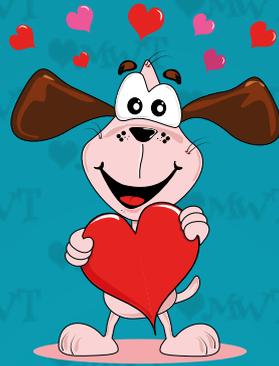


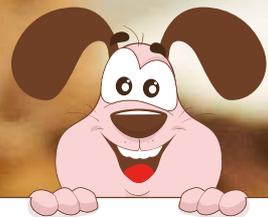
# Working from home!



*MyWaggyTails*®



Business Prospectus 2018



Check out the 'Day in our Life' introductory video to MyWaggyTails.  
[Click here >](#)



Introducing a great  
business opportunity:

# MyWaggyTails

MyWaggyTails provides professional services  
to discerning pets and their two-legged guardians.

Our first branch has been a great success in the 18 months of its existence and we're close to capacity. We want to let others learn from us, to take our formula and build their own successful MyWaggyTails franchise. It is rewarding, flexible and fun.

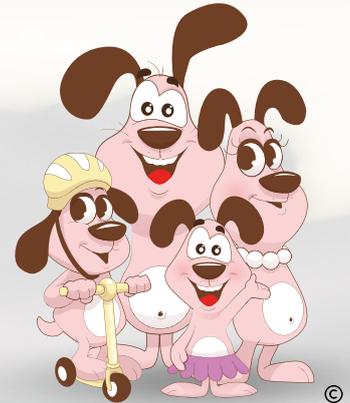
Our main services are:



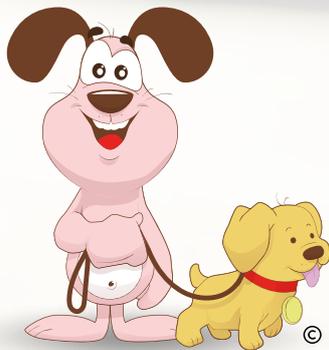
DoggyDayCare



Dog boarding  
in our doggy hotel



Dog sitting and  
other pet services



Dog walking



Other pet services  
(home visits)



# Work from home and love life

## Working from home

Operating a MyWaggyTails franchise from your own home is ideal for those who want the freedom of their own business, a sustainable income, to escape the confines of the office, someone with 'part-time' family commitments, someone keen to escape the rat-race and the soul-less hours lost driving to and from work, to supplement the family income or who have time on their hands and want to keep both active and mentally alert. It's perfect for animal lovers and for those who love the outdoors and exercise.

**Simply, we provide you the brand and the business know how.** And that leaves you to **work your magic and share the love** with the pets in your charge.

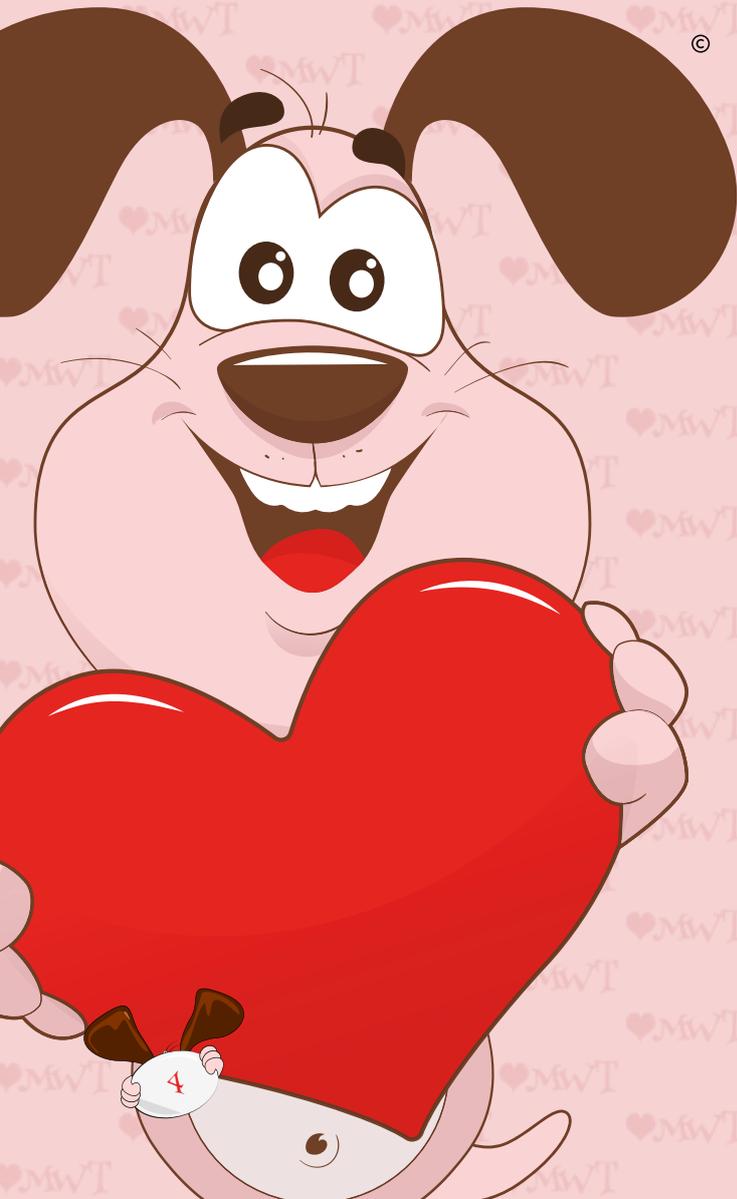
## Our big difference?

