Your Dog Park.
Your Bookings.
Your Way.

The only booking and management system built specifically for UK dog park operators

Designed by dog park operators, for dog park operators

DOG PARK MANAGEMENT SYSTEM

Created by

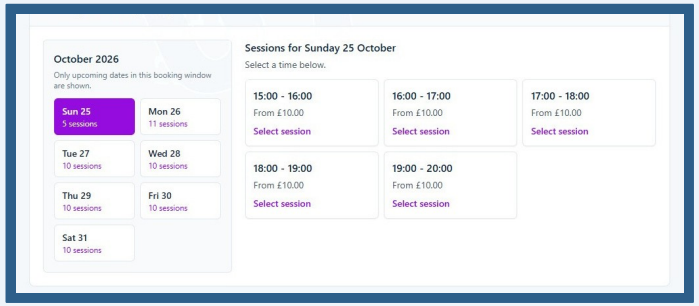
DPML

www.dogparkmanagement.co.uk

Introducing DPMS

One system for bookings, payments, members and reporting.

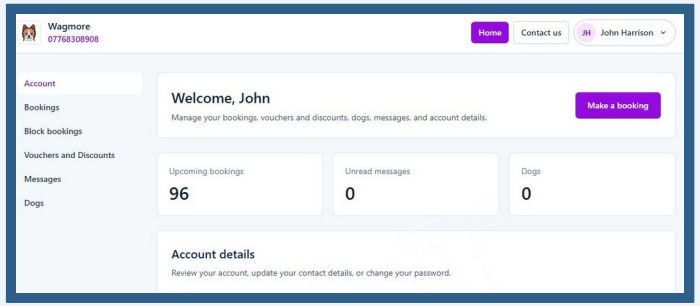
DPMS is the booking and management system built specifically for UK dog park operators, by dog park operators.



FOR YOUR CUSTOMERS

Book and pay online

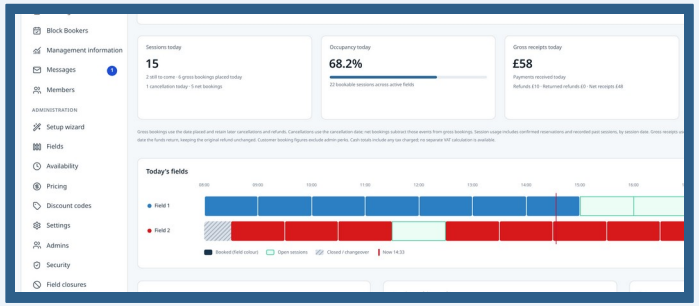
Customers choose a field, date and session and pay securely through Stripe, with instant email confirmation.



FOR YOUR MEMBERS

Self-service accounts

Members manage their bookings, block bookings, dogs, vouchers and messages without needing to phone you.



FOR YOUR TEAM

Run the park from one place

Dashboard, calendar, customer records and management information, configured to your fields, prices and rules.

Why DPMS

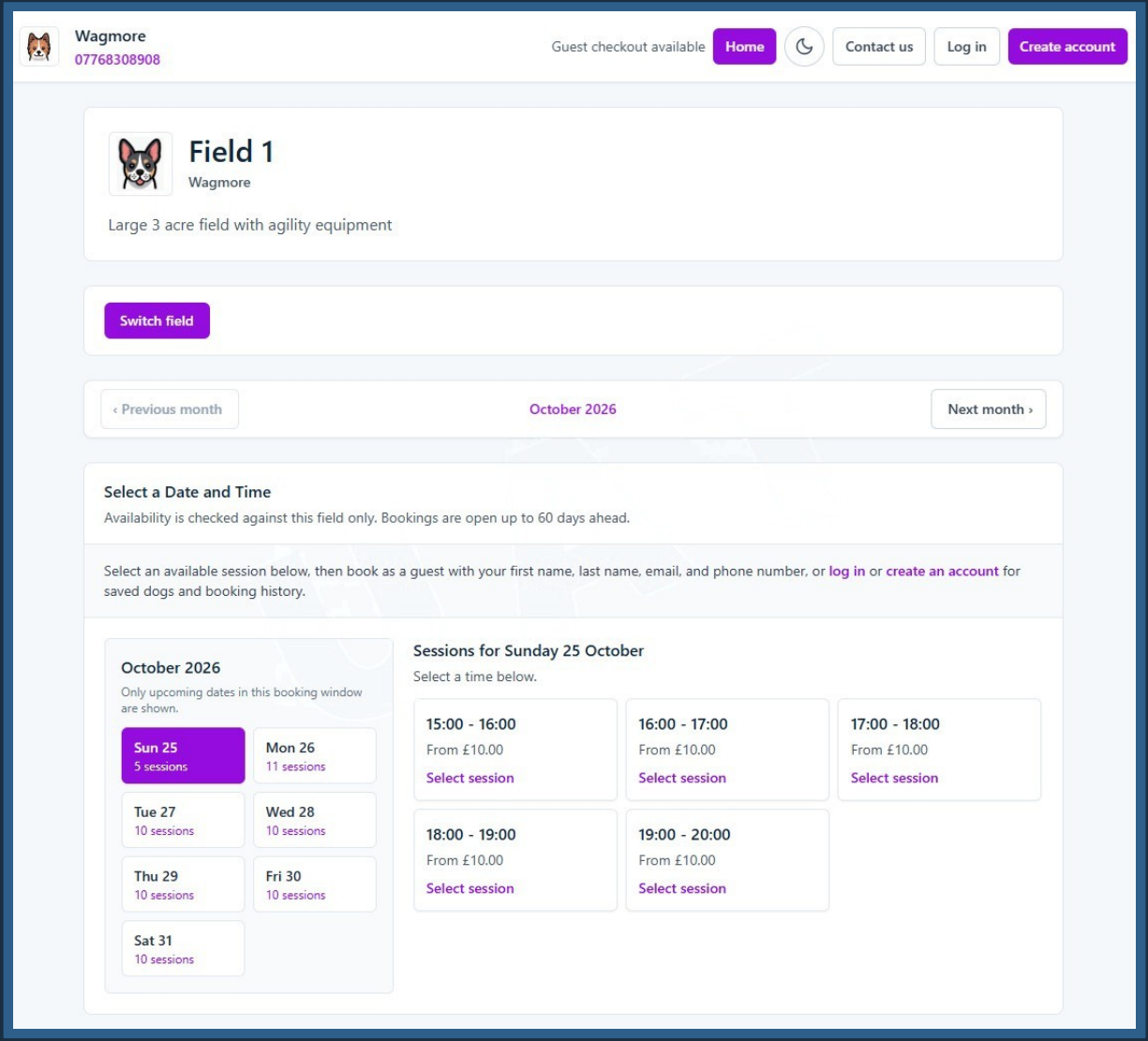
- Purpose-built for dog fields
- Dog-park-specific reporting
- Email delivery and open tracking
- UK-based support

Customer Booking Experience

DPML

What your customers see

Session selection



Choose a date and time

Customers pick a field and browse the month's available sessions, with session counts on each date and prices shown up front.

