

UK Centre for Canine Reactivity & Aggression



Website Concept & Build (Paused)

Carl Davies

August 2025 – January 2026

~35 hours total across initial build (**Version 1**) and refined iteration
(Version 2)

Project Overview

Client:

UK Centre for Canine Reactivity & Aggression (UKCCRA), All Positive Dog Services

Initial Goal (Version 1):

Design and build a website for reactive dogs that clearly presented services while adhering to a pre-agreed visual direction, including a black background and consistent use of orange and blue accent colours.

Updated Goal (Version 2):

Refine the site into a more reassuring, modern, and premium experience for owners of reactive dogs, with clearer messaging, improved structure, and the introduction of dedicated content aimed at veterinary professionals.

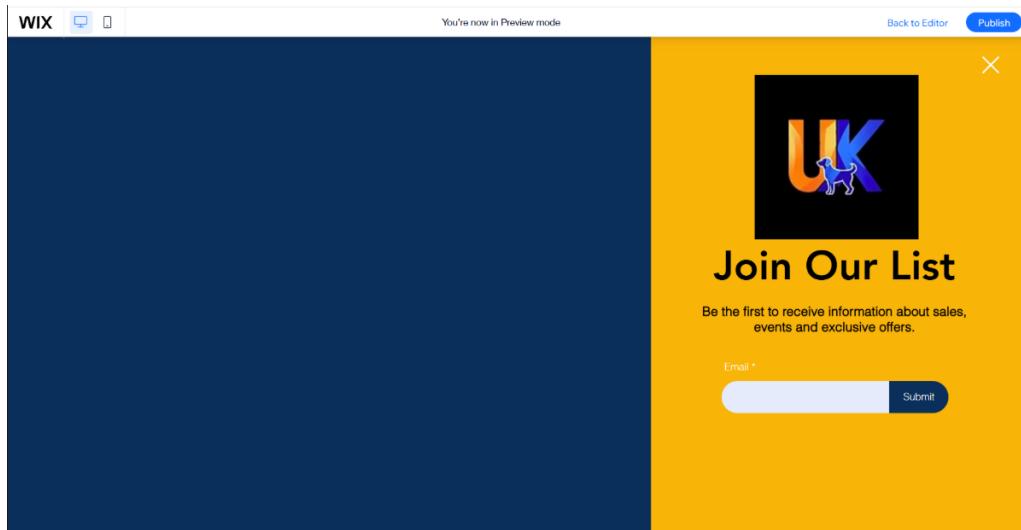
My Role:

UX design, layout and structure, Wix build, content organisation, and mobile optimisation.

Project Status:

Paused following client restructuring and exploration of Community Interest Company (CIC) status.

Version 1



You're now in Preview mode

Back to Editor Publish

Join Our List

Be the first to receive information about sales, events and exclusive offers.

Email *

Submit

This image shows a yellow email capture overlay on a dark blue background. The overlay features the 'UK' logo with a dog silhouette, the text 'Join Our List', and a subtext about receiving information. It includes an input field for an email address and a 'Submit' button.

Email capture overlay designed to be bold but non-intrusive, using brand colours to maintain consistency while clearly separating it from core service content.



You're now in Preview mode

Back to Editor Publish

Home Services About Contact

Our services are covered by most insurance providers! 

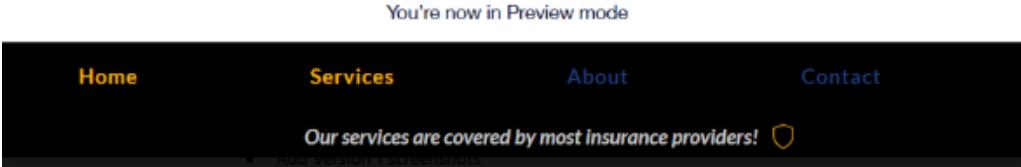
UK
CENTRE FOR CANINE
REACTIVITY & AGGRESSION

Transforming Reactive Dogs, Rebuilding Calm Lives

[View Services](#)

This image shows the hero section of the website. It features a large 'UK' logo with a dog silhouette, the text 'CENTRE FOR CANINE REACTIVITY & AGGRESSION', and a tagline 'Transforming Reactive Dogs, Rebuilding Calm Lives'. Below the hero section is a navigation bar with links for Home, Services, About, and Contact, and a note about insurance coverage.

Hero section designed to immediately establish credibility and reassurance, combining strong branding with a clear value statement and primary call-to-action.



You're now in Preview mode

Home Services About Contact

Our services are covered by most insurance providers! 