Our main point of difference is the personal touch – in that dogs come and stay in your family home. There are no kennels. It's very much about a 'home from home' service for four-legged friends when their guardians are away, whether for part of the working week, business trips abroad, weekend breaks or annual holidays.



And available for a limited time only, our first 10 franchisees receive:

**25% off** our standard franchise fees



©

Our franchise model is sensibly priced – go compare us with other players for yourself. And because we want to ensure the commercial terms of your franchise are both sustainable and profitable in the long term, we want the best franchise partners.

We have strict criteria and high standards, but they're not impossible for like-minded folk - it's about common sense, caring and good communications plus the drive and passion to succeed - even on a cold, wet, windy day.

*There will never be a better time to become part of MyWaggyTails.*

# Our story

Mitch started work in London, in both advertising and the film industries. She met her husband to be Phil, when he was home from one of his many overseas 'gigs' as he's a sound engineer in the music industry and is often away on tour.

After the early demands of family life and primary schooling, Mitch wanted to return to work, but with Phil away for weeks at a time and the demands of family life, she needed to find something that kept her mind and body active but still allowed for family flexibility.

She sat down to have a chat with me as I've spent all my professional life working in marketing for both big brands and marketing agencies, including several new business start-ups.

From those early conversations, MyWaggyTails was born. After 18 months, she was hitting £35k of annualised sales, and that was from a standing start. Mitch and I have always had dogs in our respective family lives, so it was a natural option for her to build a business around one of the loves of her life.

*If you love pets, this could be your ideal business.*



[Click here >](#) to watch the video on franchising 'MyWaggyTails – Your Next Business?'  
Are you up for the challenge of running your own business from home?



Check out our business for yourself  
[Click here >](#)



# What sets us apart

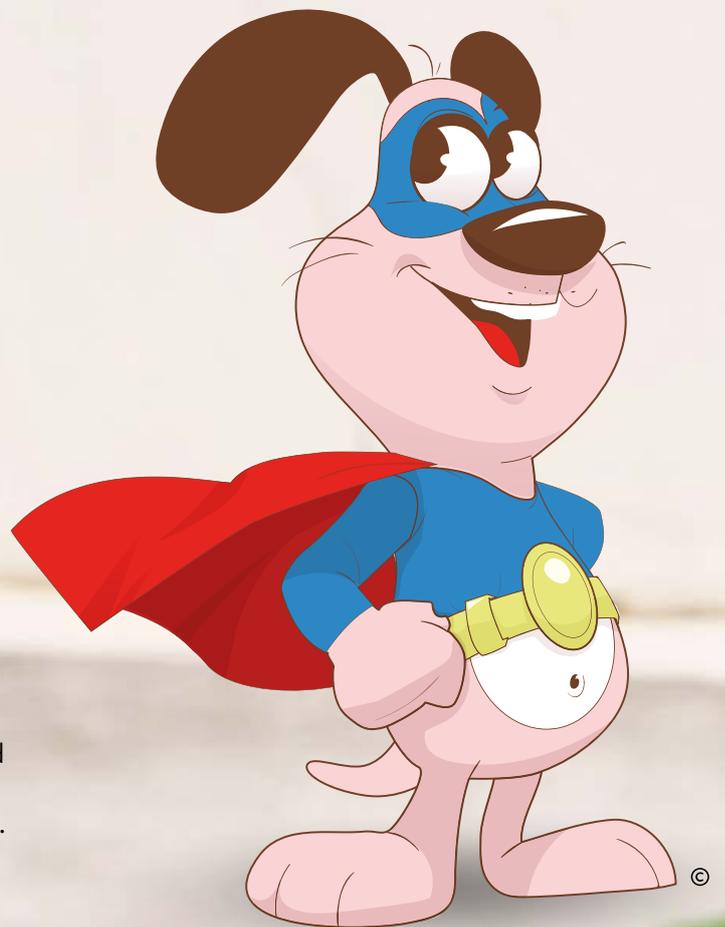
Initially, we explored taking on a professional pet services franchise from an existing operator. But as good as they appeared, the ones we saw seemed to either lack that personal touch which is so important to both us and our pets, they came across as too much like a big business, or, they were just too darned expensive.

What sets us apart? Comprehensive training. The personal touch pets and guardians love. Dogs and pets in the home plus loads of love and exercise. A great website. Good local search using the major search engines. Harnessing technology to smooth everyone's experiences. An experienced management team (an honorary doctorate and an MBA). Sensible franchise pricing – we never forget it's your business too.

So, given our backgrounds in dogs, business and marketing, we set out on our own. Mitch does all the hard work, which pets and their guardians clearly value judging by the great reviews she's received, and I've helped steer the business from a commercial and marketing perspective.

Our personal approach results in **very happy pets and delighted owners**, who see the value in a regular, stable and happy 'home from home' experience, covering both the planned and the unexpected demands on their time.

'Word-of-mouth' referrals from both her clients and business from 'regulars' makes life a lot easier and has been key to building Mitch's successful business.