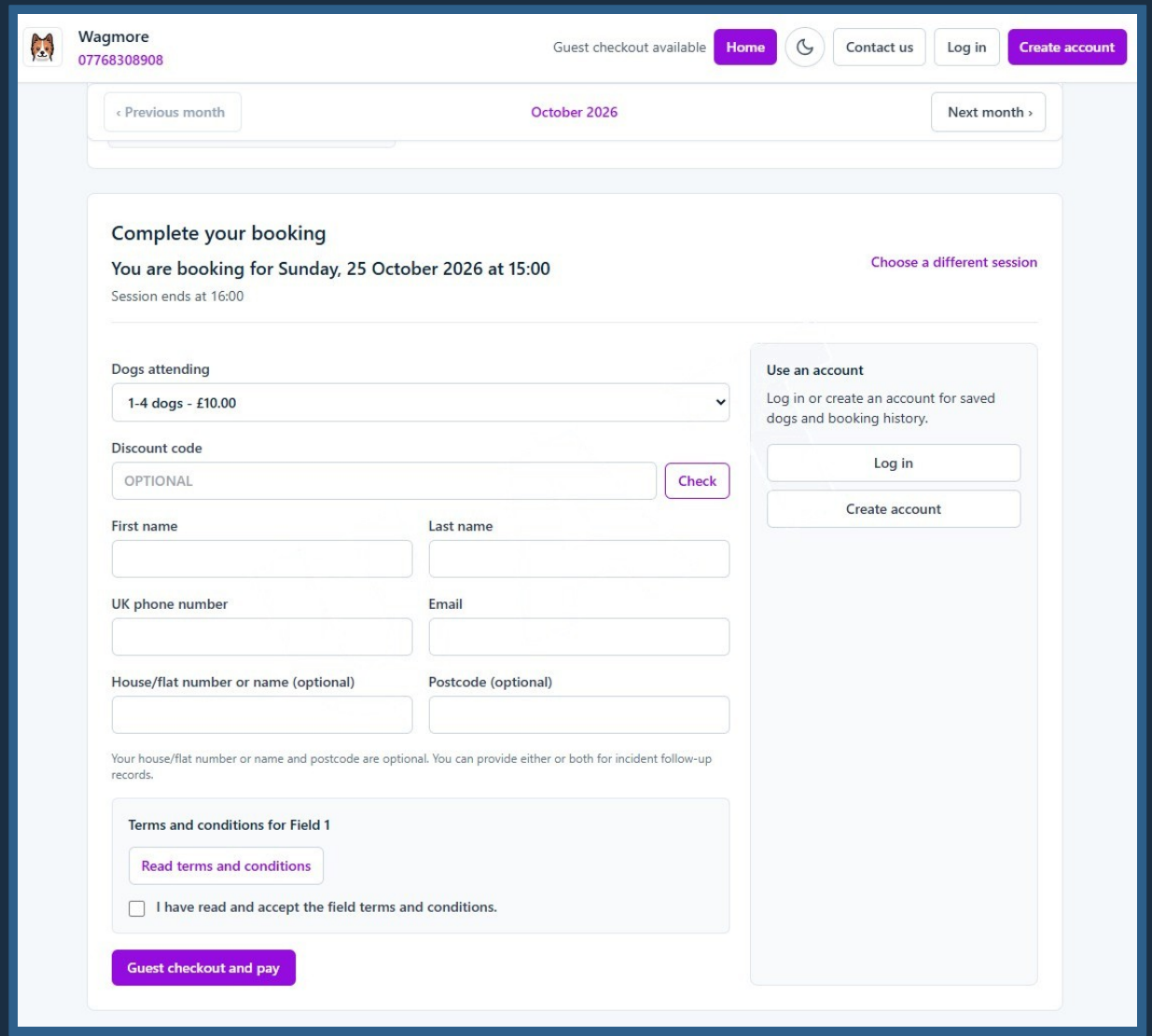
- Session count shown on every date
- Prices visible before a session is chosen
- Booking window controls how far ahead sessions are available
- Switch between fields in one click

Complete your booking

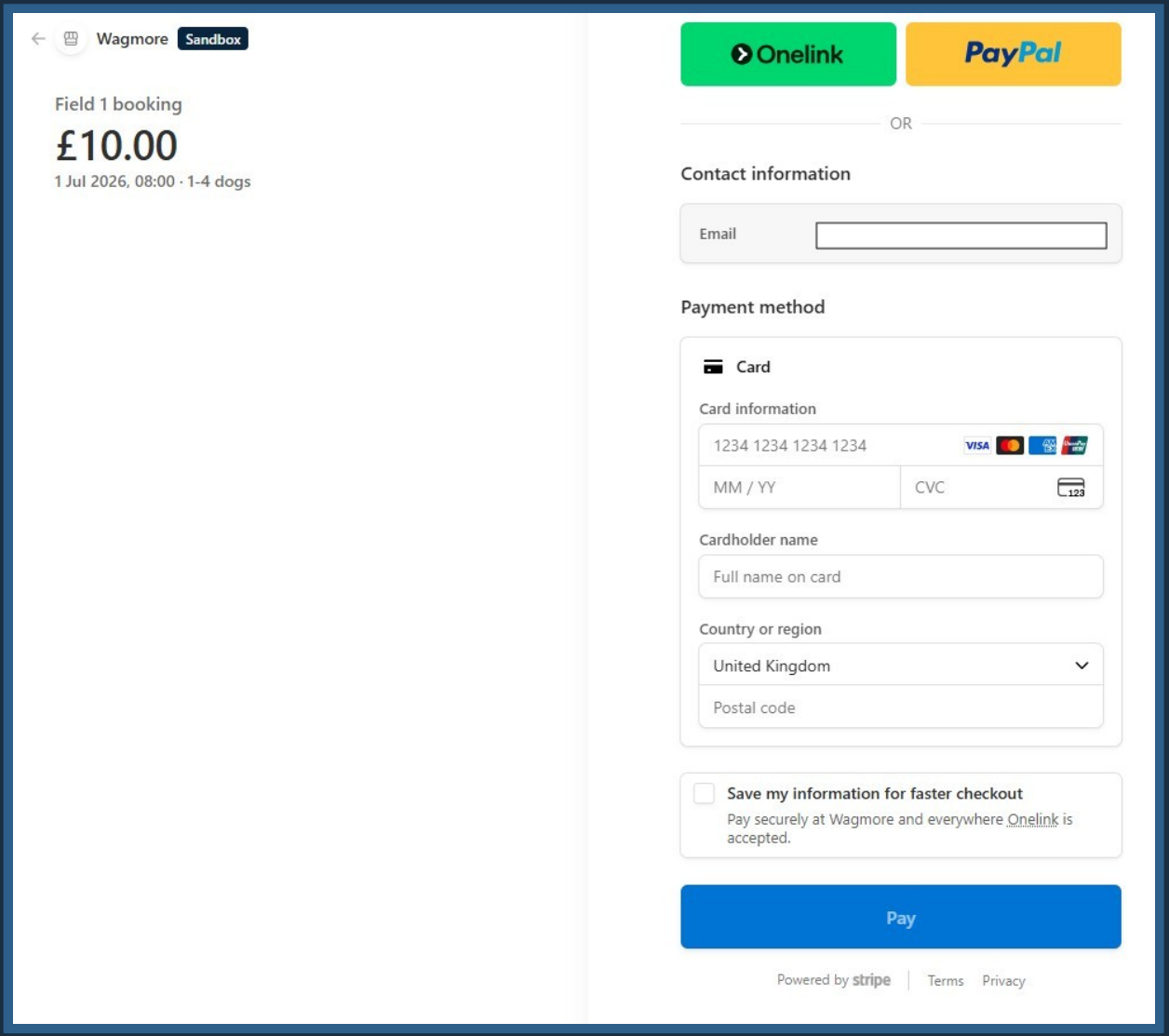
Book as a guest or a member

Customers choose the number of dogs, add any discount code, accept your field's terms and conditions and pay. No account is needed.

- Price shown for each price band based on number of dogs
- Discount codes checked before payment
- Field terms and conditions accepted every time and auditable
- Optional address for incident follow-up records



