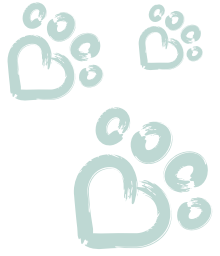




Be part of our exclusive membership programme to enjoy all services and facilities. We pride ourselves in providing the very best in canine care, and rather than take on dozens of dogs which are impossible to manage safely, prefer a smaller pack which lives within our family environment and grows old together! We already have the loveliest group of dogs who adore each other and every minute they spend here. If you would like your dog to be part of this, then enquire to join us today!



### Membership Information

- Annual Fee - £300.00 or £25.00 pcm
- Personalised Attendance Pack - £95.00 (mandatory purchase)
- Monthly Service Package - See page 3 & 4
- Optional Extra - Perfect Pet WOOF Club Supplies Package (please ask for prices)

[www.animalmagicfamily.co.uk](http://www.animalmagicfamily.co.uk)

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Animal Magic Family Pet Retreat

Animal Magic Family Pet Retreat Ltd. 14534240 | Sheep Hills, White Hill, Oakworth, Keighley, BD22 0QJ

# MEMBERSHIP INFORMATION

## FOR OUR REGULAR CLIENTS

**All of our regular (weekly) Doggy Day Play, Doggycise, Dog Walking and Doggy Stay Over clients are required to join our Country Club for Dogs. Our membership programme hosts a wide range of benefits for you and your dog, and over time aims to provide a significant reward for your loyalty to our services.**

**We appreciate that other pet care providers do not run a membership programme, so here are the answers to a few questions you may have:**

**If you're wondering why...**

### **Animal Magic Family has a membership programme**

Victoria introduced the Animal Magic Family membership programme in 2019, to further embrace the family aspect of the Animal Magic Family services and goals. We aim to be the best pet care provider, one of a kind – and move forward to spread the Animal Magic Family values and high standards of service throughout the UK via a franchise network.

We put an extreme amount of effort into ensuring that our facilities are safe, our services are beneficial to and suitable for all owners and pets; that our brand and values are strong; and of course that each and every pet in our care has their best day, every day.

We only welcome owners who support our values and goals, and are excited to see our plans unfold over years to come. If you are just looking for a casual drop-in day care centre, – or ad hoc walks, sadly we are not for you. In addition to our membership programme, we have a strict “at least twice a week” rule – and payment must always be made in advance, with no exceptions.

### **Do I need the personalised attendance pack?**

The personalised attendance pack which is especially made to order for all new members consists of products which are intended to be used during your dogs time with us:

- We maintain high levels of hygiene here, so each dog having their own designated items helps minimise the spread of infection and disease.
- The branded aspect shows that your dog represents Animal Magic Family, and in turn conforms to our Licensing regulations by being relatable to our business at all times.
- By using products which we have responsibility for replacing and access to check regularly, we can ensure that all equipment used for your dog remains in good repair, clean and secure at all times.
- Your “doggy bags” will accompany us when we take your dog on adventure walks. Having everything they need to hand in an easy to carry bag, is invaluable on these day trips.
- All leads are the same style and length to ensure walks run smoothly – it has never been easy for anybody to walk a group of dogs who have different styles and lengths of lead!
- In addition to all of the practical qualities of your pack, it looks pretty great too!

### Is the fee £300.00?

Overall, the £300.00 helps assure us that you intend to be a loyal customer and have not just chosen our services as a short-term solution. We welcome your dogs into our family, our home, our lives – in other words, we like to think that when your dog starts with us, we are commencing the start of a long term relationship!

