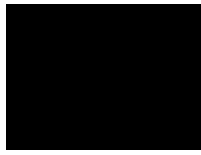


Applicants Deputation for Planning Committee: Amended

Miss Jessica Mcknight

11th April 2022



The Planning Committee,

Pets come first is a well-established dog grooming salon run by myself, Jessica Mcknight, the owner, for the last 7 years.

My business runs on an annual scheduled diary each year.

This means that every one of my clients receive a personalized schedule of grooming appointments for their dog on their preferred day and time for the whole of the following year.

This allows me to plan my diary a year in advance and not overload my working days.

Please note, that the majority of my clients have been with me since I first started in 2015 and those who got their dog in the years after my start date have been with me since their dog was a puppy.

All my clients are long term and know exactly how my diary and business works.

I will not be looking to expand my current client base as I am already at my annual grooming capacity that one person is capable of (each dog takes on average 2 hours to groom).

I have been registered with EHDC since I first started trading in 2015 and to date, I am not aware of any complaints in regards, to any noise from the dogs and or my work.

I introduced a Covid Protocol when the Pandemic started, this consisted of clients remaining in the car and I would retrieve the dog from the client's vehicle to avoid any spread.

When returning the dog back, the client will not get out of the vehicle, I would place the dog inside myself.

I have continued to follow this protocol to minimise the spread to both myself and the salon.

I have been fortunate enough to build my business from my parents' house, while I was saving for my first home.

Now I have finally been able to purchase my home, I would like Pets Come First Dog Grooming, to operate from this address.

I do not and will not be display any company logo or signage, on the window, door, or any external part of the building and salon at any time.

Cont...

From the Planning Committee site visit on the 11th April, the main point raised, is that they consider 10 mins between appointments to perhaps not be enough time to avoid congested traffic, if I either over run or a client is late to collect. I explained to the planning officer the following points:

- All my clients are long term and I know exactly how long each dog is going to take as they are groomed regularly every 6,8,10 weeks, however if there happens to be a situation that I did not foresee, for example in the unlikely event that the dog is matted, then I will always ring the client 30 mins before the original collection time to rearrange. This also then applies to the client afterwards and so on whose appointment's I would need to push back.
- My diary is planned a year in advance and I always give myself adequate time between appointments in case a situation occurs. In the 7 years that I have run my business I have never had an issue with clients clashing and clogging up the road. Planning my diary for the following year takes months of my time, this ensures that my days run smoothly with no hiccups.
- The dog departure is not a long process, just like the dropping of, as soon as I see the client arrive, I take the dog straight out put the dog in the car brief the client quickly i.e. any lumps or bumps found and anything they need to be aware of. Then the clients leaves this takes a maximum of 2-5 minuets.
- I have also made it clear to the planning officer that 9 times out of 10 I am finished work by 5pm and the only reason I have put 6pm down on my application is so that if a situation does occur in the day, the diary has to be altered, I have enough time to extend and ensure that none of my neighbours report me for 'breaking my agreed planning conditions'.

Kind Regards,

Jessica Mcknight