

Zoomies Zone Liverpool (“Zoomies Zone”), North End Lane, Halewood, Knowsley, L26 5QB

This Plan has been prepared to support the full planning application for a change of use of an agricultural field to a dog exercise area at Land at North End Lane, Halewood, Liverpool, L26 5QB

Background

Zoomies Zone enables dog owners to exercise their dogs in a secure environment. The site has been extremely popular after the first field was opened in August 2013 (planning reference 23/02640/FUL, operating at maximum capacity in peak periods. To accommodate increasing demand, further land has been designated for this use which is currently operating under Permitted Development Rights.

Operational Overview

Bookings are arranged via the website, www.zoomieszoneliverpool.co.uk. The booking process includes Customer Information, the Rules and Terms and Conditions. Customers must confirm that they have been read the Rules and Terms and Conditions before a booking can be made.

Customers provide an email address and a contact telephone number.

A number of emails are sent to the customer after the booking has been made and prior to arrival, which reiterate the key Rules.

Each park is locked when not in use.

Customers are provided with two points of contact for Zoomies Zone to ensure any issues can be resolved promptly.

CCTV is in operation at the main entrance and car park.

Customers must pick up their dogs poo (this is stipulated in the Rules and appropriate signage has been erected). Biodegradable poo bags are provided so that customers can collect the waste. Waste is collected monthly by Pet Waste Solutions and a wheelie bin is located in the car park

No smoking or vaping is permitted (appropriate signage has been erected)

A representative of Zoomies Zone inspects the parks and fencing daily for maintenance purposes; however, customers are asked to notify us immediately if they have any concerns.

Zoomies Zone has the required liability insurance.

Dog Management Plan

Careful consideration has been given to minimise contact between customers and dogs.

Customers of the original area, now known as Zoomies Adventure Zone are asked to park within the secure park which has a section of hardstanding.

Customers of the new area, Zoomies Action Zone have newly created designated parking out of view from the Adventure and Activity Zones. This ensures that dogs in each Zone are out of sight from each other, to minimise the likelihood of parking.

Customer of the new Zoomies Activity Zone are asked to park in the main car park as the field is unsuitable for parking. The Activity Zone was specifically designed for smaller breeds with a maximum weight of 15 kg.

Most bookings for the Adventure and Action Zones are 1 hour. 30 minute bookings are offered midweek on a staggered basis. As the Activity Zone is for small dogs, an increased number of 30 minute bookings are available.

Hours of Operation will be restricted to 7 am to 8 pm, with a different pattern for each field. For completeness we have included the current schedule for the Adventure Zone.

Adventure Zone

Monday	1 hour slots from 7 am to 8 pm 30 mins slots available from 7 am to 10 am (maximum 2 cars / 5 dogs)
Tuesday	1 hour slots from 7 am to 8 pm 30 mins slots available from 3 pm to 6 pm (maximum 2 cars / 5 dogs)
Wednesday	1 hour slots from 7 am to 8 pm 30 mins slots available from 11 am to 2 pm (maximum 2 cars / 5 dogs)

Thursday	1 hour slots from 7 am to 8 pm 30 mins slots available from 12.30 pm - 3.30 pm (maximum 5 dogs)
Friday	1 hour slots from 7 am to 8 pm 30 mins slots available from 11 am to 2 pm (maximum 5 dogs)
Saturday	1 hour slots from 7 am to 8 pm
Sunday	1 hour slots from 7 am to 8 pm

Action Zone

Monday	1 hour slots from 7.30 am to 7.30 pm 30 mins slots available from 3.30 pm – 6.30 pm (maximum 5 dogs)
Tuesday	1 hour slots from 7.30 am to 7.30 pm 30 mins slots available from 7.00 am - 9.30 am (maximum 5 dogs)
Wednesday	1 hour slots from 7.30 am to 7.30 pm 30 mins slots available from 4.30 pm - 7.00 pm (maximum 5 dogs)
Thursday	1 hour slots from 7.30 am to 7.30 pm 30 mins slots available from 3.30 pm - 6.30 pm (maximum 5 dogs)
Friday	1 hour slots from 7.30 am to 7.30 pm 30 mins slots available from 7 am to 9.30 am (maximum 5 dogs)
Saturday	1 hour slots from 7.30 am to 7.30 pm
Sunday	1 hour slots from 7.30 am to 7.30 pm

Activity Zone

30 minute and 1 hour slots starting at 7.15 am

Customers are instructed not to arrive more than 5 minutes before the start of their appointment and to leave the site by the end of their appointment time.

Privacy screen has been added to various perimeter fence lines. This can hopefully be removed once willow planted in January 2024 has produced a natural visual and noise barrier.

Native hedgerow is being planted on various boundaries of the Action and Activity Zones, again to provide a natural visual and noise barrier.

A “waiting area” has been created in the car park with signage. Customers and their dogs must remain in their vehicle in the designated waiting area until the previous customer has secured their dog(s) into their vehicle in the enclosed park / left Zoomies Zone.

Signage has been erected for designated parking.

Dogs must be on a lead at all times until safely in the relevant park and the gate closed.

Noise Management Plan

The facility has been operational since August 2023 with no adverse issues, the impact in noise cannot be intrusive as there have been no complaints to the owners / management of Zoomies Zone. This Management Plan outlines how noise is mitigated on the site.

Customers have booked the field for private hire, meaning the dogs in the field know one another, limiting any disturbance.

Customers are provided with stated times to enter and exit the site, therefore there should be no crossover with other dogs and people in the exercise area or within the car park, as outlined above.

The owner has demonstrated competence in knowing how to run this businesses and this is shown from the success already created.

Zoomies Zone has clearly stated rules which are incorporated in the online booking system and also on the field entrance. +

If a noise issue were to arise, Zoomies Zone can identify the customer who was in the field during that time due to the booking system. This would then be dealt with in the

appropriate manner by the owner. CCTV is also installed on the site to assist with monitoring activity.

Recognising the previous concerns of residents within the area, there will be a restriction on the numbers as follows :-

Action Zone – maximum 2 cars, maximum 8 dogs (5 dogs for 30 min slots)

Activity Zone – maximum 2 cars, maximum 5 dogs

Reviewing the booking history since the Adventure Zone opened in August 2023, the most frequent customer booking is for 2 dogs and 1 car. It is reasonable to expect booking patterns for the Action and Activity Zones will be broadly the same. Statistics are being maintained as part of the booking process.