

An introduction to

# Dog Park Management Limited

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



*Presented By*

**John Harrison**

Dog Park Management Limited

# What is a dog park and what is the opportunity?



## What is a Dog Park?

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.

Our approach is to hire a park for an hour at a time to an owner with their dog or small group of dogs.

## Our parks appeal to:

- People who want their dogs to run freely without constraints or distractions
- People practicing recall with young or temperamental dogs
- Dogs uncomfortable or reactive around other dogs or people
- Dog trainers wanting a secure area for training and obedience classes
- Commercial dog walkers who wish to let their charges off the lead safely

## Minimal Investment

The cost of creating a secure area is relatively low and the rewards of renting out relatively high, even with exclusive hourly use.

## Minimal Effort

With our managed service, you take advantage of this opportunity with minimal management or operating effort on your part.

## Material Income

A 1-2 acre field in the right place, marketed properly with a good on-line booking process can generate material income with minimal overhead.

# How does it work in practice?



1

## You provide the field

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

2

## DPML secure & equip

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

3

## Active marketing

DPML market the dog park VERY actively into the local community through social media and other channels.

4

## Website & bookings

DPML provide a site-specific website enabling online booking, accurate availability, and automated booking confirmations.

5

## Customer service

Regular newsletters, prompt customer service, and management of no-shows and service abuses keep standards high.

6

## Revenue & reporting

DPML collect all payments and provide you with a monthly income statement with a full audit trail.

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

# How does it work commercially?



## Simple Agreement

The landowner or leaseholder signs a simple agreement with DPML for us to provide the managed service.

## Shared Investment

DPML are able to fund or joint fund investments in fencing and other infrastructure, subject to recovery from initial revenues.

## Revenue Split

Revenues are split on an agreed basis between the landowner/leaseholder and DPML, depending on the level of investment and effort required.

## Monthly Payments

DPML pay the landlord/leaseholder their share within 7 days of the end of each calendar month, covering all paid bookings net of cancellations and costs.

## Full Audit Trail

DPML will provide a self-billed invoice or remittance statement at the time of payment.

## True Partnership

We operate in a true partnership with the landowner/leaseholder; your success is our success.

# Frequently asked questions (1)



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

We've done it consistently before, and we only engage in areas where we have evaluated local demographics for dog ownership, competitor coverage, and the suitability and accessibility of the field in question. We can therefore be relatively confident of the revenue opportunity once evaluated.

### Proven Revenue Growth

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Revenue has grown steadily since Year 1 across all our sites.

**£45,000+**

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Largest site revenue in the year 1 June 2025 to 31 May 2026.

**£36,000 projected**

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Our latest site generated £36,000 in revenue in the current financial year

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

# Frequently asked questions (2 - 5)



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

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?**

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?**

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?**

Very actively! We use local Facebook Dog Owner groups, Facebook ads, Instagram, Google ads, monitored email broadcasts, local advertising and direct marketing to dog walkers and trainers.

# Frequently asked questions (6 - 8)

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

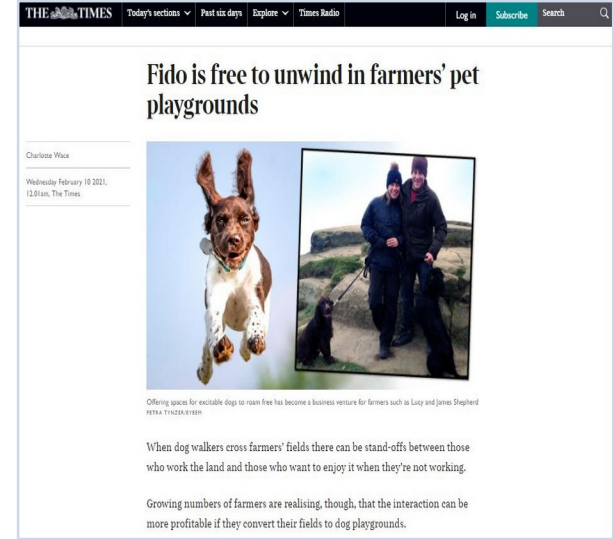
Perhaps you could run this service alone, but through our focus, marketing expertise and on-line booking capabilities, we think we offer the best way to maximise the opportunity whilst minimising the time and effort the landowner needs to put in.

