WOOF! SELF WASH

PARKS & GREEN SPACES

Certified B Corporation PENDING

—— PARTNERSHIP OVERVIEW · 2026

A managed dog washing point — designed for *sensitive green spaces*.

A fully managed visitor amenity engineered around the constraints of managed green spaces — drainage compliance, ecology, and reversibility from the first line of the design brief.



Fig. 01 — Unit sited on existing hardstanding 3m × 2m

FOOTPRINT	WATER USE	WASTEWATER	REMOVAL
3m × 2m	**40L / wash**	**Foul sewer only**	**Within 14 days**
Surface-mounted — no excavation	vs ~100L at home — ~60% less	Never to soil or watercourses	Site restored at our cost

An unmet visitor need — and an active environmental pressure.

This isn't about adding a commercial offer to a park. It's about resolving something that is already happening on site, unmanaged.

A — THE VISITOR PROBLEM



Fig. 02 — The end of a muddy walk

Dog walking is one of the most common reasons people visit parks — in many parks, the single most cited reason. Yet after every wet walk, owners face the same difficulty: no managed provision on site. Our survey of London dog owners:

84%
would use a dog wash at their local park

72%
would use the service at least once a week

46%
avoid parks altogether on muddy days

74%
find washing their dog at home difficult

B — THE ENVIRONMENTAL PRESSURE

With no managed option, washing happens anyway.

In the absence of a controlled facility, some visitors resort to informal rinsing at the most convenient water they can find — and in a park, that means the most sensitive places in it.

Lakes, ponds & stream edges

Shampoo residues, flea-treatment chemicals, and disturbed sediment enter aquatic habitats directly — pressure that falls hardest on the water bodies parks work hardest to protect.

Bank erosion & wildlife disturbance

Repeated access at the same informal washing points wears banks, damages marginal vegetation, and disturbs nesting and feeding wildlife.

Mud & organic transfer

Soil, seed and organic material move from habitats to car parks and hardstanding — creating maintenance pressure and ecological disruption.

HOW A MANAGED POINT RESOLVES IT

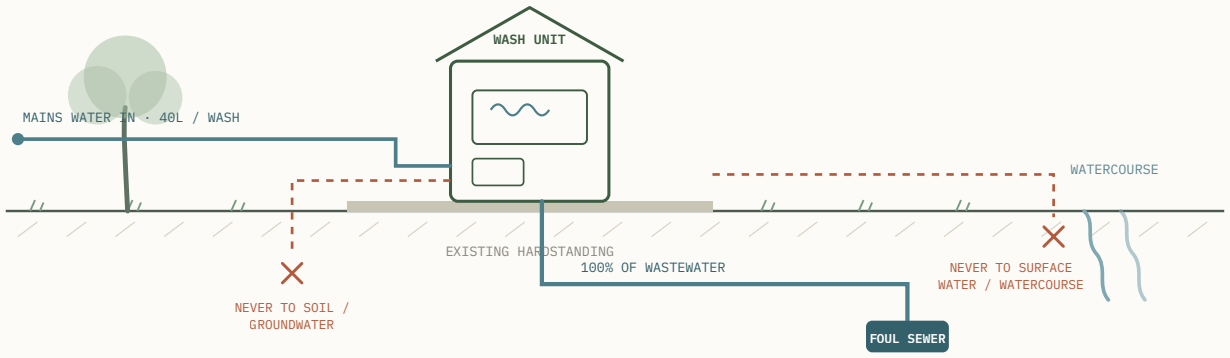
A designated facility redirects washing away from watercourses into a closed system — converting an unmanaged environmental pressure into a controlled, monitored, fully reportable amenity. The same pressure BNG frameworks seek to manage.

Where the water goes is the whole design.

Most questions about siting a wash facility in a green space are really one question: what happens to the wastewater? Our answer is engineered, not promised — a closed system with a single permitted route.

FIG. 03 — WATER ROUTE, SITE CROSS-SECTION

Not to scale · Indicative



Controlled water route

Blocked by design

Habitat untouched

Aligned with Environment Agency guidance

PRINCIPLE — 01

Reversible by default

Surface-mounted on adjustable feet. No excavation, no permanent foundations. Removed within 14 days and the site restored at our cost — leaving no trace.

PRINCIPLE — 02

Nothing harsh, nothing synthetic

100% natural, biodegradable, eco-certified formulations — free from phosphates, synthetic fragrances and harsh detergents. Restocked by us; nothing else enters the system.