This image shows the navigation bar of the website. It features a black background with white text for the Home, Services, About, and Contact links. Below the navigation bar is a note about insurance coverage.

Simplified navigation with clear service pathways, supported by a trust signal highlighting insurance coverage to reduce early user anxiety.

[Home](#)[Services](#)[About](#)[Contact](#)**Our services are covered by most insurance providers!**

Is your dog's reactivity making everyday life feel impossible?
We understand the overwhelm, the worry and the frustration.
All of our team members have lived through similar journeys, and we genuinely understand the challenges you face.
You are not alone in this journey. When you choose the UK Centre for Canine Reactivity and Aggression, you gain an empathetic, professional support system that is dedicated to not just training your dog, but also supporting you.

Feel like you have tried everything and it hasn't delivered the change you need?
You are looking for a solution, not just management!

Help is at hand. The UK Centre for Canine Reactivity and Aggression is a **specialist training centre** that offers more than quick fixes. We are one of the only specialist facilities in the UK dedicated exclusively to resolving complex canine reactivity and aggression making sure Behaviour, Physical Health and Nutrition are seamlessly integrated.
This means we offer real, lasting change

Our success is built on:

- **20+ Years of Proven Success:** Our MSc qualified Head Behaviourist, Rick van Eggermond, brings over two decades of experience successfully rehabilitating severe cases, ensuring your dog is in the most capable hands.
- **The Multi-Disciplinary Edge:** Alongside our Head Behaviourist our in-house team includes a Veterinary Physiotherapist, an MSc-qualified Clinical Animal Behaviourist, and a Canine Nutritionist. We assess and treat hidden contributors to reactivity—pain, gut health, and environment—they all are pieces of the puzzle that make your dog!
- **Our dedication to supporting YOU:** We offer premium, high-contact support both in and outside of sessions, including a dedicated Client Liaison Officer and flexible, intensive programmes designed for clients travelling nationwide.

Structured messaging explaining UKCCRA's specialist, multi-disciplinary approach, helping users understand how this service differs from standard dog training.

Here's how we can help

- Behaviour, health, and nutrition approach
- Led by a team of highly qualified specialists
- Tailored programmes to suit
- Suitable for dogs from across the UK
- Supported by most pet insurance providers

High-contrast summary panel used to quickly communicate key benefits and suitability, improving scannability for users who may be emotionally or cognitively overloaded.



TILBURG UNIVERSITY



Your journey with us is a partnership. From your first enquiry to your final breakthrough, we'll walk beside you every step of the way.

[View Services](#)

Carousel of professional accreditations and affiliations to build trust and legitimacy, particularly for cautious or research-driven users.



Trusted by Vets & Behaviour Experts



Social Media Links and Pages

[FAQ's](#)[Accessibility](#)[Privacy Policy](#)[T&C's](#)[Blog](#)

Ready to start?

Our process is simple but thorough — assessment, training, and continued support. Each step is tailored to your dog's needs, combining behavioural science, real-world experience, and compassionate guidance.



Clear step-by-step process diagram outlining mandatory and optional stages, designed to remove uncertainty and set expectations early.

Step 1 - Assessment
Protocol - £469

Step 2 - Follow on foundation training with Head behaviourist - £300

Step 3 - Path (A) 12* 1-2-1 Sessions £2000

Step 3 - Path (B) Reactive Dog Club £150 p/m

*"Our rescue dog went from anxious to relaxed in just a few weeks."
- Emma & Max*

Presented services and pricing in a transparent, structured format to support informed decision-making and reduce friction at the point of conversion.

Get in touch!

First name

Last name

Email

Phone

Service Required

Submit

Map

UKCRA HQ Directions

Queensland Park QLD 4207 Australia

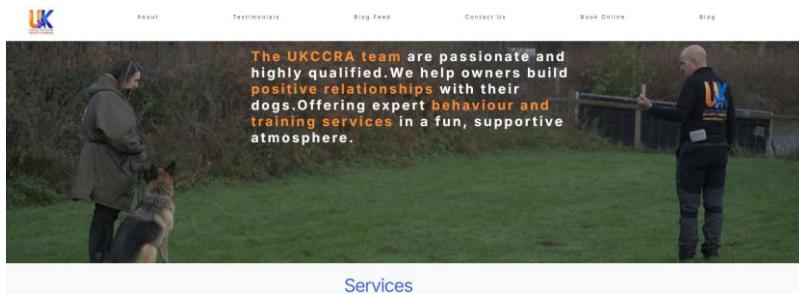
Designed a clear, low-friction contact experience with strong visual hierarchy and location context to encourage confident enquiries.

