

Zoomies Zone- Management Plan

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 2023 (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 has locked when not in use.

Customers are provided with two points of contact for Zoomies Zone Liverpool 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 (appropriate signage has been erected). Biodegradable poop bags are provided so that customers can collect the waste. Waste is collected monthly, 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 Liverpool inspects the parks and fencing daily for maintenance purposes; however, customers are asked to notify us immediately if they have any concerns.

Zoomies Zone Liverpool has the required liability insurance.

Dog Management Plan

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

Customers of the Zoomies Adventure Zone are asked to park within the secure park which has a section of hardstanding.

Customers of the new areas, Zoomies Action Zone and Zoomies Activity Zone are asked to park in the main car park as neither field is suitable for parking. Their appointment times are staggered to avoid customers and their dogs meeting in the car park. Designated parking has suitable signage.

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

Privacy screen has been added to various perimeter fence lines.

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.

Privacy screen has been added to various perimeter fence lines.

Hours of Operation

Winter (October- March)- 8am-4pm

Summer (April- September)- 8am-7pm

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. Although not intrusive this Management Plan outlines how noise is mitigated on the site.

Noise Mitigation

Customers have booked the field for private hire, meaning there the dog/s 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, we propose to restrict the numbers as follows :-

Action Zone – maximum 2 cars, maximum 8 dogs.

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 that booking patterns for the Action and Activity Zones will be broadly the same.