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

We look normally for a minimum of 12 months to allow us to market the service and recover any setup costs. If this posed a problem, we are happy to discuss different terms, but probably not less than 6 months.

## Q8. Are Dog Parks a fad which will disappear?

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.



The screenshot shows a news article from The Times. The headline is "Fido is free to unwind in farmers' pet playgrounds". The author is Charlotte Wake. The date is Wednesday February 19 2021, 12:01pm. The article includes two images: one of a dog jumping and another of a couple standing in a field with a dog. The text discusses how offering spaces for exercise dogs to roam free has become a business venture for farmers like Lucy and James Shepherd. It also mentions that when dog walkers cross farmers' fields, there can be stand-offs between those who work the land and those who want to enjoy it when they're not working. Finally, it notes that growing numbers of farmers are realizing that the interaction can be more profitable if they convert their fields to dog playgrounds.

*The Times — 'Fido is free to unwind in farmers' pet playgrounds'*

# Frequently asked questions (9)

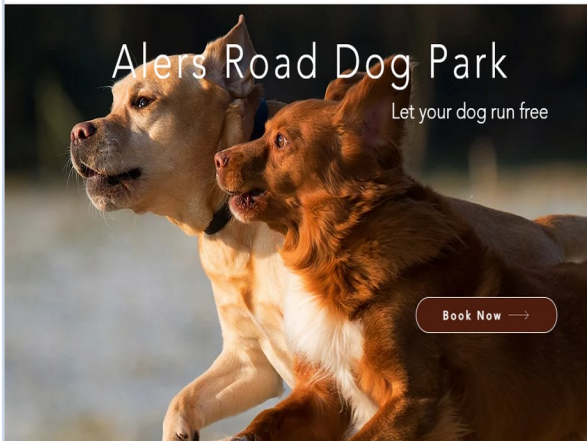


## Q9. How do people book?

We provide a site specific, responsive website that works well on both PC and mobile devices. The site provides all the tools needed to capture and manage bookings and to send out email confirmations. It also captures customer information to enable marketing to customers and build strong relationships and repeat bookings.

Alers Road Dog Park Call us on 07768 308908

[Home](#) [About us](#) [Guidance and rules](#) [How to Book](#) [How to find us](#) [Book Online](#)



# Alers Road Dog Park

Let your dog run free

[Book Now](#)

## Booking Calendar

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 Nicky Whiteley
10am		1 Hr Dog Field Hire Mandy Jennings	1 Hr Dog Field Hire Sacha Fox	1 Hr Dog Field Hire Beverly Couch		1 Hr Dog Field Hire Juliette Lockwood	1 Hr Dog Field Hire Marie McStrough
11am	1 Hr Dog Field Hire Angie McLaughlin		1 Hr Dog Field Hire Verity Murden	1 Hr Dog Field Hire Suze Pritchard	1 Hr Dog Field Hire Rachel Rice Ault	1 Hr Dog Field Hire Zoe's puppy class	1 Hr Dog Field Hire Juliette Lockwood
12pm	1 Hr Dog Field Hire Olga Brostroman	1 Hr Dog Field Hire Sam Fryer	1 Hr Dog Field Hire Tracy Stevens		1 Hr Dog Field Hire Kaye James	1 Hr Dog Field Hire Shane Halls	1 Hr Dog Field Hire Lesley Thorpe
1pm	1 Hr Dog Field Hire Jack Bowler		1 Hr Dog Field Hire Jessica Cum			1 Hr Dog Field Hire Natalie Nixon	1 Hr Dog Field Hire Matthew Neavins
2pm	1 Hr Dog Field Hire Joe Salaman		1 Hr Dog Field Hire Carl Collins			1 Hr Dog Field Hire Nikki Harris	1 Hr Dog Field Hire Kirsty Rankins
3pm	1 Hr Dog Field Hire Chloe Donaghy		1 Hr Dog Field Hire Chelsea White	1 Hr Dog Field Hire Julia Mealen		1 Hr Dog Field Hire Glyn Brennan	1 Hr Dog Field Hire Kim Heady
4pm	1 Hr Dog Field Hire Natalie Nixon		1 Hr Dog Field Hire Mylward	1 Hr Dog Field Hire Joe Salaman		1 Hr Dog Field Hire Beth Perfect	1 Hr Dog Field Hire Tacy Wingham
5pm	1 Hr Dog Field Hire Zoe Hassell	1 Hr Dog Field Hire Karen Doogan	1 Hr Dog Field Hire Martin Barlow	1 Hr Dog Field Hire Karen Doogan	1 Hr Dog Field Hire Zoe Hassell	1 Hr Dog Field Hire Charlotte Twomey	1 Hr Dog Field Hire Magdalena Wisniewska

