

SALISBURY CITY COUNCIL

Report

Subject : Hudson's Field Dog Wash Proposal
Committee : Environment
Date : 29 September 2025
Author : Marc Read, Head of Environmental Services

1. Background:

1.1. Introduction

A local resident has approached the Council with a request to install a self-service dog wash facility at Hudson's Field. The resident will deliver a presentation to this Committee to outline the proposal in full.

1.2. Proposal Summary

The request is for a lease of a 2m x 2m parcel of land at Hudson's Field, adjacent to the pavilion, for a fixed term of five years.

1.3. Officer View

If supported, the resident would establish a new company (*The Scrub Club Ltd*) to own and operate the facility.

All capital and revenue costs, including purchase, installation, utilities, insurance, and ongoing maintenance, would be borne by the operator. The Council would incur no costs.

It is recommend that a deposit is sought from the proposer so that if the company ceases trading, costs for removal of the dog wash facility are covered.

2. The Proposal

2.1. The facility would operate as a tap-to-pay, self-service unit, providing warm water rinse, shampoo, conditioner, flea treatment, and drying.

2.2. Products are UK-made, vegan, cruelty-free, and pH-balanced.

2.3. Sustainability features include:

- Low water usage (6–8 litres per 10-minute wash).
- Water only flows when in use.
- Standby mode reduces energy draw after 5 minutes of inactivity.

2.4. Utility usage will be tracked via submeters for billing transparency and recharged to the operator.

3. Rationale for Location

- 3.1. Salisbury has a population of approximately 45,000, with an estimated 13,500 dogs.
- 3.2. Hudson's Field is a well-established dog-walking location, and its proximity to the caravan park attracts additional dog owners from outside the immediate area.
- 3.3. Officers consider the proposed site practical in terms of both demand and infrastructure availability.

4. Benefits

- 4.1. Provides an additional amenity for residents and visitors.
- 4.2. Supports responsible dog ownership.
- 4.3. Enhances Salisbury's reputation as a dog-friendly destination.
- 4.4. Generates a new income stream for the Council via lease arrangements.
- 4.5. Delivered at no cost or financial risk to the Council, with legal costs covered by the operator.

5. Potential Issues

5.1. **Responsible ownership** – Hudson's Field contains 14 dog waste bins, including four close to the proposed site. The operator has indicated that signage will be provided to encourage compliance.

5.2 **Vandalism** – The unit will be fully insured. Hudson's Field is not considered a high-risk location, and the operator has committed to monitoring the facility.

5.3 **Commercial impact** – The service is positioned as complementary to grooming businesses, offering a basic wash for muddy dogs rather than a replacement grooming service.

6. Implications

6.1. Financial:

The Council would receive a rental income from the lease of land. The level of rent will be determined through negotiation between officers and the resident. All legal costs relating to the lease, and all installation, utility, insurance, and maintenance costs, would be covered by the operator. No costs are anticipated for the Council.

6.2 Legal:

A formal lease agreement would be required. The operator has agreed to cover all legal fees associated with this.

6.3 Environmental Impact:

The facility uses minimal water and energy and will provide eco-friendly products. It supports responsible dog ownership and is consistent with the Council's commitment to sustainable facilities.

6.4 Equalities Impact:

The facility is designed for ease of use by a wide range of residents and visitors. It complements existing provision at Hudson's Field and provides an affordable service option.

7. Recommendations

7.1. It is recommended that the Committee:

7.11. Notes the presentation by the resident proposer.

7.12. Considers the request to lease a 2m x 2m area of Hudson's Field for a self-service dog wash facility.

7.13. If minded to support the proposal, authorises officers to negotiate appropriate lease terms with the resident, with all legal fees to be covered by the resident.

8. Wards Affected:

8.1. The proposal directly affects St Francis & Stratford ward, with wider benefit to Salisbury residents more generally.