# A kind of franchise business

Having successfully established the business, we can see that it's a great business concept, and well proven to work for others too.

So, we've created a blueprint to help like-minded people do the same thing that we've done, effectively copy our proven formula, by building on our experience, processes and marketing but with the added benefit of what we call, 'collaborative ownership'. By working and learning together, we're stronger and reaping the rewards - through a 'kind of' franchise arrangement. We use the expression, 'kind of' franchise because whilst it is undoubtedly a franchise-based business, it will be 'light touch', to let you show your personality whilst adopting best practice and evolving better ways of working and being successful together.

Your franchise is made better and more successful by collaboration, sharing experiences and developing even better practices. The business must have your thumb print on it and it will

be your passion, your drive and determination that will make it successful. Of course, there will be a few key requirements, but they're good common-sense ones that anyone would expect. These requirements are as much about protecting your business interests, as ours.

Whilst we take care of the more complicated marketing centrally, there are still many things you can and must do locally, from spreading the word and doing a great job looking after some lovely pets, networking, learning, recruiting walkers and home hosts, sharing with fellow franchisees and earning a great living as you grow.



# Key statistics

There is plenty of useful research and insights about pets in the UK available online – Google away. And you'll know for yourself, that more people are returning to work after paternity and childcare. And programmes like “Supervet” highlight our love of pets.

Here are a few key numbers.

Let's look at the statistics that affect you.

UK dog population

8.5m



25%  
of UK  
households  
have a dog



6,729,000



households with a dog

Dogs per household vary,  
1.5 per household  
in the Midlands  
down to 1.1 in London



Source: PFMA 2017

Assuming a catchment of 20,000 inhabitants, 2.2 persons per household, 9090 homes, 1 in 4 households have at least 1 dog – that's 2272 possible households who could be your customer. Assume 1.25 dogs per dog household – that's 2840 dogs you could provide services, for.

And Statista reveals 45% of households have some form of pet – so that's 6,269 homes where you could be providing home visits.

Demand for our services keeps growing.



# Does MyWaggyTails appeal to you?



- ✓ Someone who has a passion for pets and dogs in particular.
- ✓ Someone who wants a change of pace.
- ✓ Someone who wants the flexibility of working for themselves.
- ✓ Someone who enjoys being outside.
- ✓ Someone who likes regular exercise.
- ✓ Someone who derives personal satisfaction from making and seeing the difference your services bring to the lives of clients and their four-legged best friends.
- ✓ Someone who wants to get out of the rat-race of traffic jams and working for someone else.
- ✓ Someone with their own home and garden.
- ✓ Someone with a full driving licence and access to suitable transport.
- ✓ Someone with a bank account.
- ✓ Someone who is good with people.
- ✓ Someone who is able to work hard without supervision.
- ✓ Someone who is honest and reliable.
- ✓ Someone who has a good basic understanding of a computer and a smart-phone.
- ✓ And of course, someone who wants a good livelihood, whether it's your sole family income or a very nice contribution to the overall pot.

We hope home-working and the rewards of MyWaggyTails appeals to you



# Can we do it ourselves?

Anything is possible. But a MyWaggyTails franchise is planned, designed and priced to take away the pain, minimise risk and increase the likelihood of your success. It's underpinned by years of experience. If it was just a walk in the park, you'd immediately know how this legislation might impact you... and the regulations are changing as Government looks to ensure better animal welfare and professionalism amongst pet service providers.

- Animal Boarding Establishments Act 1963
- Animal Health Act 1981
- Animal Welfare Act 2006
- The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018
- Antisocial Behaviour, Crime and Policing Act 2014
- The Control of Dogs Order 1992
- Control of Substances Hazardous to Health (COSHH) Regulations 2002
- Controlled Waste Regulations 1992
- Dangerous Dogs Act 1991
- Data Protection Act 2018 (GDPR)
- Dog Fouling - Clean Neighbourhoods and Environment Act 2005
- Dogs (Fouling of Land) Act 1996
- Electricity at Work Regulations 1989
- Environmental Protection Act 1990
- ePrivacy regulations
- Health Act 2006
- Health and Safety at Work Act 1974
- Health and Safety (First Aid) Regulations 1981
- Management of Health and Safety at Work Regulations 1999
- The Microchipping of Dogs (England) Regulations 2015
- Personal Protective Equipment at Work Regulations 1992
- Planning and Environmental Protection Act
- Regulation on the Protection of Animals During Transport (EC) 1/2005
- The Dangerous Dogs (Amendment) Act 1997
- The Regulatory Reform (Fire Safety) Order 2005
- Town and Country Planning Act 1990
- Welfare of Animals (Transport) (England) Order 2006
- Wildlife and Countryside Act 1981
- Workplace (Health, Safety and Welfare) Regulations 1992

**So, this is one more reason why partnering with MyWaggyTails is a sensible option.**



# Using technology to create better experiences

We're great believers in **easy to use technology** within our businesses, making life (and work) easier.



## MyWaggyTails GPS Dog Tracker

We provide each franchisee with a number of dog collars and GPS trackers, which connect to an app on your mobile. For first time pet visitors and for those pets whose 'recall' is less than desirable, they help provide both you and the pet's guardian with peace of mind whilst they are in your care.

