

# Happy Dogs Daycare

## Welcome...

With the cold weather now behind us, we'd like to wish you all a warm welcome to our second newsletter, where we'll cover some seasonal topics, as well as giving you the usual heads-up with what's going on at Happy Dogs. Firstly, we'd like to thank you all for your fantastic response to our first newsletter back in January.

As always, we appreciate your feedback, comments, suggestions, jokes, biscuits, etc.

So please read on and let us know what you think.....

## It's not just a walk in the park...

It is essential that as well as regular visits to Happy Dogs Daycare, your dog continues to enjoy the benefits of regular walks to complement the social interaction and exercise they receive in our arena. Both you and your dogs will benefit from the bonding effect of walking and you can also use the opportunity to do some continuing training. The variety of smells and scents on a walk are very different to those at daycare; keeping his brain stimulated as well as his joints exercised is imperative for a healthy happy dog.

## Did you know...

*The worlds tallest dog is Freddy; a Great Dane from Essex. Standing at 103.5cm to the withers and over 216cm when standing on his hind legs.*

*...Our smallest dog here at Happy Dogs is Bailey Rose, a Tea Cup Yorkie at just 18cm to the withers.*

## Fun Fact:

*We estimate the more active dogs on a full day session at Happy Dogs will cover between 8 - 12 miles on an average day.... And it's not just the dogs who are so busy; we estimate our staff walk around 3 miles during their 4 hour shifts!!*

## Easter & May Bank Holidays:

This Easter sees the first of our bank holiday opening... We will be open Good Friday and Easter Monday from 9.00am – 5.00pm. We'll have fun enrichment games and an Easter scavenger hunt. May Day and Spring Bank Holiday will have agility games, ball and rope games as well as outdoor scavenger hunts. Bank holidays are charged at a standard rate of £18; please note the opening times are slightly different: 9.00am to 5.00pm.



## Social Media:

Most small businesses these days regularly use social media to promote themselves. As you know Happy Dogs Daycare & Grooming use Facebook & Instagram and find it a valuable tool to share up to the minute news and information. We hope you enjoy the pictures and videos, which are designed to be fun and give you a brief snapshot of that days activities. While we try our best to include all dogs in our photos every day, from time to time we're not quick enough to snap every one of them! We love to read your comments and value each time you share our content. We'd also like to ask if you haven't already written a **review on Facebook** to please do so. Most of our new customers come from recommendations and we know many new customers do read our reviews and gain comfort in reading your feedback. Why not also invite your Facebook friends to like our page and help spread the Happy Dogs brand? With your help, if we can reach out to new customers we will be able to invest more to develop and improve all our facilities for our furry friends.



## Paw pad check & ear clean and check:

Earlier this year we began offering a monthly service for general health and well-being checks for your dogs' paws and ears. These preventative checks are designed to help identify any onset of injury or infection which can be common in these areas. Even minor health issue can develop into something more serious if left untreated and this can lead to costly vet bills. It is always far better to address any problems early on when treatment is much easier, quicker, affordable and mostly importantly less harmful to your dog.

In our **paw pad** checks we trim the nails, inspect the dew claws and trim fur around the pads if necessary. We also checked for any sores, abrasions or redness. The hairs between the toes checked for any knots or excessive growth and will be trimmed back if needed.

The **ear check** is designed to help prevent ear infections. We look for signs of ear mites, sores and/or redness and we will pluck the ear hair if necessary. Plucking hair in the ears promotes air circulation and helps prevent ear infections. These services are offered on alternate months and have gained a very positive response from our customers. We have already caught early signs of infection and slight damage to a foot early enough to not develop into anything serious.

## Retractable Leads...

To retract or not to retract? Here at Happy Dogs we do not encourage the use of retractable leads for the safety of our dogs, and owners. You may think that having a free range to roam up to 26ft on a thin piece of cord is a kind gesture to your dog but please consider the following: The length of cord limits your control of your dog and a nice leisurely stroll can easily turn into a dangerous situation. The handle mechanism in retractable leads is spring loaded, and when your dog takes the run for freedom, the sudden halt when your dog reaches the end of the lead can injure their neck and spine. Your lack of control can also encourage dogs to run into roads, up to dangerous dogs or to unwelcome members of the public. Injuries to owners include finger burns, lacerations and even finger amputations. And think of your pooch, have you ever dropped the big plastic handle? It can scare even the most confident of dogs, causing them to run. These leads are designed to allow pulling, everything we want to discourage in good lead behaviour. So think again, retract or not to retract...



## Did you know...

The new animal welfare law that came into effect last year requires an average dog to staff ratio of at most 10 to 1. Here at Happy Dogs our average dog to staff ratio is **5.8 to 1**.

