

## We're changing the way we work, to be even better for you and your pets

We are committed to providing you with a quality service, giving your pets love, care and attention. Since we started in 2006, our commitment and dedication to you and your pets has been recognised by the pet industry with our three top national Special Merit Awards from the National Association of Registered Petsitters and our Business Excellence Award from Dacorum.

### What makes us different?

What sets Walk the Dog apart from the rest is our passion to deliver an ever-improving quality service that you and your pets deserve, whether this is dog walking, our puppy classes, canine behaviour consultations or pet care while owners are away. Currently, the pet care and canine behaviour industries are not regulated. This means, in essence, anyone can set themselves up as a pet carer, dog walker, or trainer with no formal qualifications, training nor experience. While various organisations including The Kennel Club have called for regulation and law enforcement, it is unlikely that we will see any changes in law some time soon.

### Our commitment to you

With Walk the Dog you can be assured that when you employ our services you get a professional, caring and dedicated team.

Our team is trained and certified in animal care and management	✓
We provide free behaviour advice and support from our award winning, certified canine behaviour specialist	✓
Our team is certified in Animal First Aid and are trained in dog handling and communication	✓
We are fully insured	✓
Our team is regularly police checked by the Hertfordshire Constabulary and security checked by The National Association of Registered Petsitters	✓
Every owner has their own unique blog page for their pets to read what they have been up to while in our care	✓
We provide you with newsletters full of useful behaviour and care articles, have downloadable advice on behaviour and blog post with the latest research on behaviour and management	✓
We provide emails with top tips on keeping your pets safe during extreme weather conditions	✓
We are members of and work to the Code of Practices set out by; The Animal Behaviour Society, The Association for the Study of Animal Behaviour, The Association of Pet Dog Trainers, Professional Association of Applied Canine Trainers, The Animal Behaviour Management Alliance, The Universities Federation of Animal Welfare, The National Association of Registered Petsitters, and the Jan Fennell International Dog Listeners	✓

## Business review

Like other businesses, we have had to undergo a business review so we can continue our ever-improving quality service to you and your pets. This review included a 'Play Date' trial where one handler walked up to three dogs from different households together, matched on temperament and location. This successful trial was conducted for nine months. Our review also flagged up areas that were not working for the business. Unlike other businesses, Walk the Dog has held firm on our pricing structure for four years, despite increases in fuel and every day costs.

Our business review has now been completed. As a result, we will be giving you a greater choice of walking service for you and your pet, which is reflected in our price changes outlined below and includes details of our two dog walking options; Premium 1-1 and Play Dates.

These changes will come into effect from **Monday 1<sup>st</sup> November 2010**.

## Changes to our dog walking service

Our Premium Service	Play dates
<p>We offer clients the opportunity to choose our Premium Service, where your pet can enjoy a luxury 1-1 service walk with our team.</p> <p>If you have a second dog in your household, there is no additional charge for a one hour walk.</p> <p>If you have more then two dogs in your household, then there is an additional charge of £5 for each additional dog per hour (<i>same as before</i>).</p>	<p>If you have a dog that gets on well with others, then take advantage of our new Play Dates service. Your dog will be collected from home, taken to a safe and secure location by our team, where he can enjoy the company of another play mate and a good walk. This provides great mental and physical stimulation for your pet as well as the opportunity to socialise with other dogs.</p> <p>Dogs are matched on temperament and location. Maximum of 3 dogs walked per handler.</p>

## Prices

Below is a table outlining the price changes which will come into effect from **Monday 1<sup>st</sup> November 2010**.

### Dog walking

Our offer of 'second dog from the same household walks free' still applies, however, **only** for the one hour premium service.

Premium Service 1-1	Play Date (up to 3 dogs)
60 mins walk      £20*	£14
30 mins walk      £12.50	£10
*2 <sup>nd</sup> dog walks free, 3 <sup>rd</sup> dog from same household £5	

## 1-1 Behavioural Consultations

Our behavioural consultation service provides clients with the help and support they need. Consultations take place in the client's house and are approximately 4 hours depending on the case. This includes an assessment of your dog, full notes and action plan, plus back up support via telephone and email for life.