*(GPS signals provide an accuracy of 7.8 m (25ft) at a 95% confidence level when calculating the distance between satellite and receiver.)*



## MyWaggyTails Diary Booking

We also provide local and centralised booking functionality optimised for both desktops and mobile devices, which allows you to take provisional enquiries direct from the web, by telephone, or in person, straight to your mobile. This enables you to monitor and review potential bookings, pet details and your availability, any time and any place, capturing important contact information letting you follow up and confirm directly with the customer.



# What you get from running your MyWaggyTails business, besides regular clients, four-legged play mates and a great journey to work

- We will start off by understanding what you want to achieve with your business and over what timeline and will work with you to develop your own tailored business plan.
- We will then work with you to build a tailored training programme, both face to face for the initial induction and through weekly and monthly webinars (don't worry, we'll show you how) to help you successfully establish and grow your MyWaggyTails franchise towards your goal. Specific courses include:-
  - ✓ Sales and Marketing
  - ✓ Financial Management
  - ✓ Operating your business
  - ✓ Managing Your Administration
  - ✓ Dog Behaviour
  - ✓ Animal Welfare
  - ✓ First Aid
- You'll get an Operations manual to help guide you in establishing and growing your business, based on our direct experience.
- We'll provide you with guidance on obtaining your doggy Home Boarding and Day-Care License from your local authority and on obtaining the relevant insurances that you will need for your business.
- We'll help you find clients and will provide guidance on how to manage enquiries and clients through our web and mobile booking system, in order to grow through repeat business.
- We'll provide you with your own section on our main website with templates to help you develop your content and we'll take care of the website hosting, 'Search Engine Optimisation' for your section of the website as well as the main website and some local web advertising.
- We will develop a networking plan and process to help you grow and introduce your business to other players operating in the professional dog services business.
- We'll also provide you with branded business cards/promotional leaflets, branded online stationery, email templates, as well as branding for your vehicle.
- We will set up Facebook and Instagram pages for you and create a social media plan to help you get to grips with social media marketing.
- When it's time to grow further, we'll help you with recruitment of assistants, carers and walkers.



# Here's a list of some of our key franchise benefits

## The essentials:

- Helping you write your MyWaggyTails business plan
- Comprehensive Operations Manual & Marketing Plan
- Your exclusive MyWaggyTails franchise territory
- A licence to use the MyWaggyTails Registered Trademark & Brand Identity

## Comprehensive training:

- An 'on boarding' training course to immerse you in the essentials of running a MyWaggyTails business including your legal obligations, adopting best practice to ensure happy pets (and their two-legged guardians) and how to build a profitable and successful business
- A series of dedicated training modules that build towards a recognised pet qualification
- Training in dog behaviour
- Pet First Aid training course
- Comprehensive and ongoing training and support, both face-to-face and through our regular online webinars

## Our Operations Management System:

- Use of the bespoke, MyWaggyTails online booking and invoicing system
- Online Accountancy software & support
- MyWaggyTails real-time GPS tracking collars (x 3) for 'young or wayward' dogs in your care and 1st year's activated SIMs



# Benefits continued...

## Marketing:

- A mobile friendly web sub-folder/page, localised and personalised to your business with rich functionality as an integral part of the main MyWaggyTails website
- The support of our main MyWaggyTails website
- Search Engine Optimisation to maximise your presence and reach through Google and Bing search engines
- Marketing campaigns including SEO and online advertising
- Social media profiles and branded content material including Google My Business, Instagram and Facebook
- Marketing & PR support, including a local press release & advert
- Professional MyWaggyTails branding for your vehicle (removable)
- A MyWaggyTails introductory video
- A personalised MyWaggyTails promotional video and online hosting for your video
- A personalised MyWaggyTails business card and promotional leaflet (1000 off)
- An Adwords campaign for your MyWaggyTails business
- Your own MyWaggyTails email address
- Personalised MyWaggyTails online stationery and templates
- Training in your own local area marketing
- MyWaggyTails branded polo shirt (x 2) and sweatshirts (x 2)
- A MyWaggyTails blog

## Legal Administration:

- Professional business & HR documents
- First year membership of the leading trade association - the Pet Services Association, part of the Pet Industry Federation and the benefits of its online resources and networking
- Business & public liability insurance for your MyWaggyTails
- Police Disclosure certificate

## Additional benefits:

- We don't charge commission on your sales. We just ask you to cover any credit card processing fees
- Running your own business from home
- A short journey to work
- Flexible working hours
- A support helpline
- Expert advice on the industry
- Networking with MyWaggyTails franchises
- Introduction to a bank if financing support is required
- Expected first year sales of £18,000-£24,000, with the potential to grow to £40-50,000 thereafter
- No management fees to pay in the first 3 months
- No previous business experience is required



# Understanding the numbers and the costs of a MyWaggyTails franchise

## Understanding the numbers

The costs fall loosely into three sections:-

1. Your franchise costs
2. Your marketing and management fees
3. Your annual operating costs

### First 5 Years franchise fee

Our franchise fee

**£7,750 + VAT (£9,300 inc VAT)**

(This cover the first 5 years, payable up-front, on contract exchange.)

### Years 5-10 franchise fee

You can renew your franchise 5 years later, at a preferential rate (subject to meeting transparent performance criteria). The franchise renewal fee on the 5th anniversary.

