

CASE STUDY: A BIG PROJECT



Organisation: Dogs Trust Highway Farm
 Location: London, UK
 Kennels Type: Semi-outdoor
 Kennels Function: Rescue and Rehoming
 Number of Kennels: 75
 Kennel Size Sleep: 1.8m x 2.4m /6ft x 8ft
 Kennel Size Exercise: 1.8m x 2.4m/6ft x 8ft
 Year Built: 2006

www.dogstrust.org.uk

DOGS TRUST WANTS TO SOLVE THE
 PROBLEM OF WHY THERE ARE SO MANY
 UNWANTED DOGS, AND SEEKS TO ACHIEVE
 THIS THROUGH PRACTICAL MEASURES
 AND AWARENESS-RAISING INITIATIVES TO
 EDUCATE AND INFORM DOG-OWNERS

DOGS TRUST HIGHWAY FARM

Dogs Trust is the largest dog welfare charity in the UK and has a world-renowned reputation for dog welfare. Its Highway Farm rehoming centre at Harefield in West London is their flagship, one of 17 centres across the UK, and is capable of housing up to 140 dogs on the 13 acre site.

CLEVER KENNEL DESIGN

The kennels are a single line design arranged around central landscaped courtyards, with seating areas to allow visitors to spend more time with the dogs they are thinking of adopting. The more time spent with the dogs, the more the true nature of the dog comes out on a one-to-one basis, and the more successful the partnering is likely to be.

To secure planning consent for the site, one of the conditions for planning permission was that the charity had to restore the existing Grade II Listed oak-framed barn. A great success, this stunning building now provides a highly functional space for lectures, meeting rooms and is an integral part of the facilities.

The kennels provide lots of natural light through the glass-fronted corridors opening onto the courtyards. Wide-opening windows and doors in the corridor allows natural ventilation, and an open, garden room feel which brings nature indoors.



SCALE OF DEVELOPMENT

The building footprint for this centre is one of the largest of all the Dogs Trust centres, and is partly attributed to the single line design. The layout follows the success of the angled kennels on some of their other centres, but here it has been modified in line with planning conditions to reduce the ridge height of the buildings.

The layout, with its integral courtyards, reduces the impact of the scale and gives the centre a very relaxed, welcoming feel and great character that belies its size.



New Dogs Trust centres are packed with special features and are filled with natural light, so the dogs for rehoming feel happy and stress-free when waiting for adoption

I LOVE PEOPLE!!



A WINNING DESIGN

Angled, glazed kennel fronts are mixed with solid doors to allow the dogs to see outwards, but not each other. The wide corridors let in lots of natural light from the full height glazed windows, and help create a quieter, calm and relaxed environment.

These elements combine to ensure visitors spend more time learning about the dogs - a positive approach which helps ensure more dogs are rehomed successfully.



BEYOND THE KENNELS

Manager Richard Moore is responsible for this busy centre with its 31 staff. Richard described how he found working at this brand new facility for the first 18 months. He says: *“Compared to operating a previous centre with a circular design kennels, this is much quieter - a fact I put down to the single line and improved design which has so many welfare benefits to the dogs. The cleaning regime is far easier.”*

When asked what other features he would have liked to be incorporated within the design, Richard said he would like more kennels in admissions/reserved dogs because of the higher rehoming rate at this centre. He is also a keen advocate of having a socialisation kennel within reception to showcase the more sociable dogs that thrive on human company.

THE IMPORTANCE OF PLAY

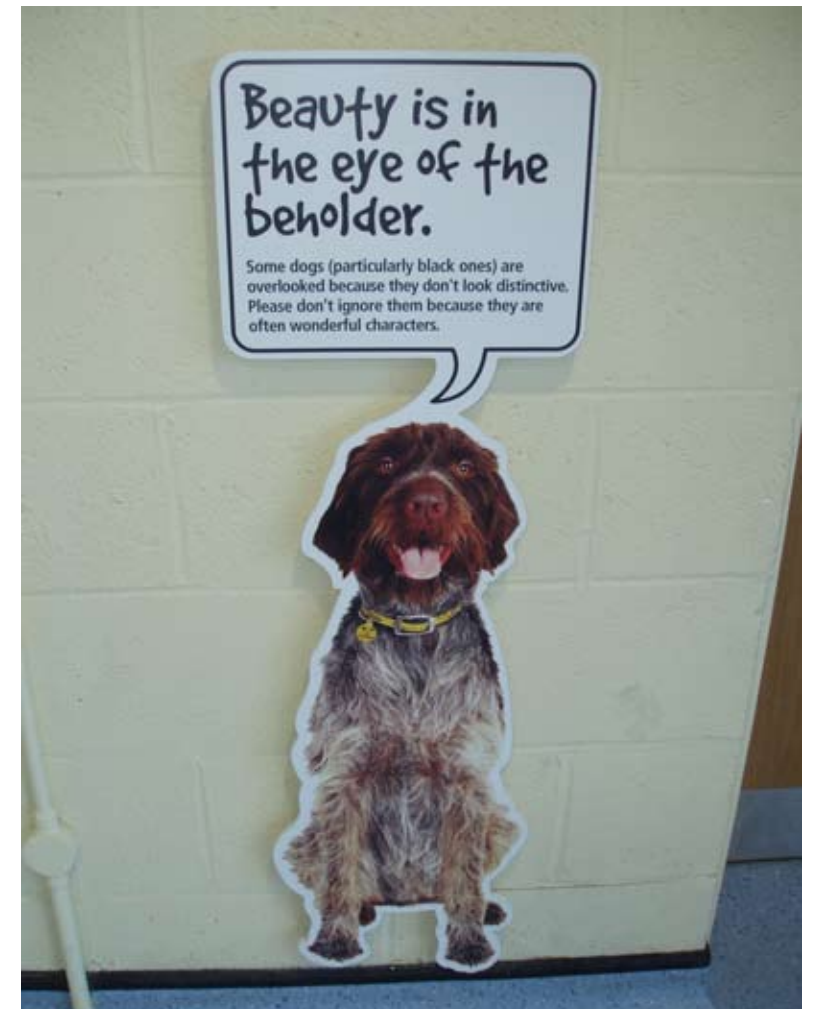
Dogs Trust not only focuses on excellent dog-friendly design but also on the peripheral areas that provide wellbeing for the dogs. These include multi-surface free run areas, for example you can see 3 of the 6 large open exercise areas (opposite page, photo below left) showing a combination of grass, sand and concrete to provide different textures and playing areas for the dogs.





A GOOD SIGN

Dogs Trust excels at providing friendly and educational elements that are eye-catching and fun. These elements include welcoming signage, pawprints and highlight signs to guide visitors around the kennels, and poster-sized prints of their mission statement (photo bottom left) to real-life sized dog images with thought-provoking messages. This reinforces the charity's strong, positive image and identity, leaving visitors with a lasting impression of the charity's care of, and passion for successful dog rehoming.





DOGS TRUST HIGHWAY FARM