Secure online payment

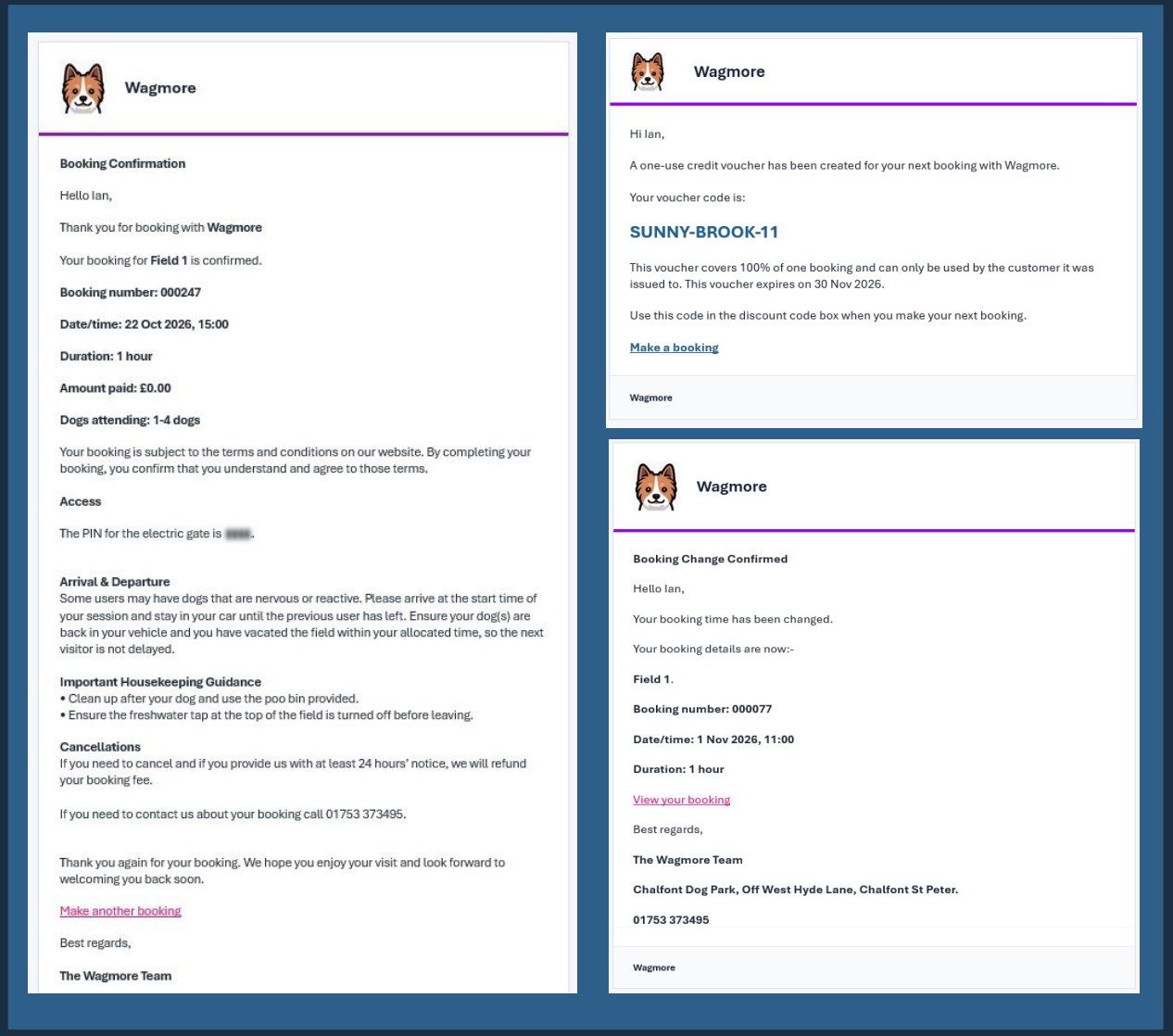


Paid at the point of booking

Payments are taken by Stripe when the customer books, so there are no bank transfers to chase or references to match. Confirmation follows instantly on screen and by email.

- Credit and debit cards, PayPal and Onelink
- Apple Pay and other mobile wallets
- PCI compliant: no card details held by the park
- Instant on-screen and email confirmation

Email communications with customers



Wagmore

Booking Confirmation

Hello Ian,

Thank you for booking with **Wagmore**

Your booking for **Field 1** is confirmed.

Booking number: 000247

Date/time: 22 Oct 2026, 15:00

Duration: 1 hour

Amount paid: £0.00

Dogs attending: 1-4 dogs

Your booking is subject to the terms and conditions on our website. By completing your booking, you confirm that you understand and agree to those terms.

Access

The PIN for the electric gate is [redacted].

Arrival & Departure
Some users may have dogs that are nervous or reactive. Please arrive at the start time of your session and stay in your car until the previous user has left. Ensure your dog(s) are back in your vehicle and you have vacated the field within your allocated time, so the next visitor is not delayed.

Important Housekeeping Guidance
• Clean up after your dog and use the poo bin provided.
• Ensure the freshwater tap at the top of the field is turned off before leaving.

Cancellations
If you need to cancel and if you provide us with at least 24 hours' notice, we will refund your booking fee.

If you need to contact us about your booking call 01753 373495.

Thank you again for your booking. We hope you enjoy your visit and look forward to welcoming you back soon.

Make another booking

Best regards,

The Wagmore Team

Wagmore

Hi Ian,

A one-use credit voucher has been created for your next booking with Wagmore.

Your voucher code is:

SUNNY-BROOK-11

This voucher covers 100% of one booking and can only be used by the customer it was issued to. This voucher expires on 30 Nov 2026.

Use this code in the discount code box when you make your next booking.

Make a booking

Wagmore

Wagmore

Booking Change Confirmed

Hello Ian,

Your booking time has been changed.

Your booking details are now:-

Field 1.

Booking number: 000077

Date/time: 1 Nov 2026, 11:00

Duration: 1 hour

View your booking

Best regards,

The Wagmore Team

Chalfont Dog Park, Off West Hyde Lane, Chalfont St Peter.

01753 373495

Wagmore

Tracked delivery of all emails to the customer

The system tracks the delivery of all emails sent by the system to the customer, so that you communicate effectively and be certain that an email has been delivered and opened.

- Booking confirmation
- Block booking confirmations
- Booking moves
- Booking cancellations

and more……..