**£5,750 + VAT (£6,900 inc VAT)**

### Monthly marketing and management fees

Monthly marketing contribution.

**£125 + VAT/month (£150 inc VAT)**

Monthly management fee.

**£125 + VAT/month (£150 inc VAT)**

## Annual operating costs

Licensing with local authority.

Contribution to transport, fuel, heating, light, mobile phone, incidentals, computer and Internet.

Legal and accounting.

Part-time assistant.

+

MyWaggyTails annual marketing contribution (paid monthly as previously mentioned)

MyWaggyTails annual management fee (paid monthly as previously mentioned)

(We ask 'guardians' to provide their dog's bed, lead, food and bowl when they visit, so there are no costs here, although we always advise having a spare or two in reserve, just in case.)



## Our first 10 franchisees

There'll never be a better time to be part of MyWaggyTails

**25% off**

our standard franchise fees  
for our first 10 new franchisees.



No management fee  
for the first 3 months

Our franchisee fee will include a 25% discount = £6,200 + VAT (£7,440 inc VAT)



# Costs continued...

Based on our own direct experience, we would expect that even taking the initial Franchise costs into account, you will be profitable in your very first year, with incremental growth in the following years. There are no guarantees in life, but from our experience, you should comfortably be achieving full year sales of £30,000+ after the first year (subject to your commitment, capacity and capability of your franchise). Based on our experience, and assuming you're licensed for boarding 4-6 dogs, once you're up and running, it is perfectly reasonable to build your annual revenues to £35,000 in Year 2 and maybe up to £50,000 per annum thereafter.

*Please note:*

*We do **NOT** charge any sales commission on customer bookings, we just ask you to cover the credit/debit card transaction costs applied by the merchant, and only where payment is made by credit/debit card.*

## **Growing your business**

The revenues you can generate from MyWaggyTails are dependent on your location, local pricing sensitivity and competition, hard work and personality (people still love people), the number of dogs you can board, day care, independent walks, home visits for other pet services and whether you grow a network of home hosts or develop a dog grooming side to your business. In short, there is bags of potential, but every situation is unique.

## **We're been there, got the 'T shirt' and lived to tell the tale**

We love pets too. We get it. We've done it. The MyWaggyTails franchise we offer is very cost effective because we're drawn on our considerable business, marketing and digital experience. We want you to succeed and we're here to help you on that journey.



# What do we look for in you?

You need to have the right attitude, to demonstrate a passion for pets and a confidence with dogs, provide a suitable home for dog boarding and day care, blessed with appropriate walks nearby, be physically able, even on wet, cold days and have good communications skills and the makings of good business intelligence.

We want to work with people who live, breathe and wag the tail of the MyWaggyTails brand. That goes far beyond contributing to our marketing activity. As a brand ambassador, you'll take our quirky personality and make it relevant to your local community. You'll be passionate about the pets in your care and delighting their guardians – delivering a better experience for everyone.

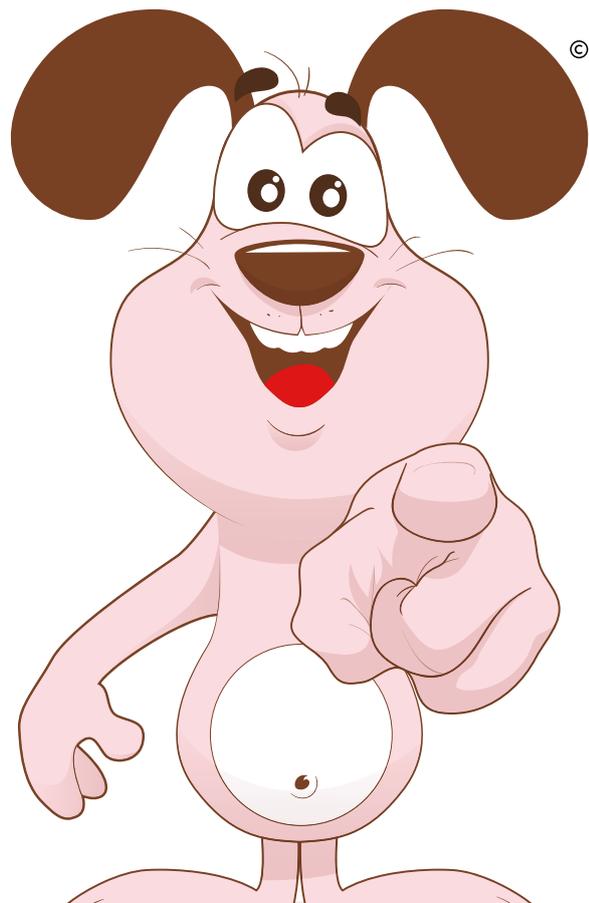
Becoming part of the extended MyWaggyTails 'family' gives you access to a growing network of like-minded people with considerable experience to learn from and we don't expect you to be experts when you join up.

You don't need even need previous business experience to have a MyWaggyTails business. But we do ask that you recognise this is a professional business venture and not just a hobby. Which means undertaking to attend

the training courses we will provide, conducting yourselves in a professional manner at all times and being committed to succeed.

You absolutely need the right environment to run such a business; plus a positive mental attitude, common sense, a passion for pets (and their 'guardians') and be happy to be both outdoors and indoors keeping our four-legged friends, safe and happy, at all times.

