

15-16 AUGUST 2026

WESTON-SUPER-MARE
BEACH LAWNS

PRODOG BEACH FEST 2026

FOR DOGS WHO DESERVE MORE
THAN A WALK IN THE PARK



EXPLORE



SWIM



JUMP



SNIFF



FETCH



TASTE



THRIVE



RUN



PLAY



OFFICIAL EVENT GUIDE

WELCOME TO **BEACH FEST** **2026**

Ten years ago, ProDog started with one simple idea: **to make seriously good nutrition simple and convenient.**

This weekend, we're celebrating that milestone with you - and every ticket, activity and donation supports **Holly Hedge Animal Sanctuary and RSPCA North Somerset.**

The party's for you and your dogs.

Dive into the activities, cheer on the demos, meet the team behind ProDog, and enjoy two days you won't forget.

**See you there,
THE PRODOG TEAM**



A WORD FROM HEIDI

“Welcome to ProDog Beach Fest 2026. This year is especially meaningful for us as ProDog celebrates its tenth birthday.

ProDog started in Weston-Super-Mare, and ten years in, we wanted to give something back: to the town, and to the dog owners who’ve been part of our story from the beginning. This festival is everything we’ve learned over a decade about what dogs genuinely need alongside a great diet, the sport, the enrichment, the expert knowledge, brought together on our own doorstep, over one weekend.

Whether your dog is the anxious rescue, the bouncy teenager, or the older one who seems bored on every walk, we hope they leave having tried something new, and you leave with something to build into their everyday life.

Enjoy the weekend, have a go at everything, and if you see me, come and say hi.”



HEIDI MASKELYNE
Founder, ProDog



A BIG THANK YOU TO OUR SPONSORS

This weekend wouldn't have come together without the brands who backed it.



**MOBILE ASSAULT
COURSE HIRE**

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PHOTOGRAPHY**

[VISIT WEBSITE >](#)



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VETS**

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**KILMINGTON CROSS
GARAGE**

[VISIT WEBSITE >](#)



**FOR THE
LOVE OF JOY**

[VISIT WEBSITE >](#)

A FESTIVAL FOR DOGS A FUTURE FOR DOGS IN NEED

Beach Fest 2026 is proud to support:



HOLLY HEDGE ANIMAL SANCTUARY

Providing shelter from harm and the promise of a brighter future, since 1992.



HOLLY HEDGE
Animal Sanctuary
Established 1992

[VISIT WEBSITE](#) >



RSPCA - NORTH SOMERSET BRANCH

Their work never stops. Your donation makes sure it doesn't have to.

RSPCA.

[VISIT WEBSITE](#) >

BEACH FEST 2026 SITE MAP



Beach Lawns,
Beach Road,
Weston-super-Mare,
North Somerset,
BS23 1AT

WE'RE LOCATED HERE!

