agility handlers travel from all over the country to train. With the UK's unpredictable weather, on many occasions the business see's less revenue in the winter, due to handlers unwilling to travel the country with the unpredictable weather conditions. Having the indoor facility will allow people to train to international competition standard all year round, and commit to training sessions as listed above, with confidence they can train indoors, despite what the weather maybe outdoors.

Agility is a social sport, and we envisage the users of the facility to use the local businesses, such as stores, fuel stations, pubs, restaurants, campsites, and holiday let cottages/huts. As the facility will be open all year round, it will provide a constant flow of revenue, adding to the currently successful business that Laura runs.

Market Research and Strategies

As Laura is one of the top handlers in the UK and known worldwide for being one of the best agility trainers in the world. She already has a significant following on social media with a reach of hundreds of thousands of people worldwide.

Most of the advertising and marketing will be completed online, using social media platforms. The facility would be only one of three dedicated facilities currently in the UK.

Our main competitors' website are listed below,

<http://www.thedogtrainingbarn.co.uk/> - Banbury, Oxfordshire

<https://www.devondogs.co.uk/> - Okehampton, Devon

As the nearest is over 90 miles from the proposed facility. Our geographically reach for customers is very big, we will gain customer from all over the UK. And will certainly benefit from all of the midlands and northern customers.

Laura over the years has ran training days and events nationally, and most of these will just be brought inhouse to the facility.

We believe within 18 months, we will have the facility booked out at 100% capacity, based on the need and requirement in the area. Currently most handlers are travelling to Oxfordshire from the midlands and northern region. Which our facility will offer significantly reduce travelling.

Management and personnel

The facility will be run by Laura Chudleigh as the Managing Director – Laura will work full time on growing the business, and ensuring it is successful.

Once the arena is open, we plan on employing one-person full time for administration, answering telephone calls, and marketing on social media, and our website.

We will also look at either employee a grounds man on a part time basis, or we will instruct a local business to maintain the grounds, to ensure the facility is well kept, and pleasing visually.

If any more information is required, please do not hesitate to ask.