

Dragonfly products planning application statement

Proposal

The application is placed to enable a change of use for Unit 5 Kiln Hill along with small amounts of internal works. This unit is currently an open warehouse. We wish to expand our current business to include a canine hydrotherapy unit, dog service and health unit plus a dog training centre. Given that externally there will be no change to the building and that we will have enough car parking for all visitors, we would request that the council views this application in a positive light.

It is also worth noting that the centre will create 3-4 full time job roles initially with further roles being planned if the business is successful.

Since the Covid -19 global pandemic, the number of households owning a dog has increased in the U.K, hence the need for expansion within the sector. Dragonfly products is at the forefront of the sector locally and wishes to further increase the services it offers to enable local dog owners to provide a high level of care for their animals along with the high quality of food, treats and chews it currently offers, it is a natural expansion to this business.

Background

Dragonfly products has been in existence since 2018, we started as a purely online retailer retailing on Amazon and processing all our parcels from our home in the Colne Valley. Fast forward to 2023 and we have 6500sq feet of space at Unit 4 Kiln hill, we employ a number staff in both full and part time roles plus students, the vast majority of which live within 2-3 miles of our premises.

As a brand Dragonfly Products has a reputation in Huddersfield for being a retailer who sells quality products, many UK sourced, offers many services to the local dog owning community and also sponsors local events and local dog charities (Huddersfield & Halifax RSPCA).

Unit 5

Unit 5 is next door to our current unit and is currently vacant other than storage. We wish to essentially build some rooms within the current unit to create the space we require. The unit comes with adequate parking for all our requirements as all visitors to the centre will be visiting by appointment, be that for a hydrotherapy session or a dog training class. The outside of the premises is a secure yard which is accessed from Kitchen fold and vehicular access is no issue.

Business proposal

We intend to call the business Dragonfly Dog as it will be focussed on dog care. The hydrotherapy section will be open 5 days per week initially and offer sessions by appointment only, we envisage the times to be 10-6pm approx. with the 5 days to be both midweek and weekend days.

In order to use the hydrotherapy unit all visitors will have to be referred/approved by their vet and they will be guided through their session by a fully qualified canine hydro therapist. All animals will have everything that they require for their visit, floatation harnesses, dog wash for post session wash down and more. Currently there is only 1 hydrotherapy centre in Huddersfield, which is on the other side of the town.

The services centre that we will incorporate, is merely a movement of people who currently visit unit 4, being moved to unit 5. We currently offer services such as dog nail clipping etc, these take place in an upstairs office in unit 4. We will simply create a space in unit 5 for this and provide the services we currently do. We can then use this space in unit 4 to provide more office space for our growing staff team. This means that the number of people visiting the unit will not increase, they are merely using a different part of our buildings. The extra office space will enable us to action our plan to expand our marketing team and create a new full time role as the business grows.

The training centre that we plan to offer will be multi use. In order to provide a service like this in an inside setting, the only type of building that can be used is one such as Unit 5. In the main visitors will be visiting for a one to one session with our fully qualified dog trainer. This person is in the process of finishing her qualification which as a business we have funded. This has been a full retrain for this member of staff and career change from a part time worker to a full time role.

These sessions will be again be by appointment and due to this there will be no car parking issues. On a weekend or in an evening we plan to utilise the training centre for puppy training classes, again this will be by appointment. Car parking for these sessions will not be an issue due to the fact that in an evening no warehouse or shop staff will be on site, and on a weekend we have limited staff on site. We envisage these sessions taking place between 6-8pm on a limited rotation.

To make sure that the centre is suitable to dogs, we plan to install air conditioning for periods of warm weather and heating for times of cold weather, dogs will of course always have access to food and water as required as their welfare is of our main importance. With the plan to build rooms inside unit 5, it will mean that noise from the centre will not be an issue during its use and currently many dogs visit unit 4 and we have no issues with noise. All animals when they arrive at the centre will immediately enter the centre as we will have plenty of internal space to wait for appointments.

We feel that this application makes use of a currently disused/limited use building, will provide full time job roles for local people and will provide services to enable dog owners to care for their pets to a high standard, which as a business is our main goal.