The UKCRA team are passionate and highly qualified. We help owners build positive relationships with their dogs. Offering expert behaviour and training services in a fun, supportive atmosphere.

Meet the team

Mobile team section focused on humanising the brand, reinforcing expertise and approachability through concise messaging and visual hierarchy optimised for mobile users.

Version 2



Services

Refined the primary hero into a human-led, image-driven brand statement, using authentic training imagery to introduce UKCCRA through real practice rather than abstract messaging.

This iteration prioritises emotional connection and credibility, positioning the organisation as experienced, practitioner-led, and approachable, while supporting a more premium and confident first impression.

Note: Header logo appears soft in Wix preview mode due to responsive image optimisation. This is resolved on publish or by serving a higher-resolution / SVG logo asset.

Services



Behaviour Assessment
£400



Follow On Training
£300



1-2-1 Sessions (Block of 12)
£2,000



Reactive Dog Club
£150 Monthly

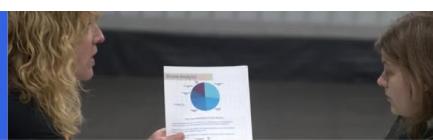
Refactored the services section into a clear, card-based overview that balances emotional imagery with upfront pricing, allowing users to quickly understand options and self-select appropriate next steps.

This iteration introduces stronger visual hierarchy and transparent cost signalling to reduce uncertainty and friction, particularly for users navigating high-stress decisions around behavioural support.

Is your dog's reactivity making everyday life feel impossible?



Learn More



Our success is built on:

- Dr. Mark Bennett: Our life-expertise behaviourist, Mark van Egmond, brings over ten years of experience successfully retraining cases, turning your dog in to the most capable canine.
- The multi-disciplinary team alongside our Head Behaviourist are in house from behaviour, a Veterinary Behaviourist, a canine physiotherapist, a canine nutritionist, a canine physiotherapist, a canine physiotherapist, and a canine physiotherapist.
- Our dedication to supporting you to offer premium, high-contrast support both in and outside of sessions, and our commitment to transparency - you, get health, and encouragement - they are all pieces of the puzzle that make your dog.
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Expanded the core narrative section to balance emotional validation with professional authority, pairing reassurance-led messaging with educational and practitioner-focused content.

This iteration integrates real consultation imagery, slow-motion training footage, and structured proof points to reinforce UKCCRA's expertise while maintaining a calm, supportive tone for owners navigating complex behavioural challenges.

Note: Bottom-left panel uses a subtle, looping slow-motion training video to add movement and authenticity without overwhelming the page.

What Our Clients Receive:

Private, Individual Care: a service level that reflects our refined expertise and commitment to your dog's welfare. We are the trusted partner for progressive behaviour rehabilitation and support, often covered by your insurance. Our team of highly qualified and experienced professionals will provide the emotional guidance and practical advice you need every step of the way to transform your dog's life.

Located in Wetherby, our facilities are designed to be safe and progressive giving your dog through the rehabilitation journey. Clients travel in from across the UK, because we truly care about the well-being of your dog.



Learn More

Reviews



Jessica and Max. With UKCCRA help, my dog's reactivity has significantly decreased.



Aryun and Bella. The team at UKCCRA were a game changer for us. Highly recommended.



Emily and Charlie. I truly cannot recommend taking my dog out. Thank you, UKCCRA!

Introduced a value-led content block to clearly articulate what clients receive beyond training sessions, reframing the offering around support, expertise, and long-term outcomes.

This iteration pairs premium positioning with authentic social proof, using client testimonials and real imagery to reinforce confidence, credibility, and emotional reassurance at a critical decision point.

Reach Out



Contact us

First name *

Last name

Email *

Write a message

UKCCRA

Transforming Reactive Dogs, Rebuilding Calm Lives

APGS Ltd Training & Behaviour Centre
Unit 38
Upper Buskwood Farm
Hornbeam Dene
Leicester
LE8 0PX

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Privacy Policy
Accessibility
Terms & Conditions
SACs



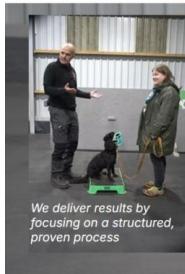
UKCCRA

Get in Chat

Refined the contact section into a calm, human-led conversion moment, using supportive imagery and clear form hierarchy to encourage confident, low-pressure enquiries.