Here is a brief breakdown of what your membership fee covers:

#### Your Membership Benefits

- Access to all Animal Magic Family Pet Retreat services
- Your dog will be enrolled onto our Training and Progress Achievement Award programme
- Dog Trainer and Behaviourist on site during all Doggy Day Play and Doggycise sessions
- Allowance of one private session with our Trainer each month
- Discounted pet supplies
- Private Facebook advice group
- The additional benefits amount to at least 10 hours of time spent (per dog per year) outside of the usual content of service
- Over £1,000 is spent on food and treats per dog per year
- The training and progress assessment week takes place every 3 months and your dog will receive a certificate and award for each achievement
- Free gifts and discounts are given out every 3 months
- Replacement personalised attendance pack items
- Ongoing improvements to our doggy facilities and vehicles several times a year

#### Year 3 Renewal

Still keeping your benefits achieved to date, you will be offered the opportunity to be a shareholder of Animal Magic Family Pet Retreat Ltd – meaning that you will be entitled to an annual dividend every Autumn. If you choose not to take a share, then instead you will receive a 30% discount across all our venue based services. Please bear in mind that to be eligible for either a share or a 30% discount, you will need to have been a constant Country Club For Dogs member and have been using our services weekly for 3 entire years.

#### What if I don't want to be a Country Club For Dogs member?

If you believe that our membership programme is an unnecessary expense and would rather not have to pay it, then we completely understand! We cannot and will not force you to pay for something you do not want. But sadly in this case, Animal Magic Family is not for you. All of our customers to date are members and it would be very unfair on them for us to now accept new customers who do not agree with our terms of service. We will **always** choose loyalty over volume.

## Your Membership Fees Cover

- Grounds Maintenance
- Outdoor Fencing and Play Equipment Maintenance
- Building Maintenance
- Consumables (toys, enrichment activities, food and treats)
- Business Insurance
- Facilities Improvements to include:
  - Drainage and new turf to all play areas
  - Tarmac driveway and car park
  - 6 foot high, 50mm hole welded mesh fencing around our perimeter and exercise field
  - 4 foot high, 50mm hole welded mesh fencing around all internal enclosures
  - Expansion of our grooming salon
  - Expansion of our Perfect Pet brand
  - Indoor soft play area
  - Doggy Lagoon (a swimming pool for dogs!)
  - Fully equipped agility course and play area
  - More (dog friendly) trees and shrubs
  - Hydrotherapy pool, water treadmill and veterinary care room
  - New vehicles for each of our Doggy Chauffeurs!

## MONTHLY SERVICE PACKAGES

(12 month commitment from the date of joining)

### Doggy Day Play

The use of our Doggy Chauffeur service is an additional cost

#### Option 1 - £300.00 pcm

- Doggy Day Play x 2 days per week
- Doggy Stay Over x 7 nights per year
- Doggy Spa x 1 per month (this does not include clipping or trimming)
- Perfect Pet Birthday Cake, Cookies or Gift Set

#### Option 2 - £400.00 pcm

- Doggy Day Play x 3 days per week
- Doggy Stay Over x 14 nights per year
- Doggy Spa x 1 per month (including trimming)
- Perfect Pet Birthday Cake, Cookies or Gift Set

#### Option 3 - £500.00 pcm

- Doggy Day Play x 4 days per week
- Doggy Stay over x 21 nights per year
- Doggy Spa with trimming x 1 per month or Full Groom every 6 weeks
- Perfect Pet Birthday Cake, Cookies or Gift Set

#### **Option 4 - £600.00 pcm**

- Doggy Day Play x 5 days per week
- Doggy Stay Over x 21 nights per year
- Doggy Spa with trimming x 1 per month or Full Groom every 6 weeks
- Perfect Pet Birthday Cake, Cookies or Gift Set
- Perfect Pet WOOF Club Monthly Dog Supplies Package (to include food, treats and poo bags)

### **Doggycise or Dog Walking**

#### **Option 1 - £150.00 pcm**

- Doggycise or Dog Walking x 2 sessions per week
- Doggy Stay Over x 7 nights per year
- Doggy Spa x 1 per month (this does not include clipping or trimming)
- Perfect Pet Birthday Cake, Cookies or Gift Set

#### **Option 2 - £225.00 pcm**

- Doggycise or Dog Walking x 3 sessions per week
- Doggy Stay Over x 14 nights per year
- Doggy Spa x 1 per month (including trimming)
- Perfect Pet Birthday Cake, Cookies or Gift Set