But don't worry, part of your early training at MyWaggyTails will be attending courses on dog behaviour, welfare and first-aid as well as on business planning and marketing.



# The franchising process

You won't become a MyWaggyTails franchisee overnight. We will be working together for a goodly while, so we want to take time to get to know you and make sure you have the dedication, personality and communication skills we look for in all of our ambassadors. You will want to get to know us too, as it is a significant commitment.



Once you've read the MyWaggyTails Business Prospectus, if you believe you have what it takes to run a successful MyWaggyTails business, and you'd like to know more, you have the following options:-

 **Click here >** to watch the video on franchising 'MyWaggyTails – Your Next Business?'

 **Express your interest for further information - Click here >**

 **Book a 30 minutes Skype (or landline) call with me (Randle) to answer any questions you may have on possibly becoming a MyWaggyTails franchise partner - Click here >**



**Request an invitation to attend one of our quarterly presentations about MyWaggyTails. Numbers are limited, and priority is given to parties who have completed and submitted the MyWaggyTails Application Form (see below) - Click here >**

Please note: Currently, we will only accept 8 new franchisees per quarter.



**Click here >** for a link to the MyWaggyTails Application Form, start filling in the details, and tell us why you think you're right to run a MyWaggyTails business – you can save your form at any time and there is no obligation to proceed. There's also a section in the Application Form for you to add your own questions.

## And after that?

From receipt of your Franchise Application Form, we aim to have processed your information and had an initial detailed meeting with you, within 3-4 weeks of receipt, diaries permitting.

Subject to our respective views after that initial meeting, we will share drafts of all the outstanding paperwork (*Franchise Disclosure Document and our Franchise Agreement*).

Thereafter there will be another interview and a visit to you at home to go through things in more depth and check against our key environment criteria – we will happily provide you a list in advance.

After that, if we're hopefully both in agreement, you can be up and running in as little as 5 weeks from signing our franchise agreement.

And of course, there is a 'bit' of training, face to face, online, self-study and 3rd party courses as we help you on your journey and ensure you can safely operate your business and comply with various laws and regulations, both before and after you open your doors for business.

Much later on, subject to quality and performance assessments, at the end of your 5-year franchise, you will have first option to renew it for a further 5 years.

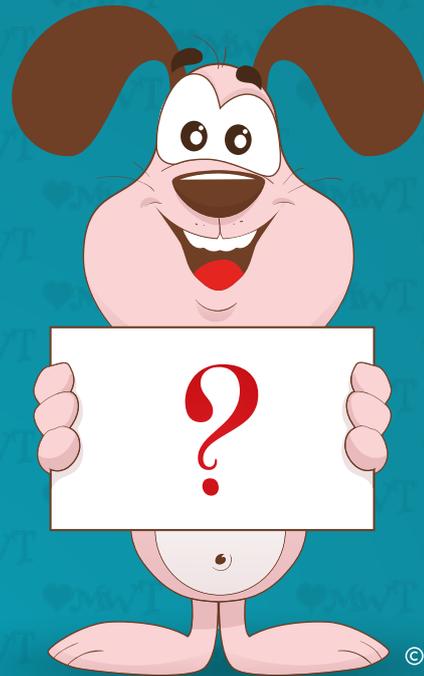
So, it could take 2-3 months for the whole process including 'initial 'on-boarding' and training. You can see why we only want to hear from people who share our passion, dedication and long-term goals.



# Questions

Don't worry, you wouldn't be human if you didn't have questions, and concerns. If, after downloading our business prospectus, you wish to formally apply to help grow MyWaggyTails, write up a list of everything you can think of that you'd like to ask us and share them with us on your Application Form – there's a section especially for your questions.

It's just as important that we're both right for each other. A successful partnership is built on compatibility, trust and respect. It's best we get any doubts out of the way up front, then we can focus on the things that are most important, running a successful business, that's profitable, pain free and fun.



## Now what?

Chat to your family, their support is important too. Watch our videos. Look through our website and our online reviews. Have a look at other options out in the market place. Check what you pay for and what you get. Come and meet Mitch at MyWaggyTails Chinnor (Oxfordshire) for a chat. Do your sums. Look at your local competition. Can you do a better job, with a little help from us?