9. Background Papers: Hudson's Field Dog Wash Proposal

PROPOSAL

SELF-SERVICE DOG WASH FACILITY

Charlie Down-Dyke

AGENDA

- The inspiration behind the idea
- What a self-serve dog wash facility is and how it works
- Why Hudson's Field is the ideal location
- The benefits for residents, visitors, and the council
- And finally, how I'll deliver and fund the project





Meet Lilly



THE SOLUTION



Self-Service Dog Wash

- Tap to pay
- Rinse
- Shampoo
- Condition
- Additional Flee Treatment
- Dry

HOW IT WORKS

Simple and sustainable:

- Warm water, rinse, shampoo, condition, and flea treatments are all included
- Each 10-minute wash uses just 6-8 litres of water.
- Water only flows when in use — no wastage
- If unused for more than 5 minutes, the unit goes into standby mode with only the display screen active, drawing minimal electricity
- Products are UK-made, vegan, cruelty-free, and pH balanced”





WHY & WHERE

- Salisbury is home to around 45,000 people
- On average 30% of people own a dog
- 13,500 Local dogs
- Hudson's Field is already a popular dog-walking hub, and with the thriving caravan park next door, it attracts visiting dog owners too – The perfect place for this community facility!

PROPOSED LOCATION



MARKET RESEARCH

CRYSTLE K

TILLY

"Today we visited Avon Heath for the first time. My daughter was so excited she couldn't wait to wash the dog. What a fantastic idea - can't believe these aren't all over the country. Nice clean dog after a lovely walk and a nice clean car; perfect. My daughter drew you this as she was so chuffed today to use your machine x"

LAURENA H

MONTY

"Monty loves coming down to the beach and park. He's always keen for a nice warm shower afterwards at the Dog Wash for the journey home. It's a great asset to Royal Victoria Country Park."



PAUL T

FERGIE & GIGGSY

"There is nothing more enjoyable than a walk with the boys on a beautiful morning at Upton Country Park, finished off by a Dog Wash provided by Polygon Pets. We use it all the time; it's great."

STEPHEN S

DEXTER

"Dexter loves the new Dog Wash at Itchen Valley Country Park; great idea. He looks clean in the photo, but you should have seen him before!"

PROPOSAL

- Lease for a small 2m by 2m space at Hudson's Field for a minimum of five years.
- The site requires a cold-water feed, electricity, and drainage. This has been confirmed as achievable by the council's facilities team
- If I'm successful with your support, I will establish a new company — ***The Scrub Club Ltd*** — to run the facility.
- I will cover all costs: purchase, installation, insurance, utilities, and ongoing maintenance.
- The only request from the council is the lease agreement.



FUNDING & COSTS



FUNDING

100% of funding will come from me. I will pay for the unit, installation, insurance, legal fees, utilities, and maintenance



UTILITY'S

Utility usage can be tracked with submeters, as already discussed with the facilities, to ensure transparency and ease of billing. Again, this addition would be funded by myself.



PER WASH COST

Running costs are around 6p in water and 9–13p in electricity per wash



LEASE COST

The level of rent will be determined through negotiation between officers and myself should Cllrs agree to the proposal.

POTENTIAL CONCERNS

Responsible ownership: Hudson's Field has 14 dog bins, 4 close to the site, plus large bins near the car park. I'll add a "Pick up your poo" sign to the unit to encourage responsible ownership.

Vandalism: The unit will be fully insured by myself. Hudson's field is a low risk area however I live nearby which means I can monitor it closely. And add protection to the unit if required.



•**Hygiene:** Automatic disinfectant rinse after every wash, plus weekly deep-clean and stock checks by me.

Not competing with groomers: This isn't a replacement. It's an affordable, fuss-free option - ideal for muddy paws or a quick wash between full grooms.

POTENTIAL & GROWTH



- **Community Benefit** – A convenient, affordable facility that promotes responsible dog ownership and enhances Salisbury’s reputation as a dog-friendly city.
- **Practical & Sustainable** – Compact, eco-friendly design using minimal water and electricity, with installation supported by nearby utilities.
- **Growth Potential** – This is a pilot project with opportunity to expand if successful, creating a scalable community service with long-term value.

THANK YOU

I welcome questions?