The addition of subtle fade-in on the brand statement reinforces the core message at the point of action, drawing attention without disrupting flow or increasing cognitive load.

About Us



We deliver results by focusing on a structured, proven process

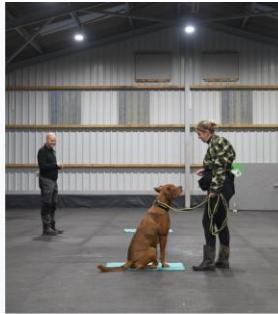


Reframed the “About Us” section to focus on process and outcomes, using real consultation imagery to demonstrate a structured, evidence-led approach rather than abstract claims.

This iteration reinforces trust by visually communicating how assessments, discussion, and decision-making happen in practice, helping users understand *how* results are achieved before committing.

Our Three Pillars of Success

- Comprehensive Assessment: We don't guess; we test. Our multi-disciplinary Assessment Protocol ensures we uncover all contributing factors—from the emotion underlying your dog's behaviour to physical discomfort—giving us the clear roadmap to lasting change.
- Expert-Led Implementation: Your road map to change is led by a team of highly qualified specialists. We translate scientific knowledge into actionable, real-world skills you can use immediately, building your confidence and your dog's safety.
- Unwavering Client Support: We provide support all the way not just during your sessions with us: WhatsApp access to the team, a Client Liaison Officer for emotional support and a community of clients who get it. We partner with you until you have reached your goals.



Introduced a clearly articulated framework to communicate UKCCRA's methodology, translating complex behavioural science into three understandable, confidence-building pillars.

This iteration pairs structured, principle-led messaging with a subtle looping training video to demonstrate the methodology in action, reinforcing credibility while keeping the experience grounded in real practice.

Our Values

At the UK Centre for Canine Reactivity and Aggression, our values guide every decision we make—from how we assess each dog, to how we support the people behind them. They reflect our commitment to meaningful, lasting change, not quick fixes.



Empathy



Expertise



Integration



Commitment



Transformation

— because we know how overwhelming this journey can be.

Our work is led by highly qualified specialists with decades of experience. Our programme is grounded in science, skill, and proven results.

True progress comes from seeing the whole picture. Behaviour, physical, mental, and emotional health are never treated in isolation.

We don't step away when things get hard. We partner with our clients to provide a consistent, high-level support until real change is achieved.

Formalised UKCCRA's values into a clear, principle-led framework to communicate how decisions are made, how clients are supported, and what "success" means beyond short-term fixes.

This iteration translates abstract beliefs into tangible commitments, reinforcing trust and alignment for clients seeking meaningful, long-term change rather than surface-level solutions.

Meet The Team

 Rick Head Behaviourist & Director	 Sam Canine Nutritionist, Trainer & Director	 Rhiannon Assistant Behaviourist and Trainer	 Alice Veterinary Physiotherapist	 Rhi Client Liaison Officer
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— because we know how overwhelming this journey can be.

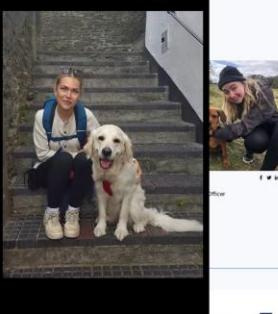
Rhiannon
Behaviourist

Rhiannon's love of dogs has been lifelong. In 2008, she welcomed her Springer Spaniel puppy, her first. Rhiannon's boundless energy inspired Rhiannon into agility and flyball, taking them all the way to the Crufts final. Later, Todd—a rescue Springer Spaniel—arrived with a more complex character—deepened her interest in behaviour and inspired her to study the subject in detail.

She graduated with a First Class BSc (Hons) in Animal Behaviour and Welfare from the University of Lincoln in 2021, before moving to the University of Edinburgh to study a MSc in Animal Behaviour at the University of Edinburgh in 2024.

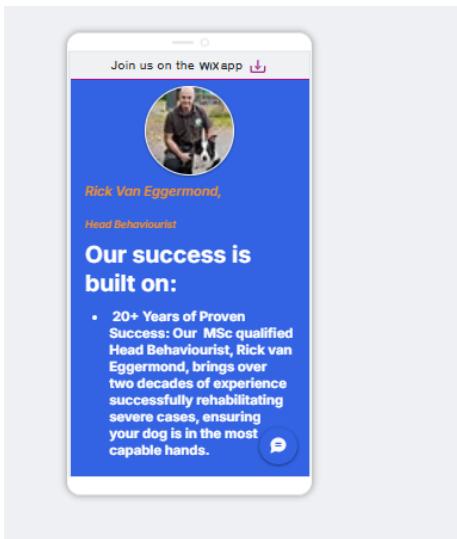
Rhiannon runs many of our puppy socialisation and training classes and also works on a variety of behaviour cases. Her focus is on helping owners build strong, positive relationships with their dogs. She also enjoys working with dogs with more specific behavioural needs.