## Private hire...

Starting in March 2019 our play arena is now available for private hire events... If you would like to find out more details about hiring the facility for either your own dog training, birthday parties, wet play dates, dog networking groups or breed group meetings / events please call Paul or Adam on 07976 443377. So far we are pleased to have helped a dog rescued and listed under BSL (Breed Specific Legislation), who cannot be allowed off lead in public and must be muzzled when outdoors. Our arena allows dogs and their owners living with such conditions to run and play free without restriction.

## Summer's coming:

During the coming warmer months we plan to make some minor improvements to the arena and outdoor area. The indoor floor will be repainted, the outdoor area will also get a splash of colour and new doggy splash pools are coming. Repairs and improved lighting will also be made to the Castle play room. The majority of the work will be done out of hours to limit disruption. Recently we added plastic play toys to the arena and are always on the lookout for similar 'Little Tykes' type climbing frames, cars, beds, etc. so if you know of anyone who may wish to donate any used climbing toys please pass on our details.

## Meet the team...

### Eddie *(The inspiration and motivation behind Happy Dogs)*

Eddie is our team mascot and the reason why Happy Dogs Daycare was opened. Eddie is the family dog of one of the joint owners of the business, Paul. When Paul and his family brought Eddie into their family it was with the intention of bringing him up to be a well socialised and well-mannered dog, who would experience all that life has to offer. There were several dog daycare options to consider in the local area, but it was only when Paul (and Eddie) visited some of the daycare centres that it was a clear there was a gap in the market for a large, clean, well maintained and fun daycare centre. Following a few pints and a joke between Paul and Adam that they could do better... fast forward 4 months and they had a completed business plan, got keys to the premises and a launch date for Happy Dogs Daycare.

In just 18 months we have grown the business to averaging 30+ dogs per day, started our Puppy Party program, opened Happy Dogs Grooming and further plans are in the offing. On reflection we have achieved a lot thorough hard work and your support, but it would not have happened without a scruffy looking dog called Eddie.

Perhaps you have noticed Eddie is the character within our logo (below). Here are some fun facts about Eddie...

**Age:** 2½

**Kennel Name:** Westbridge Kouros

**Sunday Name:** Edvard von Schnauzer

**Favourite food:** Sausages or Cheese

**Favourite toy:** Herbert the teddy

**Best friends at daycare:** Logan, Chewy, Brie and Millie

**Characteristics:** Bossy, strong-willed, high spirited, intelligent with bounds of energy.

Eddie often spends all day at Happy Dogs, helping up to open up in the morning and staying to the end to make sure everything is locked up safely and ready for the next days' fun. Eddie is always excited to meet visitors so just ask if you'd like a special cuddle and a beardy kiss...

## Fleaing & Worming..

With the warm weather approaching, it's important to be extra vigilant with flea and worm treatments. Please remember that many such treatments stop working after 4 weeks so it's important to be vigilant.

Dogs can pick up fleas anywhere; they don't necessarily always come from another dog. If your dog goes out in your garden, there could be fleas lurking there, if a cat or even a hedgehog has travelled through. Fleas are both hardy and incredibly sensitive pests. Once they leave their host they are able to go into a type of stasis until they sense the vibrations or warmth of a passing host. ALWAYS buy flea treatment of a reputable brand and avoid the supermarket varieties.

**Worming** is equally as important, given that some of the species in the environment are quite detrimental to your dog's health; examples are Tape and Round worm, which are often ingested within an infected animal - rabbit for example, or Heart and Lung worms, which are generally caught from slugs and snails. These species are known to be UK wide and some of these parasites can actually be passed onto people - food for thought and another reason to ensure your dog is treated on time, every time.

## D&G fragrance...

Most of you will know by now we have successfully launched our own branded doggy fragrance spray, Paw Femme for her and The Bone for him.

Ideal presents to and make your pooch the best smelling dog in town.



## Survey...

In the next few weeks we will be issuing a short feedback questionnaire to all our customers. This is designed for you to give us your thoughts on many areas related to Happy Dogs Daycare. We value your feedback and are always looking at new and innovative ways in which we can develop our business to meet more of your expectations and maybe even surpass them. We've always considered our customers and dogs to be our extended family and it's with this thought in mind that we would like to hear from you on what we could do better, what additional services we could offer or how we might improve our standards.

Your opinions mean a great deal to all of us here at Happy Dogs so please watch this space and we look forward to your support with this.

## It's good to neuter...

We frequently hear that it's good to neuter our dogs, but do we know the details and reasons behind it. After discussions with our consultant vet, we can tell you the following about the advantages of neutering:

- 1) The most obvious being unwanted pregnancy.
- 2) Behavioural improvements - with the associated reduction in "sex hormones" and therefore sex drive, dogs (with a few exceptions) will calm down considerably, giving a much more manageable and peaceful pet.
- 3) Health benefits - in males it dramatically reduces the risk of developing prostate cancers; in females it minimises the risk of mammary tumours and womb infections, one of the worst being Pyometra, which can be very serious and necessitate an emergency hysterectomy.

