

## Business Milestones for Ann & Arthur Adlington

- 1969 Set up Retail Motor Factors
- 1982 Bought empty ten-acre derelict site intention to start kennels and cattery also livery business
- 1983 Miners strike hit both businesses.
- 1987 Decided to sell Motor Factors and work full time at Triple 'A'.
- 1988 Sold Motor Factors went Full Time at Triple A  
Added first cattery, Worked from House as base and reception.  
Joined American Boarding & Grooming Association.
- 1989 Raised 500K to develop site, Small Firms Advisory Service received Two-day consultancy. Joined DUBS Growth Programme, Put Plans in, undertook Marketing Initiative, Joined NCVQ for Pilot for NVQ Animal Care, and Grooming. Pilot company for Business Link
- 1990 2 x New Buildings up, takings to 97K profitability Grooming new service added.
- 1991 Takings to 197K, Centre approval for NVQ & C & G qualifications. Started BGT3 or Managing Change. (Ann qualified as groomer) Started BS5750 quality standard. Various courses DUBS, pulled out of BS5750 and changed to IIP. (Ann started teaching qualifications) Staff gained 27 NVQs (Various)
- 1992 Training contract with TEC, DUBS Courses, Staff gained 4 Grooming Qualifications, Participated on National Workshop for new Kennel/Cattery standards (93-97)
- 1993 (Ann gained teaching qualifications Cert Ed, 4 staff starting teaching qualifications) DUBS Courses, Company linked to Marketing Consultancy with TEC aid
- 1994 Attained IIP, started process to gain ISO9001 23 more staff NVQs, on national TV twice, local radio four times
- 1995 Four staff pass teaching Qualifications and six more NVQs, consolidation of business, Driving forward vision and plans. Two Staff pass quality qualifications; on national TV 4 times and radio 11, started Pet Garden of Rest
- 1997 Gained ISO9001, Won, Unisys Management Today Consumer Excellence and Small – WOW!

Business Service Excellence Awards, Short Listed Opportunity 2000 (National), 5 times on National TV and 18 times on Radio. (Ann Started Certificate in Finance DUBS)

1998 Runners up National Opportunity 2000 (beaten by Foreign and Commonwealth Office), Reassessed IIP, (Ann gained NVQ5 & Diploma in Management,) 4 staff passed NVQ4 in Management, two staff passed grooming, one more teaching qualification.  
Design Grant for New Pet Apartments  
CBI Pilot for Service Probe outcome Triple 'A' World Class 83% & 87% (Ann started Innovation DUBS)  
Won North East Quality Excellence Small Business Award (Based on European Quality Model)  
Won Unisys Management Today Small Business Service Excellence Award.  
Won National Training Awards Special Award.  
(Ann represented GB SMEs at Portugal for an International Presentation for Equal Opportunities Strategic Awareness for SMEs and presentations in France and seven National Presentations)  
Invited to Windsor Castle for DFEE to formulate plan for SMEs future in UK.  
On TV 7 times, radio 22 times. Profitability up 37% on target, Great Year!!

1999 Came 2<sup>nd</sup> in Post Office Award. Put Wages up by approx. 50%. Plans passed for Animal Hospital, Physiotherapy Swimming Pool and Physio unit to Planning Dept.  
DFEE into company to identify Gender Running of Company, Welsh Development Board in to Identify ways to help SMEs and Gender attitudes etc. Looking to separate different business objectives into separate companies, Pet Apartments, Franchising, Consultancy, Hydrotherapy/Physiotherapy/Alternative Medicine Centre. (Ann passed Cert. in Finance), Plans passed Veterinary Hospital/College/Crèche Radio 23 times, TV twice  
Runners up in Unisys Management Today Service Excellence SME Business Award.  
Visit by His Royal Highness Duke of Kent. (Sept)  
Presentation given at London Pet Power Europe 99 Sept/Oct  
Visit Pre Millennium Dome opening Princes Trust (Oct) ( Mars approached through this)  
Gave European Presentation on Pets & People

2000 Ann on National NVQ workshop to pull all Animal Care NVQs together and identify holes.  
NE winner Quality Awards  
Web site launched  
Radio 8 times

Unisys/Management Today Awards Entered and Triple 'A' finalist.  
New Animal Hospital etc planned to open this year  
Business Plan & Strategy for 91 sites in Europe developed & negotiations with Mars  
More staff achieved NVQ 3 Animal Care  
Targets set for 100% paperless office and IT systems instead of paper systems

2001            Formation of The PetCARECo Ltd January 3<sup>rd</sup> 2001. Sold Triple A to Mars and became a Director with PCC  
Radio 10 times  
TV visits to PCC  
Set up Head Office Team  
Set up Roll out team (for Europe)  
New build completed and site opening  
Expanded new services  
National workshops attended and advised  
New sites selection  
Marketing developed  
Branding developed  
Winner of UNISYS/Management Today Service Excellence Award 2001-Magic!  
Moved House

2002            On Radio 9 times  
Writing book on People called 'CARE' incorporating Philosophy, Sociology, Theology, Science and use of all six senses to develop greater COMMUNICATIONS and ethics, values and a stronger Social Conscious..  
July - resigned as director of PCC now an Advisor to the board until May 2004.  
Set up Business Ann & Arthur Adlington Ltd (Aug)  
Set Foundation for Small Holding & formed partnership business  
Purchase 21 acres of land adjacent to Bassetts Lookout  
Set up Management Advisory Division  
Conservation Division  
Fisheries Division –started working with planning & specialist Consultants  
Property Division-purchased Buy to Rent Properties & developed them  
Horticulture Division-foundations started  
Busy year planning ahead

2003            Chilling out more Choosing what to do!  
Radio 7 times  
Purchased 31 acres land adjacent to Bassetts  
Researching and looking to diversify

Working with various consultants on diversification & conservation  
Starting on land improvements  
DEFRA Stewardship gained  
Took on first member of staff  
Plans in for fishing lakes  
Busy year planning ahead

2004      Planning permission gained for Fishing Lakes  
Started working partnership with BTCV  
Radio 3 times  
Tightening Terms of Reference and project planning Lakes  
Marketing plan & Tourism links in progress including media  
Plans for historic reservoir being draw up  
Started training days with BTCV on Hedge planting, & stone walling! Nice volunteers turned up-lots more planned

April 14<sup>th</sup>      RES application & Business plan in for Fishing Lakes