FIND US ON MAPS



BEACH FEST 2026

PRODOG

05

SAT 15TH - SUN 16TH PROGRAMME

TIME	PRESENTATION	AREA
9:20am - 9:50am	BEN ROBINSON, CANICROSS WORLD CHAMPION - Q&A AND PHOTOSHOOT	MAIN STAGE
9:50am - 10:20am	DR. NICK THOMPSON - TITRE TESTING	MAIN STAGE
10:00am - 10:20am	AGILITY DEMOS	AGILITY ZONE
10:00am - 10:30am	GROOMING	WELLNESS ZONE
10:20am - 10:40am	PUPPY TRAINING - SOCIALISATION & DEVELOPMENT	MAIN STAGE
10:30am - 11:00am	DOCK DIVING DEMOS & Q&A	SPLASH ZONE
10:40am - 11:00am	CANINE MASSAGE THERAPY	MAIN STAGE
11:00am - 11:30am	CANINE FIRST AID	MAIN STAGE
11:00am - 11:30am	SCENT DETECTION DEMO	SCENT DETECTION ZONE
11:30am - 12:30pm	BEHAVIOURAL THERAPIST - FUSSY EATING	MAIN STAGE
12:00pm - 12:30pm	FLYBALL DEMO	FLYBALL ZONE
12:30pm - 1:00pm	DR. NICK THOMPSON - RAW FEEDING	MAIN STAGE
1:00pm - 1:30pm	HEIDI MASKELYNE - PRODOG FOUNDER	MAIN STAGE
1:30pm - 2:00pm	PET GUN DOGS	MAIN STAGE
2:00pm - 2:20pm	CANINE FIRST AID	MAIN STAGE
2:00pm - 2:20pm	AGILITY DEMONSTRATIONS	AGILITY ZONE
2:00pm - 2:30pm	GROOMING	WELLNESS ZONE
2:20pm - 2:40pm	PUPPY TRAINING - ROUTINES, TOILETS AND TEETHING	MAIN STAGE
2:30pm - 3:00pm	DOCK DIVING DEMOS & Q&A	SPLASH ZONE
2:40pm - 3:00pm	CANINE MASSAGE THERAPY	MAIN STAGE
3:00pm - 3:30pm	DR. NICK THOMPSON - KEEPING YOUR ATHLETE ACTIVE	MAIN STAGE
3:00pm - 3:30pm	SCENT DETECTION DEMO	SCENT DETECTION ZONE
3:15pm - 3:45pm	FLYBALL DEMO	FLYBALL ZONE
3:30pm - 4:00pm SATURDAY ONLY	HOLLY HEDGE PRESENTATION	MAIN STAGE
3:30pm - 4:00pm SUNDAY ONLY	RAFFLE DRAW	MAIN STAGE
4:00pm - 4:30pm	DR. NICK THOMPSON - KEEPING YOUR OLD DOG ACTIVE	MAIN STAGE
4:30pm - 4:50pm SUNDAY ONLY	CHARITY PARTNERS CHEQUE PRESENTATION	MAIN STAGE

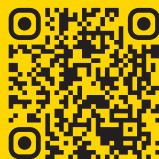
HOW TO TAKE PART CANINE ACTIVITIES

Most activities are have-a-go. No experience needed, just turn up with an open mind (and a few treats). Some need booking ahead to guarantee your spot; walk-ups are welcome where space allows, but pre-booking is the only way to be sure.



BOOK YOUR ACTIVITIES HERE

Scan the QR Code or click the button below to see what activities are available to book across the event.



SCAN ME

BOOK NOW

FUN RUN & CANICROSS

Choose your distance: 1km, 3km or 5km along the beach. Choose to walk or run with your dog or just by yourself. Every step raises money for dogs who need it.

Led by **Ben Robinson, six-time Canicross champion**, who'll be running alongside you on the day.

Stick around after for a Q&A with Ben, with canicross advice and tips for anyone looking to get into the sport, and photoshoot opportunities.

Please attend the festival entrance where staff will direct you to the registration area.

SIGN UP NOW



OR
SCAN ME



BEN ROBINSON
Canicross Champion



***Raise £50 in sponsorship
and take home a Beach
Fest T-shirt. Top fundraisers
win prizes on the day.***

Registration **7:00AM**

Mandatory Safety Briefing **7:45AM**

Event Start **8:00AM**



MOBILE
ASSAULT
COURSE
Hire!

DOG & OWNER ASSAULT COURSE

Think you and your dog make a good team? Put that partnership to the test as you work your way through a series of obstacles designed to challenge communication, teamwork and confidence.

Expect tunnels, climbs, crawls, balance challenges and plenty of laughs along the way.

SUITABLE FOR ALL EXPERIENCE LEVELS.

WITH MOBILE ASSAULT COURSE HIRE

AGILITY ZONE

Navigate jumps, tunnels and weave poles under the guidance of experienced instructors.