Wagmore 07768308908 [Home](#) [Contact us](#) [John Harrison](#) [JH](#) [Log out](#)

## Field 1

Wagmore  
Large 3 acre field with agility equipment

[Previous month](#) [Next month](#)

**Select a Date and Time**  
Availability is checked against this field only. Bookings are open up to 30 days ahead.

Choose a session below, then confirm how many dogs are attending before payment checkout opens.

**June 2026**  
Only updating dates in this booking window are shown.

<b>Fri 5</b> 6 sessions	<b>Sat 6</b> 10 sessions
<b>Sun 7</b> 10 sessions	<b>Mon 8</b> 10 sessions
<b>Tue 9</b> 10 sessions	<b>Wed 10</b> 10 sessions
<b>Thu 11</b> 10 sessions	<b>Fri 12</b> 10 sessions

**Sessions for Friday 5 June**  
Select a time below.

<b>11:00 - 12:00</b> From £10.00 <a href="#">Selected - continue below</a>	<b>12:00 - 13:00</b> From £10.00 <a href="#">Select session</a>	<b>14:00 - 15:00</b> From £10.00 <a href="#">Select session</a>
<b>15:00 - 16:00</b> From £10.00 <a href="#">Select session</a>	<b>16:00 - 17:00</b> From £10.00 <a href="#">Select session</a>	<b>17:00 - 18:00</b> From £10.00 <a href="#">Select session</a>

# Frequently asked questions (10)



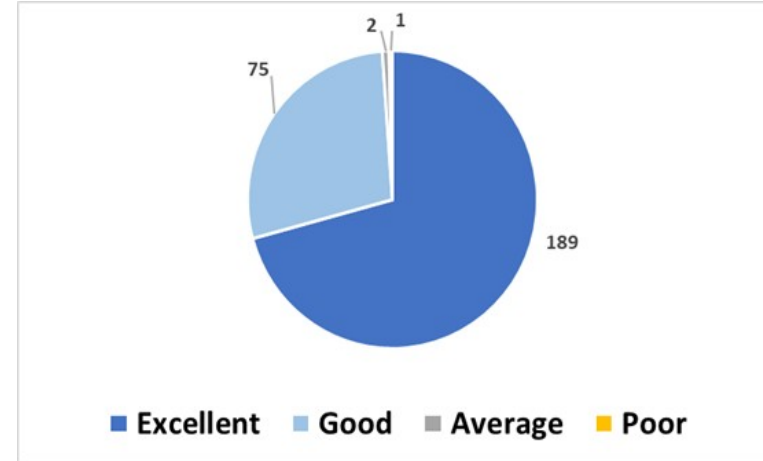
## Q10. Why should I/we partner with DPML?

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 shows real data from a customer service survey in 2025 where over 98% of all replies rated us as Good or Excellent.



Results of customer service survey — 2025

# Frequently asked questions (11)



## Q11. Who are DPML?



**John Harrison**

Technology and Finance



**Jessica Harrison**

Social Media and Marketing



**Sheridan Parker**


Business Development and Operations

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:

 **07768 308908**

 [john.harrison@harrison-andrews.co.uk](mailto:john.harrison@harrison-andrews.co.uk)



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