PRINCIPLE — 03

Sited in transitional zones

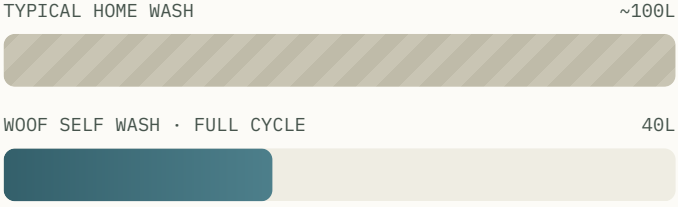
Within hardstanding areas — car parks, service yards, path edges — never core habitat. Compatible with BNG-sensitive schemes, subject to site-specific ecological assessment.

WATER USE

Less water than the wash it replaces.

A controlled 40-litre cycle replaces an unmetered home wash — heated water, shampoo, conditioner and drying included.

≈ 60% LESS WATER PER WASH



We carry the operational weight. Your involvement ends at granting permission.

The facility is fully funded, installed, stocked, maintained and insured by us — at no cost and no operational burden to your organisation.

WHAT WE PROVIDE

- ✓ **Equipment and siting** — fully funded by us, sited at no cost to your organisation
- ✓ **All consumables** — natural shampoos and conditioners, restocked weekly at no charge
- ✓ **Maintenance & monitoring** — fortnightly servicing, 24/7 remote monitoring, same-day fault response
- ✓ **Customer support** — a dedicated line for all visitor enquiries; nothing reaches your team
- ✓ **£10m public liability** — your organisation named as an additional insured party if required
- ✓ **Monthly reporting** — usage, performance and environmental compliance, shared openly
- ✓ **Launch support** — signage, visitor communication and community engagement, agreed with your team

WHAT YOU PROVIDE

- Approximately **3m × 2m** on suitable existing hardstanding
- Access to **mains water** and a single-phase electrical connection
- A **foul drainage** connection point
- A **licence or concession agreement** permitting the siting

> That's it. No capital outlay. No staffing. No maintenance responsibilities. No operational costs.

Commercial terms are flexible — licence fee, revenue share or hybrid — agreed in advance and subject to your organisation's requirements and approval processes.

FOOTPRINT	SURFACE	UTILITIES	DRAINAGE
Approx. 3m × 2m incl. shelter	Existing hardstanding preferred	Mains water + single-phase power	Foul sewer connection required

Shelter design, exterior finish and colour scheme adapted in consultation with your team — including park or partner branding. Visitor price: £12 per fully automated wash & dry cycle, contactless payment, no app or booking required.

Start small. Measure everything. Decide with evidence.

We propose a short-term pilot — typically three months of operation — with all costs borne entirely by us and no long-term commitment at the outset. If it doesn't earn its place, it leaves without a trace.

01

Site Assessment

WEEKS 1–3

Walkover with your team to agree siting, assess utilities and drainage, confirm planning position. RAMS, drainage method statement and insurance documentation shared.

02

Siting

WEEKS 4–6

Unit delivered and sited on agreed hardstanding — typically completed within 1–2 days. All works and commissioning managed entirely by us.

03

Active Pilot

MONTHS 2–4

Facility operational. Monthly usage and operational reports shared with your team; environmental compliance monitored throughout.

04

Evaluation

MONTH 4+

Joint review against the success criteria agreed at the outset. Proceed, extend — or conclude, with removal within 14 days at our cost.

SUCCESS CRITERIA — AGREED BEFORE WE BEGIN

METRIC	TARGET
Environmental compliance	Zero incidents — no drainage concerns, no habitat disturbance
Operational uptime	90%+ availability throughout the pilot period
Visitor feedback	Positive response from dog-owning visitors (post-wash QR surveys)
Usage	Wash volumes demonstrating genuine local demand
Community acceptance	No concerns raised by stakeholders or adjacent users

MOST CRITERIA MET

Proceed to a longer-term arrangement, with terms agreed jointly.

PARTIALLY MET

Extend the pilot by an agreed period, then reassess together.

NOT MET

Conclude the pilot — unit removed within 14 days, site restored at our cost.

WOOF!
SELF WASH
PARKS & GREEN SPACES

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— 05 — WHO WE ARE

Founded by park visitors, designed with park managers.

Woof Self Wash is a London-based company founded by regular park visitors and dog owners. We develop partnerships that are collaborative, evidence-led and operationally straightforward — working alongside park management teams, not simply placing units and walking away.

We recognise that managed green spaces carry environmental, ecological and reputational responsibilities well beyond typical concession considerations. Every aspect of this service was designed around those responsibilities — and our Pending B Corporation™ status, independently verified by B Lab UK, holds us to them.

STEP 01
A brief introductory conversation to discuss your site's priorities and initial questions.

STEP 02
A site walkover to assess a suitable location, utilities and drainage access — no obligation.

STEP 03
Supporting documentation shared — RAMS, drainage method statement, insurance summary.

STEP 04
Pilot timeline, site requirements and your team's conditions agreed before anything is sited.

CONTACT

A short call or a site walkover — whichever suits your team.

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