Perfect for **BEGINNERS** wanting to try something new or **EXPERIENCED** handlers looking to sharpen their skills.

WITH CERIAN KEAR



FLYBALL ZONE

Watch one of the fastest dog sports in the world up close, then have a go yourself in a supervised session.

NO EXPERIENCE NEEDED! In fact, dogs pick this up quicker than most owners expect.

**WITH BRISTOL BALLISTICS
FLYBALL TEAM**

SPLASH ZONE (DOCK DIVING)

Dogs launching off a platform into open water, competing for distance and height.

GUIDED SESSIONS help first-timers try it safely, while demo jumps run throughout the day for anyone who just wants to watch.

WITH K9 AQUA SPORTS





SCENT DETECTION ZONE

A short taster in how your dog's nose actually works, guided by experts who do this professionally.

EVERY DOG HAS THE INSTINCT; this just gives them the chance to use it.

BROUGHT TO YOU BY SCENT QUEST

GUN DOG SCURRY

A bale run and retrieve scurry that tests recall, memory, stamina and teamwork.

NO EXPERIENCE NEEDED. Plenty of owners are genuinely surprised how naturally their dog takes to it.



BOOK AN ACTIVITY

SCAN
ME



COMPETITION ZONE



FASTEST RECALL COMPETITION

Think your dog has the fastest recall? Simply turn up, take part, and record your dog's fastest time. **The quickest recall of the day will win a fantastic prize, with winners announced at the end of each event day.**

FETCH KNOCKOUT TOURNAMENT

Register yourself and your dog on the day for our exciting Fetch Knockout Tournament, starting at 1:00pm. Go head-to-head against other dog-and-owner teams in a series of knockout rounds until just one champion remains. **The winning team will receive a prize, presented at the end of each event day.**

No pre-booking required – just turn up, register, and join the fun!



LEARN & DISCOVER WELLNESS ZONE

Expert clinics, nutrition advice, vet talks, and physio - practical knowledge and lifestyle hacks you'll take with you.



DR NICK THOMPSON
Holistic Vet



SPEAKER SPOTLIGHT

Dr Nick Thompson, renowned Holistic Vet and a trusted voice in canine health and nutrition, is joining us for the whole weekend.

He takes to the Main Stage for talks over the weekend covering: nutrition, raw feeding, titre testing and preventative wellbeing. He'll also be around between sessions for any questions on feeding or your dog's wider health and to provide free canine body scoring.



WELLNESS ZONE

Practical advice for real-world dog ownership, from the people who do this for a living. Most sessions are drop-in, with live demos and Q&A throughout the day.

Those that can be pre-booked are listed on the activity booking page. Check the link below for availability.

CHECK AVAILABILITY

OR
SCAN ME



NUTRITION CONSULTATIONS

Sit down with qualified canine nutritionist Alison Frost and discuss your dog's individual needs.

From choosing the right diet and managing weight, to supporting sensitive digestion, allergies, health conditions, and senior dogs, these sessions are designed to provide practical, tailored advice you can take away and implement immediately.

BEHAVIOUR CONSULTATIONS

Talk through reactivity, recall, confidence, puppy development or everyday training challenges with canine behaviourist Caroline Spencer, with the focus firmly on root causes rather than quick fixes.

CANINE MUSCULAR HEALTH CHECKS

Learn to spot early signs of discomfort and pick up simple exercises that support movement, recovery and long-term comfort.

BODY CONDITION SCORING CLINICS

Find out how vets actually score body condition, and where your own dog sits. Simply drop in, no booking needed.

GROOMING, COAT CARE & SKIN HEALTH

Professional groomers on hand all weekend with advice, plus selected treatments to book.

CANINE FIRST AID DEMONSTRATIONS

Heat-related illness, wounds, choking: the essentials every dog owner should know before veterinary help arrives.

TITRE TESTING

Titre testing measures your dog's existing immunity, helping you make a more informed choice about future vaccinations.