#### **Option 3 - £275.00 pcm**

- Doggycise or Dog Walking x 4 sessions per week
- Doggy Stay over x 21 nights per year
- Doggy Spa with trimming x 1 per month or Full Groom every 6 weeks
- Perfect Pet Birthday Cake, Cookies or Gift Set

#### **Option 4 - £350.00 pcm**

- Doggycise or Dog Walking x 5 sessions per week
- Doggy Stay Over x 21 nights per year
- Doggy Spa with trimming x 1 per month or Full Groom every 6 weeks
- Perfect Pet Birthday Cake, Cookies or Gift Set
- Perfect Pet WOOF Club Monthly Dog Supplies Package (to include food, treats and poo bags)

# TERMS AND CONDITIONS

**Country Club for Dogs Membership runs for 12 months from the date of joining. Please note that you will be bound by these terms for the duration.**

- Once you have chosen your monthly package, your monthly payment will become due in advance by the last day of the previous month for 12 consecutive months.
- Additional sessions and services must be paid for at the time of booking.
- A minimum of 6 weeks notice is required to terminate your services - so please remember to let us know if you won't be renewing your dogs membership for the next year.
- Membership fees can be paid annually (£300.00) in advance or by instalments added to your monthly invoice (£25.00).
- Doggy Day Play, Doggycise and Dog Walking sessions do not roll over to the following month. If you don't use all of your allocated session allowance, you will lose what you have missed.
- Your Doggy Stay Over allowance can be used at any time within your 12 month membership period. This allowance does not roll over to the next year. Additional Doggy Stay Over bookings will be charged at our full rate of £45.00 per night (£31.50 if 7+ nights in a row).
- We close for 2 weeks over the Christmas period. You will be advised of the exact dates for the current year at the time of joining. These 2 weeks of closure are reflected in the monthly package prices. Long stay Doggy Stay Over bookings which fall amongst our annual closure will be considered.
- If your dog is a puppy at the time of joining, please understand that we strictly do not accept dogs who have not been neutered once they reach maturity. Some dogs begin this phase at 6 months of age; some it can be as late as 1. We expect all dogs to be neutered by the time they reach 1 year of age so if yours has not had the procedure done by then your dog will be excluded until it has been.
- If your dog shows any signs of problematic behaviour (eg excessive / relentless barking, spraying, humping, jumping up, pulling on the lead, hostility) during their attendance with us, you will be expected to work with us to improve this and may be asked to organise 1-2-1 training sessions, make changes and / or continue our consistency at home.
- Your dog must be sent with their personalised attendance pack each time they visit us.
- Your dog must always wear their personalised collar and tag when in our care. Please ensure this is already on (with the matching lead) at collection or drop off time.
- Vaccinations, flea and worming treatments must be kept up to date and proof must be shown to us each time any of these is administered. We need to keep a copy of your dogs vaccination record on file at all times.
- Client information and emergency contact details must also be kept up to date at all times.
- Please do not send your dog to us if fleas are suspected / seen; if your dog is coughing, has sickness, diarrhoea or any other potentially contagious symptoms or illness. Bug symptoms should be clear for at least 48 hours before your dog can return to us. Kennel Cough requires a minimum 2 week isolation period, depending on the severity.



It is our utmost priority to ensure your dogs are safe, happy and enjoy their time with us at all times. Just as equally that our team members are also safe, happy and enjoy their roles at all times! It is only through many years of experience that we have developed the terms included in this document and all related service documents. Please understand every clause has a valid reason behind it (feel free to ask what they are!) and we do not make exceptions to any of them. It's why we excel at doing what we do - providing the best day, every day for your pets.

**PACKAGE CHOSEN** \_\_\_\_\_

**MEMBERSHIP FEE PAYABLE** \_\_\_\_\_

**PRINT NAME** \_\_\_\_\_

**SIGNED** \_\_\_\_\_

**DATE** \_\_\_\_\_