Customer Account

DPML

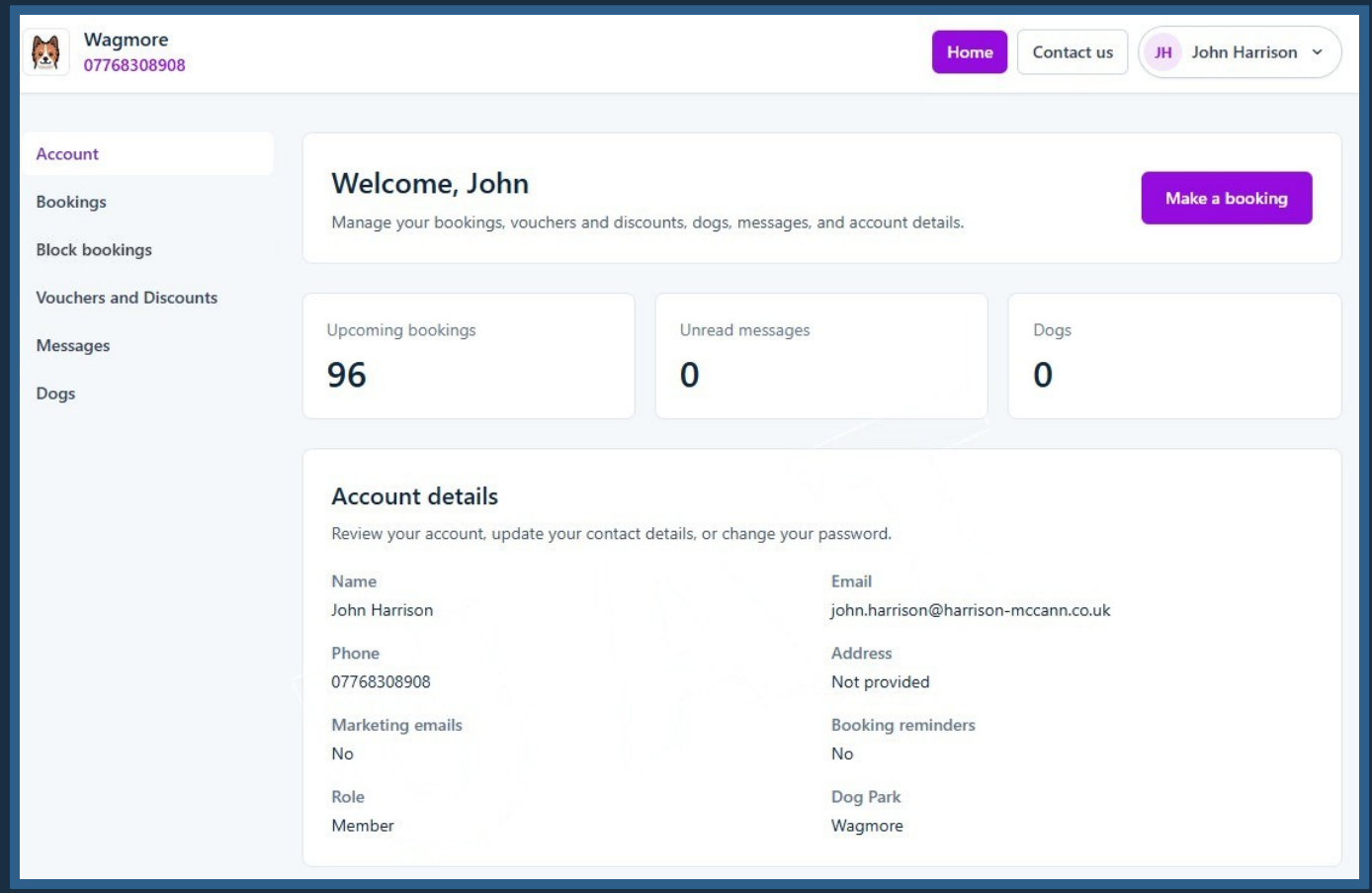
Self-service for your members

Member account

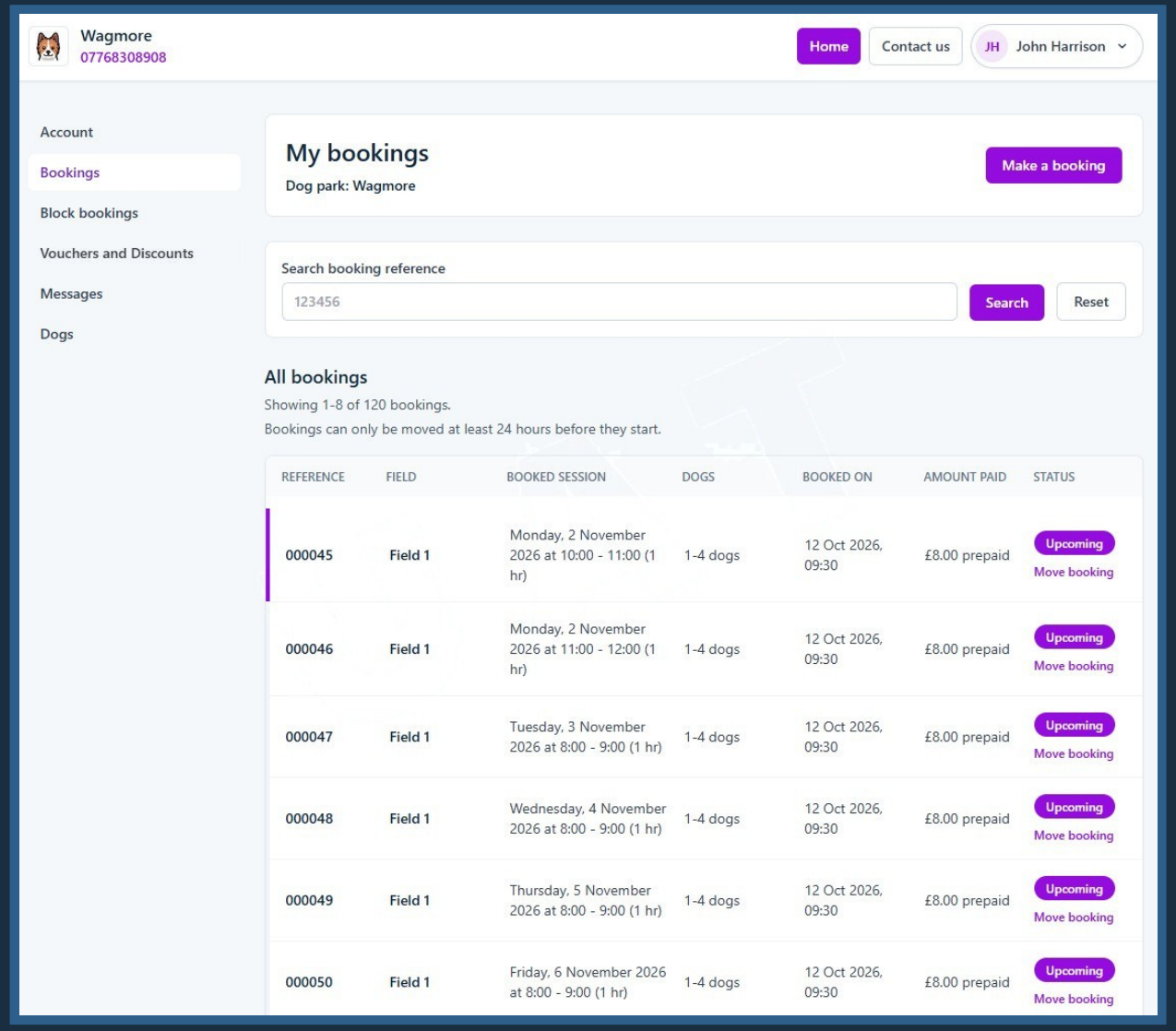
Everything in one place

Members log in to an account that brings together their bookings, block bookings, vouchers, messages and dogs.

- Bookings, messages and dogs at a glance
- Members keep their own contact details up to date
- Marketing email and booking reminder preferences
- Make a new booking in one click



My bookings



Members manage their own bookings

Every booking is listed with its reference, field, dogs, date booked and amount paid. Members can move a booking themselves up to 24 hours before it starts, without phoning you.

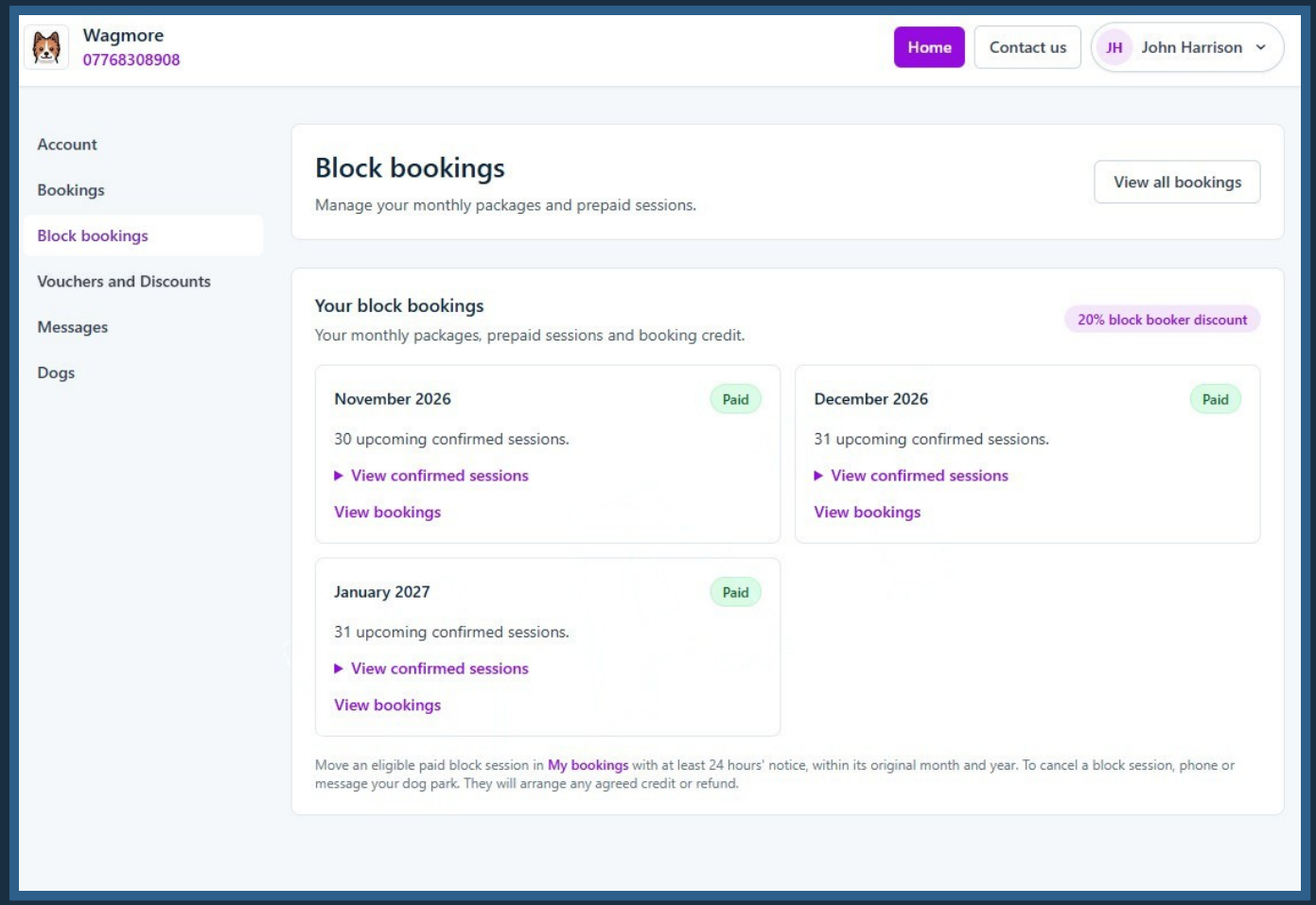
- Full list of upcoming and past bookings
- Search by booking reference
- Self-service moves with 24 hours' notice
- Amount paid shown on every booking