PRODOG EXPERIENCE ZONE

Whether you're looking to improve your dog's health, solve a feeding challenge, or just learn more about what goes into their bowl each day, the ProDog Experience Zone is the place to start.

This is your chance to talk raw feeding directly with the team, whether you're raw-curious or a staunch advocate.

PERSONAL FEEDING ADVICE: tailored guidance for your dog's age, breed and lifestyle.

PRODUCT SAMPLES: let your dog be the judge before you commit to anything.

RAW FEEDING GUIDANCE: the principles behind species-appropriate nutrition, explained simply.

SUPPLEMENT & WELLNESS SUPPORT: joint, digestive, skin and coat, mobility, general wellbeing.

ASK THE EXPERTS: bring your questions, get evidence-based answers, no pressure.





EXCLUSIVE FESTIVAL OFFERS

Visitors to the ProDog Experience Zone will have access to exclusive festival promotions, product bundles, samples, and giveaways available only during ProDog Beach Fest 2026.

CAPTURE THE MOMENTS

BEACH FEST DIGITAL PHOTO BOOTH

Strike a pose with your best friend. The Beach Fest Digital Photo Booth is your chance to capture the weekend, whether that's fresh off the Fun Run, showing off your dog's best side, or just marking the moment.

Photos are available instantly to download and share straight to your social media.



SOCIAL MEDIA PHOTO COMPETITION

Post your favourite shot from the weekend, tag us on...

INSTAGRAM
@PRODOGRAW

FACEBOOK
@PRODOGRAWUK

use...

#PRODOGBEACHFEST

...to enter.

Action, laughter, or heartfelt moments, we want to see it all.

ProDog product prizes are awarded across four categories:

- 1). **Most Shared Photo**
- 2). **Most Liked Photo**
- 3). **Best Action Shot**
- 4). **Funniest Photo**



TOP PRIZE: ProDog Raw Hamper

The competition stays open for 14 days after the festival.

FOOD & DRINK

The Food Village keeps you going between activities, with every vendor here helping raise funds for our charity partners too.



EAT DA FOOD

Freshly prepared street food, hearty festival favourites and generous portions.



LUKEY LUCIANOS

Gourmet burgers, loaded hot dogs, bratwursts, and vegetarian options.



PITTA & GRILL

Mediterranean-inspired grilled meats, fresh salads, wraps and pittas.



COFFEE BOCS

Smoothies, protein shakes, and hot and cold drinks all day.



THE INDIAN GRILL COMPANY

Tandoori-inspired grilled meats with vegan options and bold spice.



THE MARSHFIELD ICE BOX COMPANY

Award-winning Marshfield Farm ice cream, including a dog-friendly option for your best friend.



BUT ALSO....

While all of the above food options are obviously intended for you, for your canine companions we have fresh water stations available throughout the site at every activity area and there are plenty of ProDog treats on hand for your dog too!

EXHIBITOR VILLAGE

A curated mix of dog-focused businesses, charities and welfare-led brands from across the UK. Browse, ask questions, and discover something that could make a real difference for your dog.

Here's a first look, lots more exhibitors are joining the line-up as we count down to the festival:

- **ALL WINDS DOG FIRST AID**
- **PICKPOCKET FORAGERS**
- **CHRISTABEL PHOTOGRAPHY**
- **WELL BEHAVED DOGS**
- **PAWSOME TRAINING & BEHAVIOUR**
- **HANDMADE BY HANNABY**
- **PAWS & PLAY DOG DAYCARE**
- **GEORDIE BULLIES SPRINGBOARD RESCUE**
- **DARK FAIRY PHOTOGRAPHY**
- **GROOMEASY**
- **PAW PRINT ARTWORK**
- **BIRDDOG CATWALK**
- **THE ALASKAN MALAMUTE WORKING ASSOCIATION**
- **HOWARDS GROUP**

Keep up to date on the full list here:

EXHIBITOR LIST

YOUR DOG'S WELFARE COMES FIRST

HYDRATION & COOL ZONE

Keeping your dog cool and safe is one of our team's highest priorities at Beach Fest.