### Consultation with certified behaviour specialist Hanne Grice

Approx 4 hours                      £195  
(incl. mileage, full set of notes, on going back up support)

## Puppy classes

Our puppy classes are extremely popular as we combine the essentials your puppy needs such as learning to heel and recall with the latest research and practice in canine behaviour. Our five week courses teaches you about how dogs think, learn, communicate and how you to have a calm and responsive pet. This course includes a folder with handouts covering a range of topics from avoiding separation anxiety to aggression.

### 5 week courses;

#### WTD Puppies course Stage 1

1 hour class    £65

(incl. full sets of notes, folder, goodie bag, free samples and certification)

#### WTD Puppy Progress Stage 2

1 hour class    £65

## Pet care for cats and small companion animals

Our pet care for cats and small companion animals is a very popular service. We provide daily visits for our clients to feed, play and care for their small pets while they are away. Our visits are a minimum of 15 minutes and include;

- Feeding & giving fresh water
- Providing exercise
- Playing with your pet
- Cleaning the feeding areas & bowls
- Cleaning out litter boxes/hutches/yard
- Sweeping up
- Daily log of your pets activities
- Taking out rubbish
- Watering plants (inside and outside)
- Bringing in mail/newspapers
- Administering medication if needed
- Draw curtains/turn lights on or off
- Plus any other additional requests the client may have

### Single visit

£9

### Two visits / day

£12

Bank Holidays; an additional charge of 'time plus a half'. For example, a single visit is £9 plus £4.50 = £13.50.

## Changes to Terms and Conditions

In light of our recent business review and changes to our ways of working, we have revised our terms and conditions. Please refer to the attachment to see our updated T&C's.

## Two annual closures per year

In order for us to continue to provide a quality service, the Walk the Dog team needs to re-charge their batteries. Currently we close for just 2 weeks during the month of September. However, we have found that this is not giving the team enough time to rest and recuperate. Therefore, we will be closing twice a year for 2 weeks at a time.

Please see below for the closure dates. We will continue to give clients prior notice of our closure dates as before, in order for clients to make alternative pet care arrangements while we are away.

**Closure dates:** Saturday 18<sup>th</sup> September to Sunday 3<sup>rd</sup> October 2010  
Saturday 12<sup>th</sup> March to Sunday 27<sup>th</sup> March 2011  
Saturday 4<sup>th</sup> September to Sunday 18<sup>th</sup> September 2011

## Did you know...

- We have a lending library full of books on animal care, management and behaviour available for clients use
- We provide free advice on animal care, management and behaviour
- We have a dedicated website to our behaviour services. Visit [www.doglistener.tv](http://www.doglistener.tv)
- Dog behaviour fact sheets are available for download on a range of topics from barking to playing with your dog
- We hold regular events and competitions such as Dressed to the K9's, walks, animal first aid workshops and much more
- We have raised nearly £10k for Charity and we sponsor the training of a Hearing Dog, as well work on a voluntarily basis supporting Every Chance Rescue, the dog rehoming and rescue organisation
- Walk the Dog has its own Facebook Fan page and we are on Twitter – why not follow us and keep up to date with the latest news
- We have free samples and information leaflets available for clients interested in our Forever Living range
- We sell the exclusive Reg & Ruby range sold in stores such as Selfridges and Harrods, available at affordable prices from our website
- We carry well known brands such as Kong, Clix and Planet Dog

## Office contact hours

Please note our office contact hours outlined below.

- 🐾 **Monday to Friday:** 9am to 5.30pm
- 🐾 **Saturdays:** closed
- 🐾 **Sundays:** closed

## And finally...

Thank you for your support and we look forward to continuing to work with you and your pets.