Block bookings

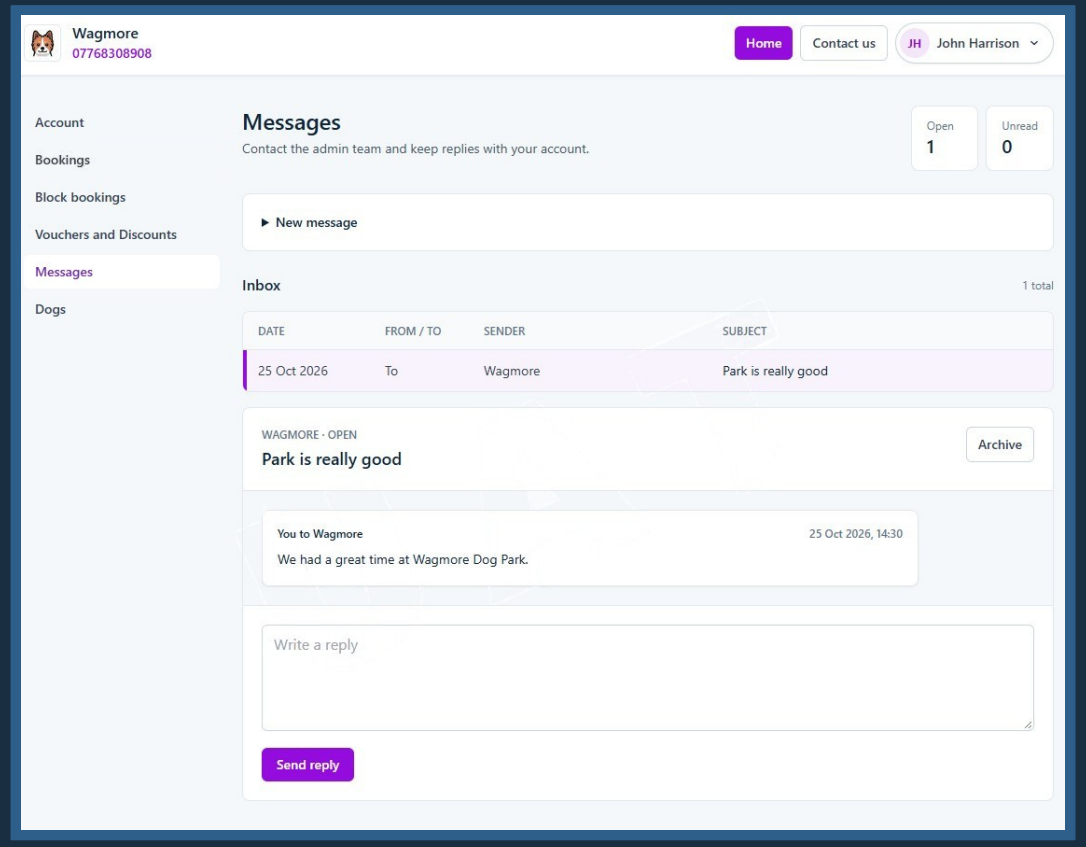
Monthly packages for regular customers

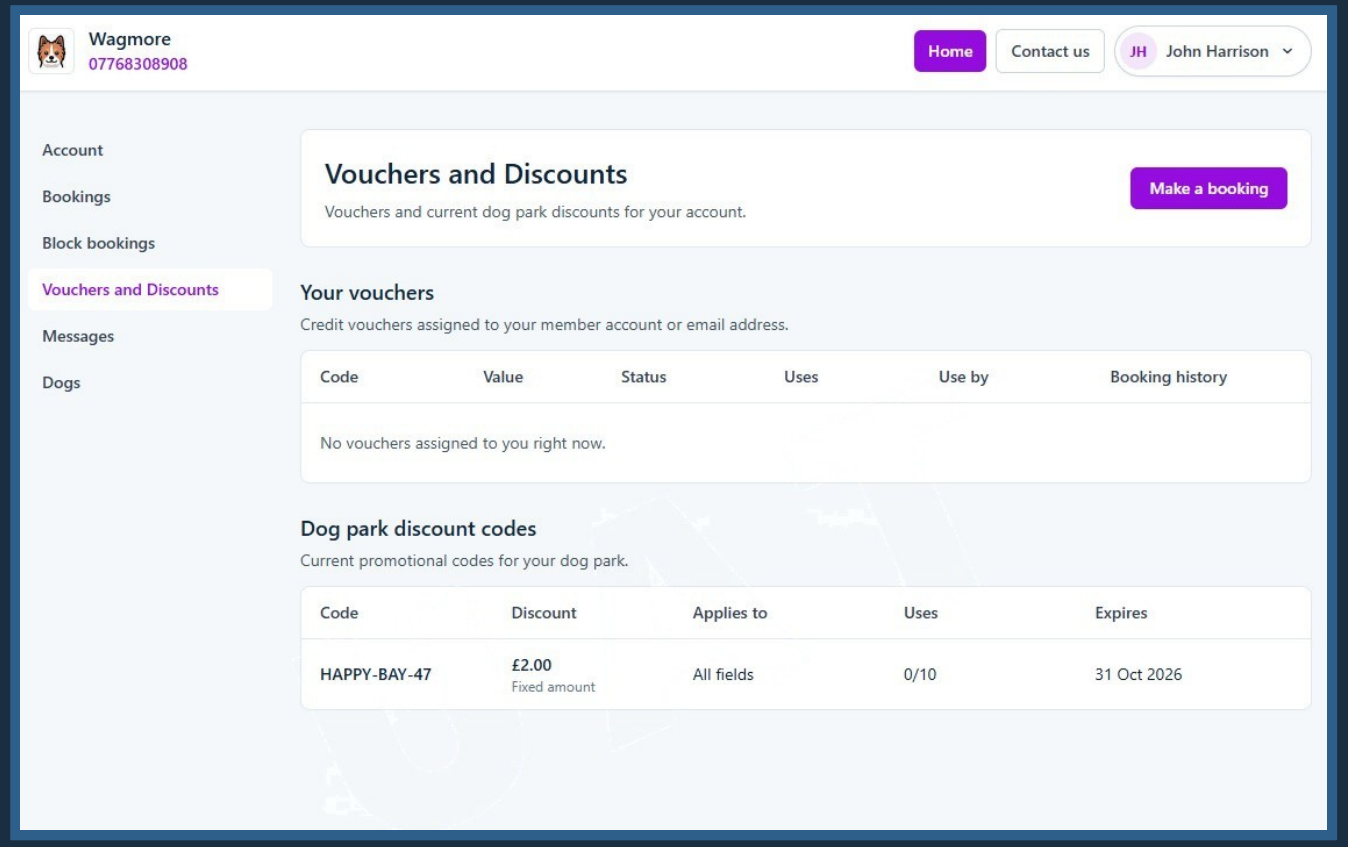
Dog walkers and other regulars can buy a month of sessions at a discount. Each paid month, with its confirmed sessions, appears in their account.