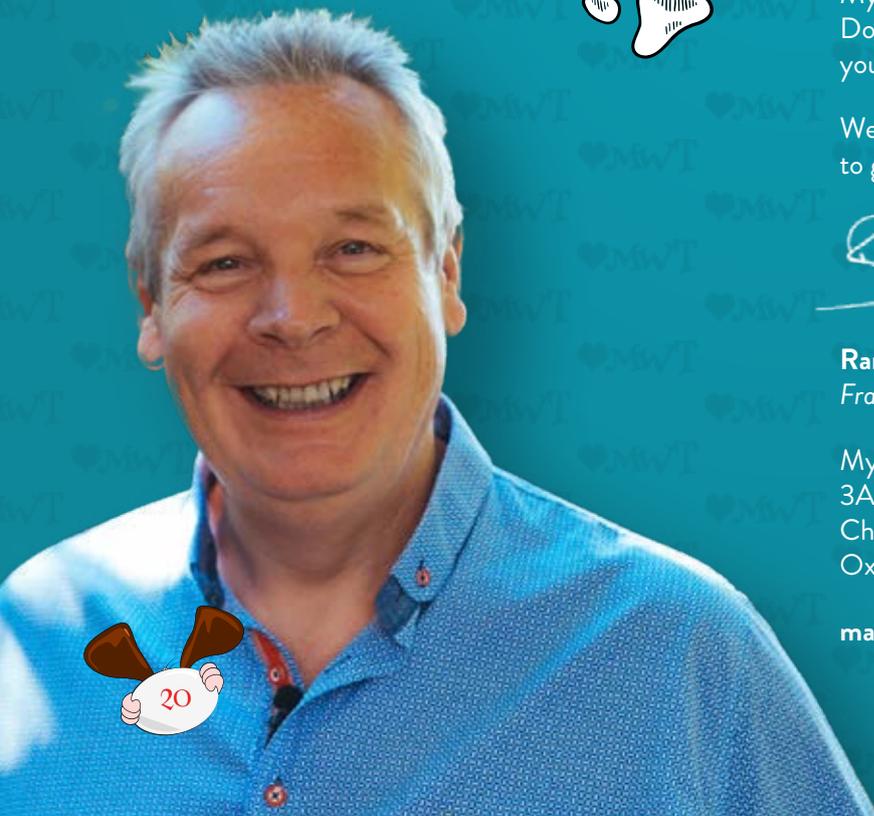
We look forward to hearing from you and hopefully to grow a successful new business together.

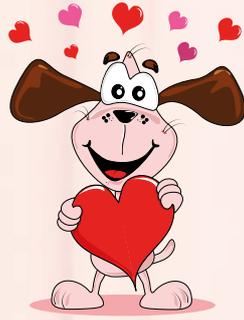
A handwritten signature in black ink that reads "Randle Stonier". The signature is written in a cursive style and is underlined with a single horizontal line.

**Randle Stonier**  
Franchise Director, MyWaggyTails

MyWaggyTails HQ  
3A Lower Road  
Chinnor  
Oxon OX39 4DT

[mail@MyWaggyTails.co.uk](mailto:mail@MyWaggyTails.co.uk)





*MyWaggyTails*

Come on..  
what you waiting for?



# Legal and licensing considerations and obligations for MyWaggyTails



**These two pages might be in smaller print but it's important to understand. Don't get put off, we're here to guide you through this minefield.**

MyWaggyTails provides **home boarding, dog day-care** and professional services for pets.

The authorities define doggy **Home boarding** and **Day-care** as:

*A domestic establishment used for the provision of daytime and/or overnight accommodation for one or more dogs in a home environment where commercial services (in exchange for money) are provided (£1000 pa+).*

The establishment must not have outside accommodation (i.e. outside the main domestic dwelling). If present, it then becomes a boarding kennel.

These conditions ensure compliance with the Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018 and the Animal Welfare Act 2006.

Whilst it is for each licensing authority/local authority to determine any application for a home boarding licence (different authorities have different approaches) based on the individual merits of a home boarding application, it may, if required, add its own conditions, but for guidance, domestic / home boarding would normally only be:

- for a small number of dogs kept in a normal home setting (usually no more than 6 dogs, unless there are specific circumstances presented that would justify a licence being issued for an increased number)
- where boarded dogs are cared for in an environment that generally allows for more personal care and interaction than a traditional boarding establishment
- where care is normally provided by the resident / licensee without the need to employ others, and the overall ratio of dogs to persons is acceptable
- a small business, operated ancillary to the main use of a domestic property as a home
- It is expected that both MyWaggyTails franchisee applicants and Licensing Officers give consideration to how a dog boarding business can be effectively managed within the confines and restrictions of a domestic setting.

Amongst other matters, an applicant must be able to demonstrate they have considered the following before applying for a licence:

- The domestic accommodation and ancillary external areas are generally maintained in safe, sound and secure condition. It is expected that an applicant's property would generally pass an inspection to a standard equivalent to the Housing Health and Safety Rating System (HHSRS).
- Whether the layout, design, location and facilities of the domestic property are suitable for the proposed business (a room / layout plan is useful to support any application and to demonstrate the ability to physically separate all dogs)

- Whether there is any need for change of use / planning consent for the proposed business being run from a domestic premise.
- Whether there is any need for written consent from the landlord of a rented domestic property.
- Whether operating a home boarding establishment is likely to cause nuisance or attract complaints from neighbours about excess noise, odours, parking issues etc.
- Near neighbours have been consulted and their views have been noted (in the absence of this, Licensing Officers may wish to carry this out).
- The available internal and external space available in the home environment for the size, type and number of dogs being boarded.
- The provision of separate (suitable) rooms to permit the separation of all dogs when necessary (one dog per room).
- How the licensee would ensure the balance between managing the expected maximum number of dogs being boarded at any time, whilst also ensuring the adequate supervision of children or other activities in the home setting.
- Particular risk factors, such as any vulnerable residents; family pets; or any particular hazardous features inside or outside the property (e.g. young or elderly residents; external ponds, slippery internal floors; cleaning and disinfection of carpeting or soft furnishings)
- The individual welfare needs and requirements for each dog being boarded
- The requirements for record keeping and protection of any personal data
- Whether separate facilities such as refrigerated storage or washing facilities may be needed in addition to those present in the house for normal domestic use.
- The need for adequate liability insurance cover
- Whether dogs are to be walked outside of the home and what controls may be required for managing the maximum number to be walked at any one time (consideration of local byelaws, insurance requirements, or other restrictions).
- Arrangements for dogs being left alone in the home at any time.
- Arrangements for veterinary services, including in case of an emergency

Individuals that offer MyWaggyTails home boarding and dog day-care or those that are considering to do so, should better understand the legal requirements and obligations under both the Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018 ('the 2018 Regulations') and the Animal Welfare Act 2006 ('the 2006 Act') as well as other related legislation. Broadly speaking, there are similar regulations and obligations (or shortly anticipated) in all parts of the UK.