Now Rhiannon has her MSc in clinical animal behaviour, she is working towards Clinical Animal Behaviourist (CAB) status. She has a Golden Retriever called Ava and a working Cocker Spaniel called Ernie and has owned reactive dogs before.



Evolved the team section from static profiles into an interactive experience, allowing users to explore individual expertise, qualifications, and personal journeys without overwhelming the primary page.

The expandable biographies balance approachability with professional depth, reinforcing trust by clearly communicating credentials, lived experience, and areas of specialism at the point of user interest.



Began translating the refined desktop experience into a mobile-first layout, establishing hierarchy, readability, and trust-led messaging as a foundation for further optimisation.

While not fully complete at the time the project paused, this iteration demonstrates early structuring of authority content and key proof points to ensure clarity and reassurance on smaller screens.

Introduced a concise FAQ section to address common uncertainties and remove friction at the point of consideration, supporting users before enquiry or booking.

This iteration focuses on clarity over volume, answering key practical questions around suitability, process, and booking to build confidence without overwhelming first-time visitors.

Summary & Close-out:

This project evolved from an initial structural build (Version 1) into a more refined, human-led and premium experience (Version 2), focused on trust, clarity, and emotional reassurance for owners navigating complex canine behaviour challenges.

Across both versions, the work centred on designing a calm, credible journey that balanced empathy with professional authority. As the project progressed, emphasis shifted from foundational layout and content structure toward clearer positioning, stronger trust signals, and reduced cognitive load at key decision points (services, credibility, enquiry).

The project was paused due to client restructuring and exploration of Community Interest Company (CIC) status, rather than performance or delivery issues.

Version 1 → Version 2 Evolution

Version 1 established the core foundations: site structure, navigation, services architecture, pricing transparency, and baseline reassurance messaging.

Version 2 refined tone, hierarchy, and presentation, introducing:

- Human-led brand imagery
- Clearer authority and methodology framing
- Stronger social proof and values articulation
- Improved conversion flow and interaction depth
- Early mobile foundations

This evolution reflects a natural maturation from functional delivery to confident, premium positioning.

Time Allocation (≈35 Hours Total)

Discovery & Direction (≈4 hours)

- Initial requirements and goals
- Audience context (owners of reactive dogs)
- Visual direction and tone alignment

Version 1

Foundations & Build (≈18 hours)

- Core site structure and page layout
- Navigation and information architecture
- Services and pricing structure
- Initial content layout and reassurance messaging
- Contact flow and booking integration planning
- Desktop-first build and baseline mobile consideration

Version 2 —

Refinement & Positioning (≈11 hours)

- Brand hero refinement using authentic imagery
- Authority and methodology sections
- Values framework and trust articulation
- Testimonials and social proof integration
- Interactive team section with expandable bios
- Conversion-focused contact and closure sections
- Early mobile layout refinement

Review, Iteration & Polish (≈2 hours)

- Visual consistency
- Interaction behaviour
- Final structure and narrative alignment

Outcome

Although not launched, the project resulted in a coherent, agency-grade website concept demonstrating:

- Strong UX reasoning
- Clear audience empathy
- Confident premium positioning
- Thoughtful iteration and refinement

The work stands as a complete, well-documented case study suitable for portfolio presentation and future client discussions.

Reflection

This project highlights the value of iterative design in emotionally sensitive sectors, where trust, clarity, and tone are as critical as structure and functionality. Given further time, next steps would have focused on deeper mobile optimisation and performance refinement.

With hindsight, the primary improvement would be establishing clearer strategic direction earlier in the process.

While Version 1 successfully delivered a solid foundation, a more defined upfront alignment on positioning, tone, and long-term organisational direction would have reduced the amount of later refinement required in Version 2. Earlier agreement on factors such as premium positioning, professional audience focus (including veterinary stakeholders), and long-term structure would have allowed those decisions to inform the initial build more directly.

In future projects, I would prioritise a more structured discovery phase, including clearer positioning statements, audience prioritisation, and success criteria before moving into layout and build. This ensures early decisions are fully aligned with longer-term goals and reduces the need for directional iteration later.

UKCCRA are happy to be contacted for a reference if required.