- Paid months listed with their confirmed sessions
- Block booker discount applied automatically
- Sessions can be moved within the same month
- Cancellations handled by your team



Messages and offers





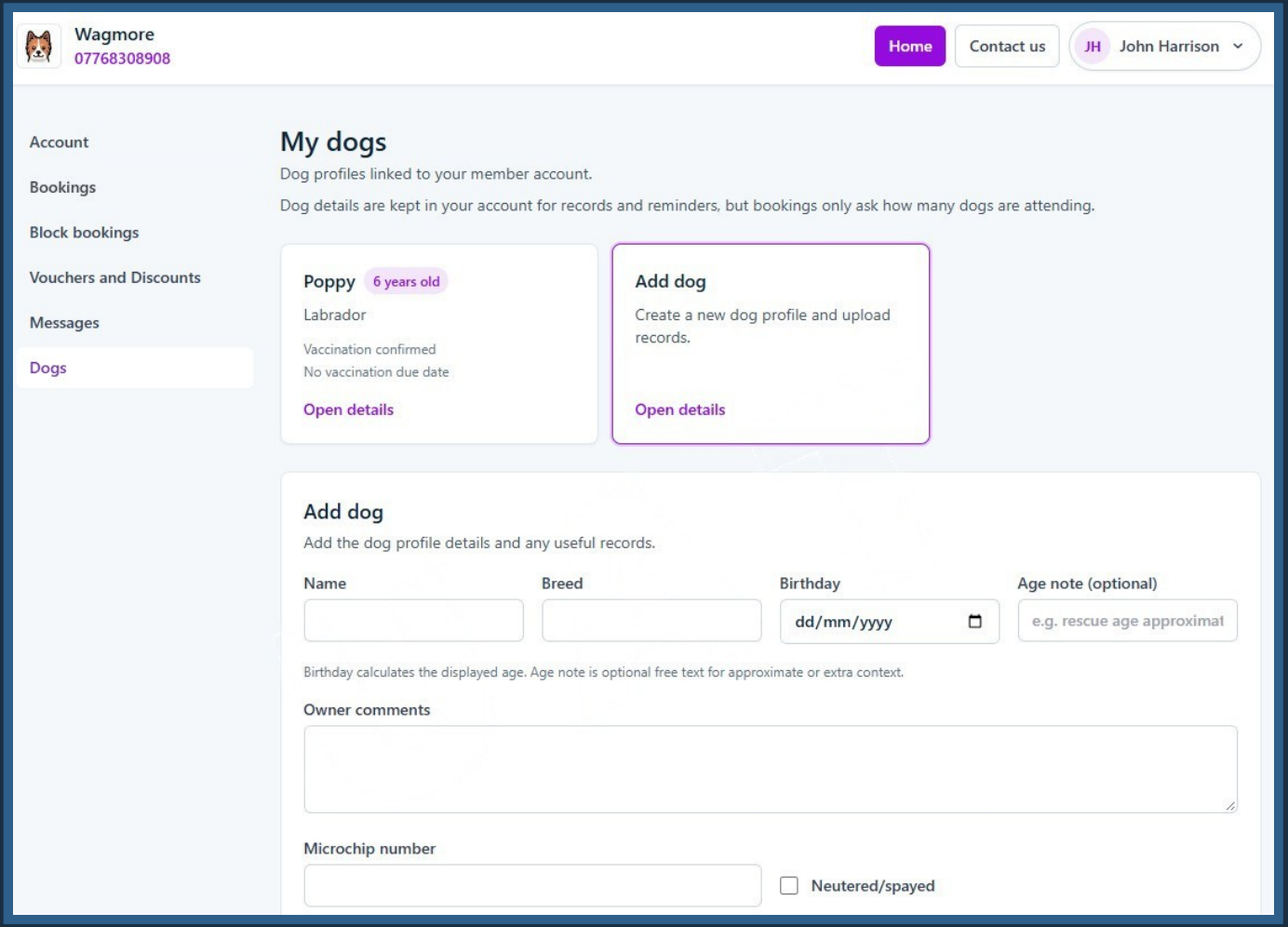
Message the park directly

Members contact your team from their account, and every reply stays with the conversation.

Vouchers and discount codes

Credit vouchers and current promotional codes appear in each member's account, so no one misses an offer.

My dogs



Dog profiles and vaccination records

Owners can keep each dog's details in their account, with vaccination status, microchip number and uploaded records. Bookings only ask how many dogs are attending.

- Name, breed, birthday and age note
- Vaccination confirmed and due date
- Microchip number, neutered or spayed, owner comments
- Records uploaded to each dog's profile

Admin Dashboard

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Full control at your fingertips

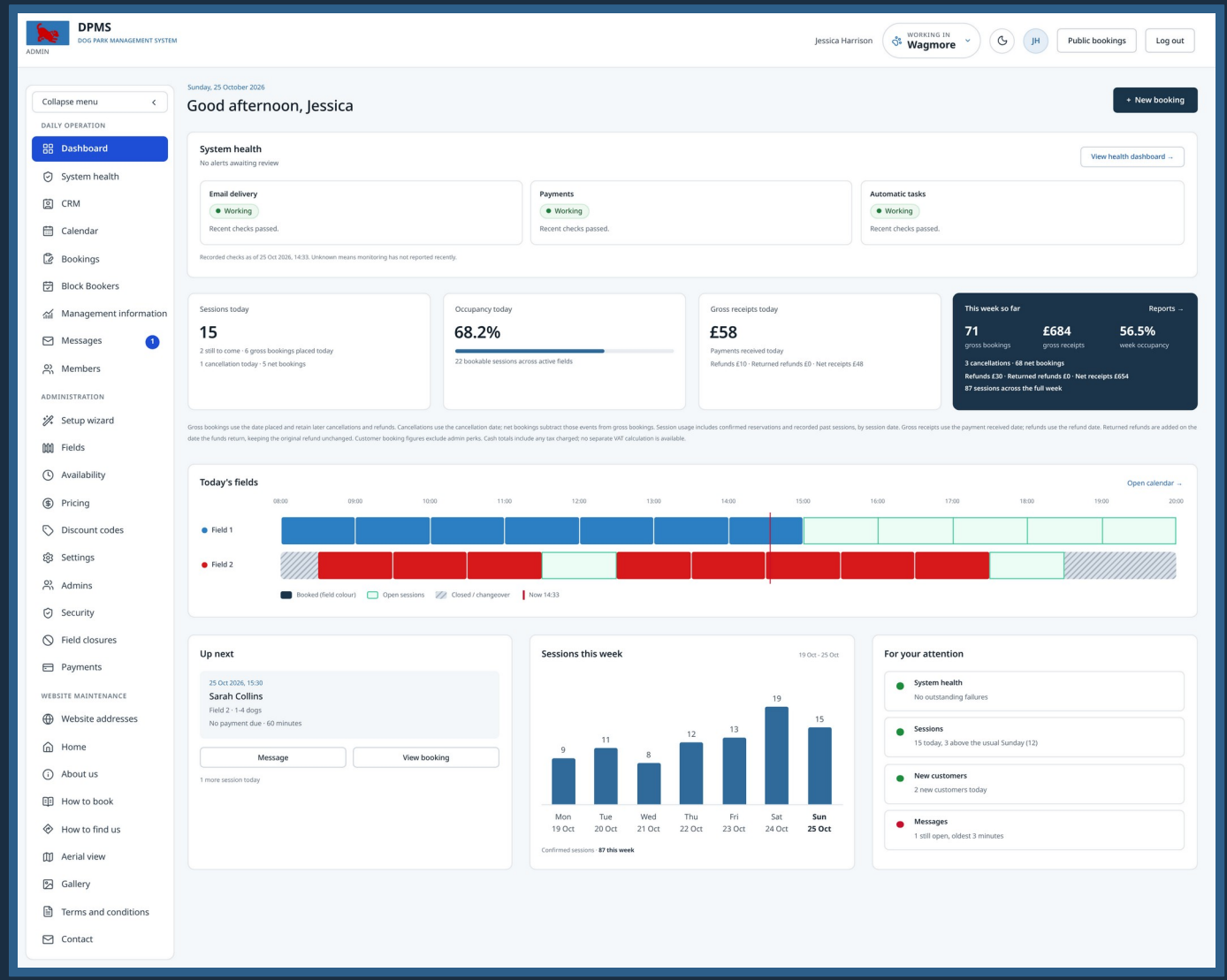
Admin dashboard

Your day at a glance

The dashboard opens on today's sessions, occupancy and receipts, the week so far, a live timeline of each field and anything that needs your attention.

- Today's and this week's bookings, receipts and occupancy
- Live timeline of booked and open sessions per field
- At-a-glance red and green attention checks
- System health for email delivery and payments
- Take bookings on a customer's behalf with New booking

Screens show illustrative sample data.



Fully configurable from one menu

Your team sets up and changes the park's fields, prices, rules and website pages from the admin menu.

