

UNITED KINGDOM

Facilitating
diversification, creation
and development of
small enterprises, as well
as job creation

Location
Smarden

Programming period
2014 – 2020

Priority
P6 – Social Inclusion and
Economic Development

Measure
M6 - Farm & business
development

Funding (EUR)
Total budget 81 957
EAFRD 32 783
Private 49 174

Project duration
2016 – 2016

Project promoter
Snowy's Canine Therapy
Centre

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Website
www.kentcaninetherapycentre.co.uk/

Setting up a niche business start-up as a canine therapy centre.

Summary

The project concerned a business start-up to provide a canine therapy centre. The project activities were the construction of the centre as well as therapeutic equipment. This included a large in ground pool with a concrete built ramp, to allow for a low noise and movement entry for the dogs, and a hydro treadmill with a glass surrounding for easy visibility.



Results

Since the centre has opened, the number of dogs being treated per week has seen a fast rise from 20 dogs in mid-May to 57 at the start of August.

Due to the project being a business start-up, both costs and revenues have seen an increase but the business, in its current state, is sustainable.

The business has employed 3 members of staff of a variety of ages.

Lessons & Recommendations

- Non-traditional projects can have a positive impact on the rural economy.
- Niche facilities can cause a ripple effect in the local community as customers will travel further to access them and spend more in the area too.

Context

The project holder Jackie has several dogs, one of which, Snowball, was diagnosed with Osteochondritis and established Degenerative Joint Disorder. Jackie searched for places offering hydrotherapy as an alternative to surgery but to no avail. Previous to the Snowy's Canine Therapy Centre, there was not a facility that offered relevant treatments in the local area which sparked the idea for the therapy centre for which the grant was obtained.

Objectives

The project hoped to set up a canine therapy centre that provides hydrotherapy, physiotherapy, myotherapy and other therapeutic treatments for dogs.

Activities

In order to complete the project, the following activities took place; construction of a new therapy centre and the purchase of new therapy equipment.

Activities undertaken in order to construct a new therapy centre included gaining planning permission and employing a building contractor. A building contractor carried out the construction of the building in which to house the therapy centre. This included sourcing building materials and the construction work itself. The total cost of the materials and labour provided by the contractor came to EUR 21 692.80.

The purchase of therapy equipment included the building of a large, in ground pool with a concrete ramp for easy access and exit, a hydro treadmill with a glass surrounding as well as myotherapy massage equipment. The total cost of this part of the project was EUR 18 253.20. The hydrotherapy pool was supplied and installed by Dog Pools Inc., a specialist business. The treadmill for the hydrotherapy pool was bought from Technik Technology.

The treadmill and installation cost came to EUR 21 115.20.

Main results

The project achieved all that it set out to achieve. A canine therapy centre was constructed and fitted with the equipment needed to deliver effective therapy for dogs. Since the centre has opened, the number of dogs being treated per week has seen a fast rise from 20 dogs in mid-May to 57 at the start of August.

Due to the project being a business start-up, both costs and revenues have seen an increase but the business, in its current state, is sustainable.

The business has employed 3 members of staff of a variety of ages.

A canine therapy centre is a niche industry, especially in a rural setting. As a result, visitors to the therapy centre having been spending more in the local economy due to the scarcity of therapy centres in the region.

Key lessons

Non-traditional projects can have a positive impact on the rural economy.

Niche facilities can cause a ripple effect in the local community as customers will travel further to access them and spend more in the area too.



Additional sources of information

n/a