

PLANNING STATEMENT (DOCUMENT 5)

Background

I am a professional dog groomer with over 15 years experience and am looking to commence my own small-scale dog grooming business based in the rear garden of my property.

My business plan is predicated on a sole groomer servicing an average of 4 dogs per day with a maximum of 6 on any one day which will be very rare, this would only be in emergency scenarios where, for example, a dog's welfare is concerned. I intend to operate from 08.00 – 17.00 hrs Monday to Friday, and if required, from 08.00 – 12.00 midday Saturday. There will be **no** appointments on Sundays or public holidays.

As this is a one-to-one service, only one dog will be on-site at any one time. Client owners will drop off and collect their dogs and will not be permitted to wait on-site. My property has two car parking spaces so owners will not be parking on the road for either drop-off or collection.

Impact on traffic flow

Based on the business plan, the traffic flow will be on average 16 journeys per day (each dog equates to 4 trips because clients cannot stay on site during grooming). This equates to less than 2 journeys per operating hour. Bearing in mind I will be the sole groomer working on only one dog at a time, the journeys would be well spaced out and therefore the impact on the local road network will be minimal.

My research and analysis indicate that currently, Markfield and Field Head residents travel mainly to Ratby, Groby, Glenfield and Coalville to avail themselves of dog grooming services; the availability of a local service provider should therefore reduce the overall length of journeys made. Indeed, as I am specifically targeting the Markfield and Field Head neighbourhoods, I envisage many dogs being walked to the pod, so the above journey figures are the absolute maximum.

Impact on neighbours

Given the build technology of the purpose-built grooming pod and the equipment to be used, I do not envisage any annoyance to my neighbours. As detailed above, the siting of the pod ensures that it is quite some way from any neighbouring properties. There is an existing garden access point to the side of the garden where the pod is to be sited which will be used to enter the pod, this access point borders the wide driveway which means the neighbours will not see clients entering and leaving the garden.



The grooming pod is not visible from the road or adjacent properties as it will be hidden from view by the tall hedge which borders the property. The grooming pod is the size of an average garden shed and therefore will not impinge on any neighbour's light or create an eyesore.

The property easily accommodates 2 vehicles on the front driveway which will be used for clients cars when dropping off and picking up their dogs. The nature of the business plan means that there will never be more than 1 client's dog being groomed at anyone time and as stated above, the expected number of journeys per operating hour is less than 2. Clients will not be permitted to wait on site.

Noise Reduction Measures

As a very experienced dog groomer having groomed thousands of dogs over a 15-year career, I know how to keep dogs calm and relaxed during their visits to reduce anxiety barking.

The dog pod we are planning to order is manufactured by Wet Pets and is considered to be the best available. They are self-contained and fully insulated with excellent soundproofing qualities. The Pod is constructed from one-piece composite panels with zero joins to ensure better insulation, soundproofing and waterproofing. They have an expected life span of over 100 years. This ensures that any escape of sound is reduced to the minimum.

The proposed Dog Pod will use Rockwall RWA 45 Acoustic Insulation Slabs which effectively reduces any noise emanating from the dog pod. The Weighted Sound Reduction Index (Rw) of this material we are informed is 40, which is very high. (Source: Rockwool Technical Datasheet Sound Insulation Slab – V2 April 2024).

In addition, all glass and glass door panels are double-glazed for extra insulation and soundproofing.

The pod will contain the usual dog grooming equipment including a hydrobath and a dog hair dryer. The dryer I use, (Memows Dog Hair Dryer), employs innovative noise-reduction technology and has a maximum decibel output of just 70 dbs which is quieter than a typical domestic hairdryer which has a decibel level between 80 – 90dbs. In any event, the dog hair dryer will only be in use for 15-30 minutes per dog dependent upon the size of the dog.

In summary, given the soundproofing and noise reduction measures detailed above as well as the siting of the dog pod in the garden, I do not envisage any annoyance to the neighbouring properties.



- **【Powerful Blow Force】** Equipped with a powerful motor, this dog blow dryer can provide enough blowing force to quickly take away the moisture and dust from the dog's coat, save dry time more 60% than handheld hair dryers, pet hair drying has never been so easy and fast.
- **【Noise Reduction & Heat Reduction】** Unique air duct design and advanced innovative noise-reduction technology of the dog grooming blaster make the sound less than 70dB, helping your pets stay calm. Insulated ABS integrated molding Casing, and built-in temperature control protection system, effectively reduce the failure rate. Thickened filter to resist dust. The handle of this dog dryer protects your hand from scalding, more convenient to pick up and put down.
- **【4 Nozzles & Flexible Hose】** Different nozzles meet all the needs of different pets. Whether your pet has long hair, thick hair, curly hair, or short hair, this pet dryer can tame their mane. Massage, comb, clean, dry all in one stop. Thickened compound hose of the dog blaster dryer to resist high temperature, the hose is lengthy and flexible so you'll have no snags drying your dog even if your pet wriggles around when you're grooming him.
- **【Adjustable Speed & Temperature】** The pet hair dryer can provide several temperature and stepless adjustable speed. The temperature and air flow of the blower can be controlled by adjusting the temperature and wind button. You can choose different wind level with your pet size. Take this dog blaster, Giving your lovely pet a thorough dry after shower.
- **【Package List】** Package contains 1 x dog grooming dryer, 4 x Nozzles, 1 x Flexible Hose. The pet dryer blower is easy to be disassemble, and the washable filter can effectively prevent hair and dust from entering the dog dryer blaster.

Waste Management and Environment

I use paraben-free and hypoallergenic products, which are eco-friendly and which permit recycled waste water to be used in the garden. I have consulted with the Trade Effluent Specialist from the Bio Resources Department of the local water authority, Severn Trent Water Authority (STWA) and he has confirmed that whilst water discharges from dog grooming operations do constitute trade effluent under the Water Industry Act 1991, he has also concluded that the activity poses a low environmental risk, and therefore does not require formal Consent to discharge. I have provided this email communication in a separate supporting document for your reference.

Given the water efficiency of the hydrobath, the plan is to recycle the water for use in the garden. However, I can confirm that if in the future I need to discharge grey water into the local sewerage system, I would fully comply with the conditions attached to this conclusion.

Because of the small-scale nature of the intended business, the amount of collected dog hair will be very small. I intend to recycle the collected dog hair as it is eminently biodegradable no waste will be disposed of using the residential waste collection service.

Supporting Documents

Document 1 – 12 Wesley Way Site Plan Red Lined

Document 2 – Floor Plan & Elevation of Dog Pod

Document 3 – Dog Pod Siting Plan

Document 4 – Severn Trent Water Authority Confirmation

Document 5 – Planning Statement (This document)

Document 6 – Sound-Proofing Technical Data