Daily operation

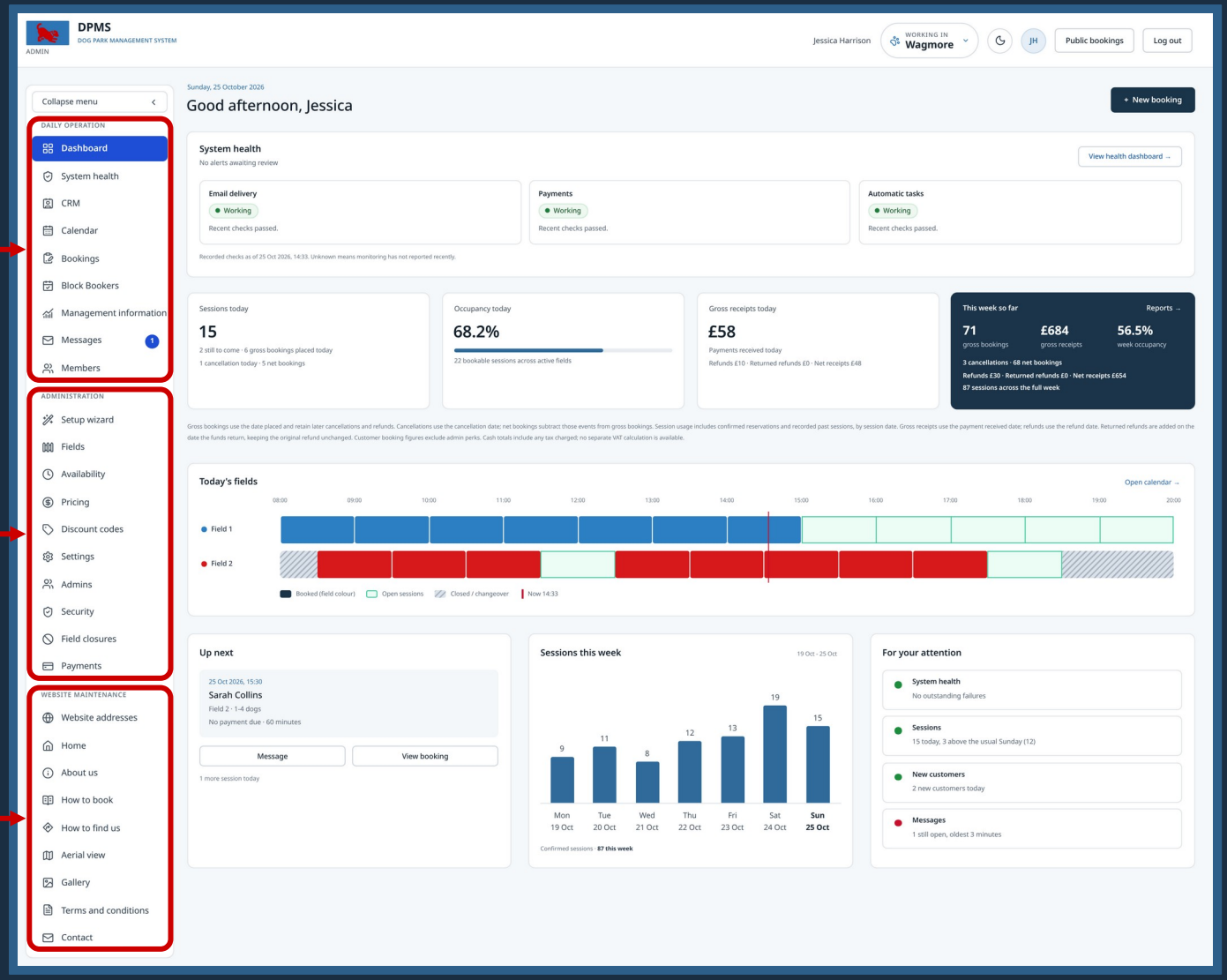
Run each day from the dashboard, calendar, bookings, block bookers, CRM, messages, members and management information.

Administration

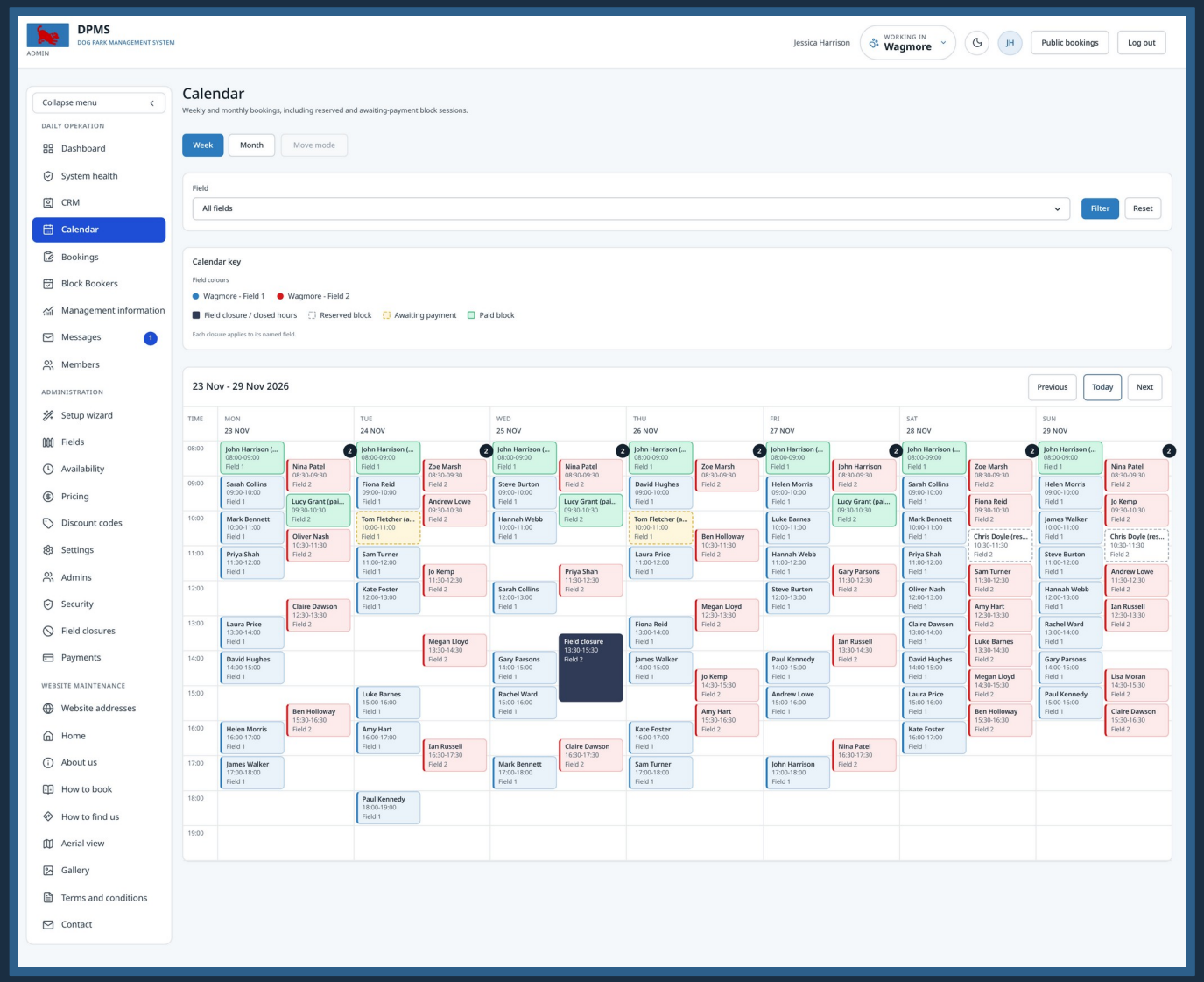
Set the park up your way, starting with the setup wizard: fields, opening hours and session lengths, pricing by number of dogs, discount codes, closures, admins, security and payments.

Website maintenance

Keep your public website up to date yourself: website addresses, home, about us, how to book, how to find us, aerial view, gallery, terms and conditions and contact.



Calendar view



Every booking, by week or month

A colour-coded calendar shows every booking across your fields, including block sessions and closures. Switch between week and month, filter by field and reschedule in move mode.

- Week and month views, filtered by field
- Each field in its own colour
- Paid, awaiting-payment and reserved block sessions
- Field closures shown against the field
- Move mode for rescheduling

Screens show illustrative sample data.