Across the venue you'll find multiple shaded areas and fresh water stations, plus our dedicated Hydration & Cool Zone with dog paddling pools, an artificial wind area, cooling mats and cooling jackets. Our Mobile Welfare Team also patrols the event throughout the day, on hand to help wherever you are.

The Mobile Welfare Team can cool your dog down at any activity area and are trained to spot the early signs of heat stress. If they have any concerns, they'll step in immediately and, where necessary, recommend your dog takes a break from activities or moves to a cooler area.

If at any point you feel your dog is getting too warm, speak to the nearest member of staff. They'll be happy to help.

WELFARE GUIDELINES

Here's a quick look at our wider welfare rules for the day - full details are in our welfare guidelines:

- Dogs must stay on lead unless told otherwise by stewards
- Fresh water stations are located throughout the site
- Shaded rest areas are available all day
- Activities may be modified or stopped for welfare reasons
- Any dog showing signs of distress will be withdrawn from activities
- Follow steward instructions at all times

NO ACTIVITY IS MORE IMPORTANT THAN YOUR DOG'S WELLBEING.



SCAN ME

VIEW THE GUIDELINES



NEED HELP?



INFORMATION POINT

Your first stop for any questions, lost property, or general help.

FIRST AID

On-site first aid for both people and dogs throughout the weekend.



EMERGENCY CONTACT

In case of an emergency, **please speak to the nearest member of staff**, who will contact the event manager via radio.

LOST DOGS AND CHILDREN PROCEDURE

If your dog or child becomes separated from you:

1. Tell the nearest steward immediately.
2. Head to the Information Point.
3. Our radio team will coordinate a site-wide search straight away.

RAISING MONEY FOR CHARITY

A big part of why this weekend exists. Every ticket, every activity, and every donation goes towards two charities doing the work that matters most.



HOLLY HEDGE
Animal Sanctuary
North Somerset Animal Care

HOLLY HEDGE ANIMAL SANCTUARY

Providing rescue, rehabilitation and rehoming for vulnerable dogs across the South West.



RSPCA NORTH SOMERSET BRANCH

Supporting cruelty investigations, rehabilitation programmes and animal welfare across the region.

Just by being here, you're already helping more dogs find safety, care and a second chance. Fancy giving a little more? Every donation takes it further.

MAKE A DONATION ❤️

SCAN ME



CHARITY RAFFLE

Win great prizes and help change a dog's life. 100% of ticket sales go directly to our charity partners, Holly Hedge Animal Sanctuary and RSPCA North Somerset. Prizes include:

- **ProDog raw food bundles**
- **Natural treats and supplements**
- **Doggy daycare sessions**
- **Professional training sessions**
- **Dog accessories and equipment**

Tickets are **£2 each, 3 for £5, or 8 for £10.**

Pop by the ProDog Experience Zone to grab yours and help us raise even more for dogs in need.



This weekend wouldn't have come together without the brands who backed it.

Thank you to our zone sponsors: **Mobile Assault Course Hire, Alex Fry Rental Properties Ltd** and **Kilmingtion Cross Garage.**

Thank you to our supporting partners: **Christabel Photography, Watkins & Tasker Vets, AP Sign & Print, Shergold Conservatories, Jeremy Weare Landscaping, Chambers Services, Autograph Classic & Custom,** and **For The Love Of Joy.**

THANK YOU, FROM ALL OF US AT PRODOG

Thank you for being part of ProDog Beach Fest 2026.

Whether you've been with us from the very beginning or this is your first taste of what we're about, we're delighted you're here.

This weekend is a celebration of ten years spent putting dogs first, and the community that has made every moment of it worthwhile. Here's to the next ten.

PRODOG

