



## 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 hold at least our Standard VIPF Membership package. 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...

##### AMF has a membership programme:

Victoria introduced the AMF 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 AMF 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 once a week” rule – and payment must *always* be made in advance, with no exceptions.

##### Do I need the welcome pack?

The welcome pack which is specially 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 minimum fee £99.00?

Overall, the £99.00 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:

New Membership	<ul style="list-style-type: none"><li>* The welcome pack costs around £100.00 to produce.</li><li>* The additional benefits amount to at least 10 hours of time spent (per dog per year) outside of the usual content of service.</li><li>* Between £75.00 and £375.00 is spent on food and treats per dog per year (depending how often your dog attends).</li><li>* The training and progress assessment week takes place every 3 months and your dog will receive a certificate and award for each achievement.</li><li>* Free gifts and discounts are given out every 3 months.</li></ul>
Year 2 Renewal	In addition to your original membership benefits; free gift at renewal – and the likelihood of needing replacement items, your scheduled annual payment will help us plan for ongoing improvements to our doggy facilities and vehicles several times a year.
Year 3 Renewal	In addition to your original membership benefits, you will receive a 20% discount across all our venue based services for the whole year. Your initial payment will again be used for improvements.
Year 4 Renewal	Still keeping your benefits achieved to date, you will be offered the opportunity to be a shareholder of Animal Magic Family 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 VIPF member and have been using our services weekly for 3 years.

## What if I don't want to be a 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.

## I would love to become an AMF VIPF Member... When do I need to pay?

That's great news! You will be invoiced for your first membership fee along with your first full months service invoice:

- If your dog starts part way through a month, you would initially be invoiced only for the remaining sessions left in that month.
- Thereafter, all invoices are sent out on the 25<sup>th</sup> of each month, to be paid in advance of your scheduled services BY the 1<sup>st</sup> of the following month (i.e. by the last day of the month that you receive the invoice).
- If your dog starts with us before they have reached 9 months of age, please bear in mind that their collars, leads, harnesses and bowls are likely to be made with anticipation of the size they are expected to be when fully grown. In addition to branded and personalised puppy sized items being a wasted expense, the branding and embroidery will not fit onto any of these items below a certain size.

## What improvements will my membership money pay for?

Here is a schedule of our proposed improvements to Animal Magic Family Pet Retreat at Sheep Hills:

- 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
- Full time grooming salon
- On site pet shop
- 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!

All areas will be available to hire 7 days a week when complete!