## 1 Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018

The 2018 regulations requires anyone who wishes to keep a (home) boarding establishment (ie, in this context a home environment) to be licensed by the local authority and abide by the conditions of the licence. If they do not they are in breach of the law. In particular the local authority will consider the ability of the establishment to ensure:

- Accommodation is suitable as respects construction, size, number of occupants, exercising facilities, temperature, lighting, ventilation and cleanliness.
- Adequate supply of suitable food, drink and bedding material for the animals and that they are adequately exercised and visited at suitable intervals.
- All reasonable precautions are taken to prevent and control the spread of infectious or contagious diseases, including the provision of isolation facilities.
- Appropriate steps are taken for the protection of animals in the case of fire or other emergency.
- A detailed register is maintained of any animals received into the establishment that is available for inspection at all times.

Those responsible for providing home boarding must ensure that a copy of the licence and its conditions (maximum number of dogs) is displayed prominently in the home boarding establishment.

As a rough guide, space/suitability permitting, dog boarding will typically be capped at 6 dogs per establishment and doggy day-care at 10 dogs per establishment. There are currently no specific caps or regulations on dog walking although local councils may have bylaws and practitioners like MyWaggyTails, adopt best practice.

The additional considerations from a MyWaggyTails licensing perspective that need to be addressed are:

- General Safety
- Adequately trained supervision
- Children
- Other pets
- Is the dog safe?
- Segregation of room (s)
- Risk of escape: Garden secure / fencing
- Fighting with other dogs
- Number of different households
- Biosecurity, particularly with regards endo- and ecto-parasites (worms, fleas)
- Which rooms are acceptable to keep dogs in?
- Maximum number of dogs
- Size of garden
- Exercise/walks – risks involved. How many can be easily walked
- Public liability insurance
- No common entrance
- Two doors separating the inside with the outside front door
- Permission of landlord
- Must have a garden / outside area for designated use
- Flats and use of upstairs rooms; consideration given

to the ability of the dog to negotiate stairs

- Times for dogs to be left
- Crating of dogs (this may be an owner's request not a MWT practice)
- Change of use of the property
- Use of flats
- No animals other than dogs are to be boarded within the licensed facilities without the written approval of the local authority.

## 2 Animal Welfare Act 2006

Sections 1 and 2 of the 2006 Act set out which animals are protected. This includes any animal (vertebrate) other than man (Section 1) which is commonly domesticated in the British Isles, or under the control of man whether on a permanent or temporary basis, or is not living in a wild state (Section 2). Thus dogs and puppies are protected by this piece of legislation.

Section 3 of the 2006 Act sets out who can be found to be responsible for an animal and this includes on a permanent or temporary basis as well as being in charge of it or owning it. Therefore, the establishment owner as well as any employees can be found liable under this piece of legislation. No one under the age of 16 years can be deemed to be responsible for an animal.

Section 4 of the 2006 Act sets out offences concerned with unnecessary suffering. An offence is committed here if someone's act or failure to act causes an animal to suffer, whether the person knew (or ought to have reasonably known) that the act (or failure to act) was likely to cause such suffering – it is still an offence as the suffering was unnecessary. An offence can also be committed whereby someone permits this to happen. Again, this can apply to not just employees of an establishment but also an owner. In particular, the suffering may be deemed unnecessary if it could reasonably have been avoided or reduced, if it was not in compliance with relevant legislation, licence, or codes of good practice, if it was not for a legitimate purpose, if it was not proportionate, if it was not the conduct of a reasonably competent and humane person.

Under Section 9 of the 2006 Act those responsible for animals (in England and Wales) have a duty to ensure reasonable steps are taken to ensure the welfare needs of the animals are met to the extent required by good practice. This includes:

- Its need for a suitable environment
- Its need for a suitable diet
- Its need to be able to exhibit normal behaviour patterns
- Any need it has to be housed with, or apart from, other animals, and
- Its need to be protected from pain, suffering, injury and disease.

You should also note that additionally there are Codes of Practice concerning dogs that the Welsh Government and DEFRA have produced and they provide further information on these points. For copies of these Codes please see:-

### DEFRA Code of practice for the welfare of DOGS

- [Click here >](#)

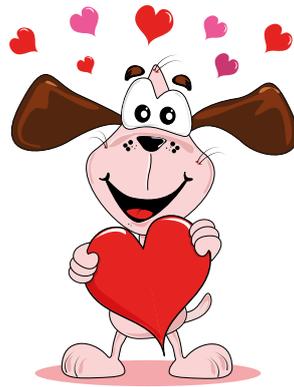
### Welsh Government - How to look after your dog

- [Click here >](#)

### Welsh Government - Code of practice for the welfare of DOGS

- [Click here >](#)





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