

Festive Recognition for Nose to Trail as It Wins Major Northern Enterprise Award

For immediate release

United Kingdom, 2025 – SME News is proud to unveil the winners of this year's Northern Enterprise Awards and local dog trainer Rachel Rodgers (36) at Nose to Trail was delighted to be unboxing a new award over the festive season.

For the seventh year now, the Northern Enterprise Awards reminds us of the sheer dedication, commitment, and brilliance sweeping across the North of the UK.

Helping and supporting their clients and customers every step of the way, the winners within this year's instalment not only have so much to offer, but they continue to deliver. From educational support to financial services, home improvements to residential care, fragrance compounding success to dog training, and an incredible assortment more, this instalment is truly diverse and special.

Nose to Trail has ended the year on a high after being named **Best Dog Behaviour & Enrichment Services 2025** at the awards. The award recognises Nose to Trail's commitment to ethical, evidence-based training and enrichment, supporting both dogs and their people through thoughtful, welfare-led approaches. Rachel, Founder of Nose to Trail said "Winning the award over the Christmas period makes the recognition particularly meaningful, reflecting a year of hard work, collaboration, and continued dedication to improving canine wellbeing across the region." She continued, "As an accredited Canine School of Trailing Instructor its fantastic to see the upcoming dog sport of "man trailing" and the lesser known "pet trailing" that we specialise in being recognised for how truly enriching they are for dogs. Dogs are designed to sniff and giving them an outlet for this natural behaviour can be the solution for many behaviour problems."

Awards Coordinator Melissa Bramall shared her thoughts on the success of the 2025 winners: "The past 12-24 months have been filled with ups and downs, opportunities and challenges, and the peaks and troughs that come with business no matter what industry you're in, but our awardees continue to stand tall! Whether they're taking their first steps or whether they're a longstanding and seasoned enterprise, our winners are all making waves for those around them. It's a pleasure to be part of your story of success!"

To find out more about these prestigious awards, and the dedicated enterprises that have been selected for them, please visit <https://smenews.digital/awards/northern-enterprise-awards/> where you can view our winners supplement and full winners list.

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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 near Nantwich and Whitchurch with her three small dogs, Rico – a rescue from Portugal, and Maisy a Jack Russell cross Pug as well as new addition Pebbles the border terrier puppy.

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Rachel with two of her dogs, Rico & Maisy



Rachel Rodgers MSc CAB



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

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Alongside our quarterly publication we also offer an easy-to-use website, newsletter, and a series of awards programmes, making SME News much more than just a magazine, but instead a vital resource for inspiration and updates.

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