



Rachael Adrian

Background of business

Dog lover Rachael Adrian, of Haworth, set up Woof Walking Services in 2004, leaving her job with Thomas Cook travel to do so. Her belief that many people would like some help with dog walking has been fully justified by the success of her company; she now employs two people to assist her in walking 40 dogs a day. When she set up the business she faced no competition, though similar services have since been established in the area. Regular customers include elderly

people, shift workers and owners temporarily unable to walk their dogs while they are recovering from a fractured arm or leg.

Support journey

Rachael's decision to start Woof Walking Services pre-dates the Kickstart programme. However, during 2008 she successfully applied for support under the professional services programme in having a web site designed, developed and hosted.

She is happy with the results, which have raised visibility for the company, especially in those parts of West Yorkshire where new customers are being targeted in line with Rachael's new business growth strategy.

Where they are now

Initially the company's services were available only within the Haworth and Keighley areas. However, Woof Walking can now be used by dog owners in Silsden and Skipton, Bingley and Ilkley and, more recently, Hebden Bridge and Halifax.

Further market growth is being pursued within the 'pet sitting' market. This provides pet owners with an alternative to placing their cherished pets in kennels, catteries or other types of accommodation. Pet sitting allows pets to remain at home while their owners are away, providing reassurance that they are being well cared for in familiar surroundings.

Unusually, Rachael has been asked to provide duck feeding services by a local farmer who didn't want a family of ducks to go hungry while he and his own family took a well-earned break.

Background Information. Please also supply:

Client Names: Rachael Adrian

Ward in which trading or resident:: Haworth

Wards in which resident:: Haworth

Business Name: Woof Walking Services Ltd.

Address (business address):

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