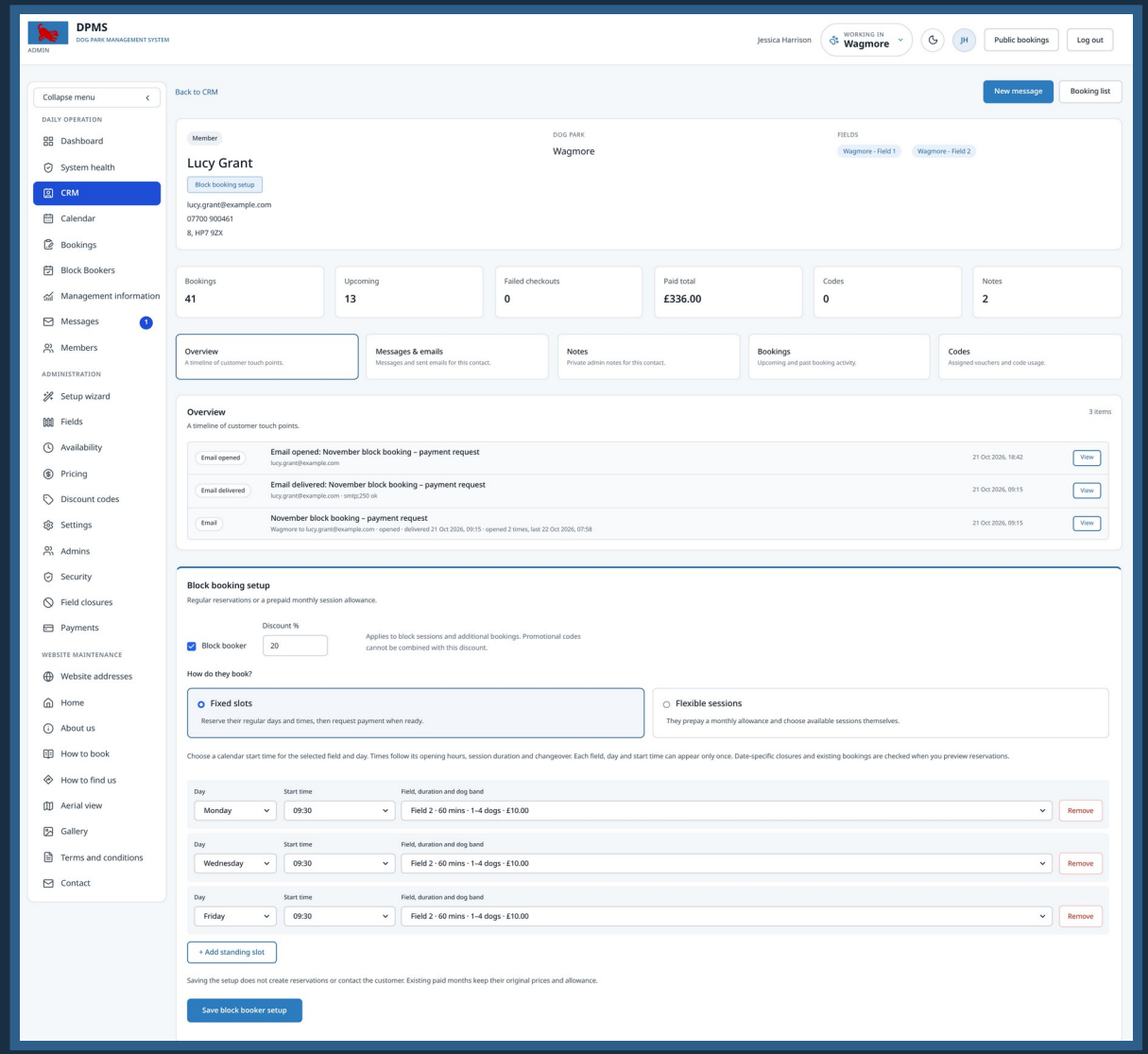
Customer records

CRM and block booking set-up

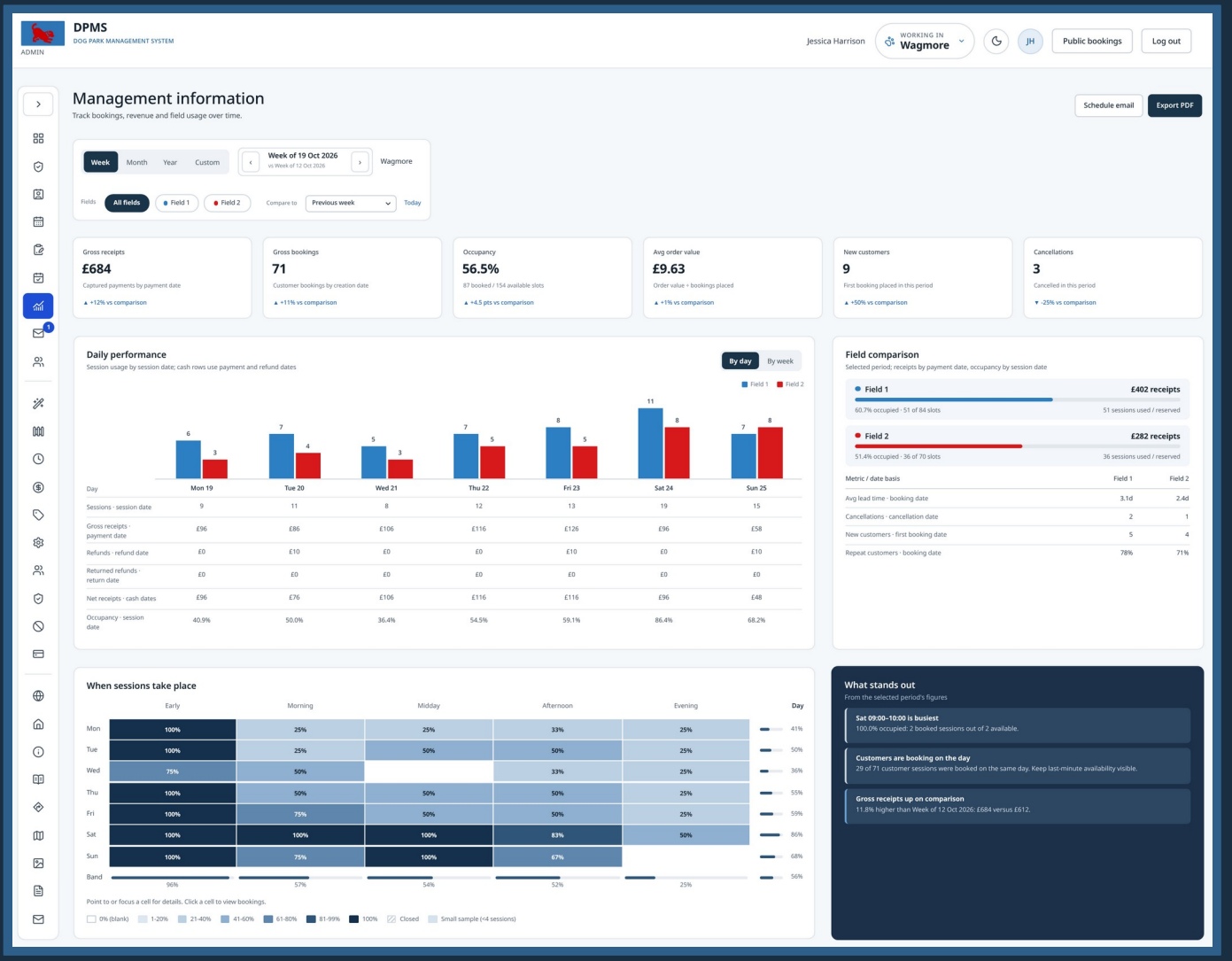
The system provides a complete view of each customer's activity; bookings, payments, discount codes and notes, with a timeline of emails sent, delivered and opened.

- Email delivery and open tracking
- Private admin notes for each customer
- Block bookers on fixed slots or a monthly allowance
- Block discount set for each customer
- Message the customer from their record

Screens show illustrative sample data.



Management information



See how your park is performing

Weekly, monthly, yearly or custom reports compare receipts, bookings and occupancy with the previous period, for each field and in total.

- Receipts, bookings, occupancy and customers
- Comparison with the previous period
- Daily performance and field-by-field comparison
- When sessions take place, by day and time of day
- Highlights, PDF export and scheduled reports

Screens show illustrative sample data.

DPML

Get started today

Join us and maximise the potential of your dog park with DPMS

- Get set up and taking bookings quickly
- No long contracts, simple monthly subscription
- Fully configurable to your site from day one
- UK based support team that understands dog parks
- Regular system improvements driven by customer feedback
- Dedicated set-up support from experienced dog park operators

Call 07768 308908 | www.dogparkmanagement.co.uk