

PRESS RELEASE

Local Dog Trainer Beats Social Media Star To Be the Top Dog! *For Immediate Release*

Business Awards UK have announced the winners of their 2024 Pet and Animal Care Awards.

Nantwich based dog training and behaviour specialist Rachel Rodgers, who runs Nose to Trail found out she was short listed against popular social media “dog trainers” South-End at the start of March in the category of “Outstanding Animal Behaviourist”.

South End who have millions of followers on social media channels such as TikTok, are one of many “social media trainers” who industry specialists like Miss Rodgers, and fellow behaviourist Nanci Creedon have raised concerns about the ethics of their methods and lack of understanding of the link between dog behaviour and health conditions, following the well-publicised use of an electric shock collar by South Ends’ trainers on [a French bull dog who was showing light chasing behaviours](#).

See video from Nanci here: https://fb.watch/r7sMCnad_M/

As a full member of the Association of Pet Behaviour Counsellors (APBC) Rachel is listed on the ABTC (Animal Behaviour and Training Council) website as a Clinical Animal Behaviourist. Someone who works only on vet referral to help dogs with behavioural difficulties. In cases like the aforementioned French Bull Dog, this would mean that the painful conditions the dog was suffering with such as IVDD (intervertebral disc disease), spondylosis of the spine and hip dysplasia would have been noted and appropriate medical provisions made. In order to get this esteemed accreditation, Rachel undertook years of study to have a Master’s degree in Animal Behaviour and supervised experience of working with complicated cases like this.

She was delighted to find out on Friday that she had won the category and been crowned “Outstanding Animal Behaviourist”. She told us “It is really important that Business Awards like this do not get swayed by vanity metrics such as the number of social media followers a finalist has, and who could potentially share their awards scheme to the masses. When providing awards to sectors you aren’t familiar with it is important to do your research and be aware of regulatory issues and ethics. I am delighted that the Business Awards UK seem to be aware of this and that they have chosen to shine a light on an accredited trainer and behaviourist which will help other dog owners to find safe, ethical training for their pups”.



This comes at the end of a double celebration week for the 3 strong team of dog trainers who cover Cheshire, Shropshire and Staffordshire as their partnership with local dog food retailer Homefeeds, in their new state of the art Happy Paws Train & Play facility to run group classes and puppy classes has also just been announced!



ENDS

Notes to editors.

About Nose to Trail

Nose to Trail is a pet behaviour service run by multi award-winning clinical animal behaviourist Rachel Rodgers.

Rachel has a Master's degree in Applied Animal Behaviour and Training. She is a full member of the APBC – Association of Pet Behaviour Councillors and PACT – Professional Association of Canine Trainers.

She lives on the outskirts of Nantwich with her two small dogs, Rico – a rescue from Portugal, and Maisy a Jack Russell cross Pug.

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About Business Awards UK

The pet and animal care awards results can be seen in full here

[2024 Pet and Animal Care Awards Results - Business Awards UK \(business-awards.uk\)](https://business-awards.uk)

Business Awards UK celebrates the achievements of UK SMEs and individuals across numerous sectors, and is one of the fastest growing awards programmes in the UK.

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Rachel with her two dogs Rico & Maisy



Rachel Rodgers MSc CAB



The whole Nose to Trail Team from left to right, Hannah Billington, Harry the dog!, Rachel Rodgers and Mell Powers