



Operational Management Strategy

This Operational Strategy has been prepared by Daycare 4 Dogs to explain how the daycare is managed to ensure it is successful, but also a good neighbour.

We are Unique

It is important to identify from the outset that Daycare 4 Dogs ensures that all of the dogs in our care are socialised in a safe, healthy, relaxed and happy.

We have a no barking policy and always have and this often confuses people but we invite people to visit if they don't believe how it works. Dogs bark when stressed, scared, lonely etc. – which is why kennels are such awful places for dogs. It all only works so well because of our strict rules and regimes. Left to their own devices, unsupervised or bored they would bark out of frustration. Our place is structured, managed and with over 16 years experience looking after thousands of dogs we are proud of what we have achieved. We were the first daycare in the North West and since there has been unbelievable numbers set up but we are the largest and want to set the bar at the highest level for others to follow as this is so necessary.

We have a blemish free reputation and have not had complaints from neighbours either at our current site on Bradnor Road, where we have been since 2015, or our previous site on Leestone Road where we were since 2007.

Dogs are constantly kept busy, their day structured and under control. The new site will run exactly as our existing facility, whereby dogs are cared for in a fun and stress-free environment, so they do not feel the need to bark. This 'no barking policy' assists in keeping the place enjoyable and calm for all. We have many customers who have adopted from our Dogs 4 Rescue (the CIC where Daycare's profits go – to help those in need). We also have sensitive dogs from all kinds of backgrounds so if for no other reason a daycare should be kept quiet to allow their personalities to flourish and them to feel safe. Some dogs do not feel safe when there is barking whether excitement barking or stress barking.

The dogs are well behaved because of our rules and regulations and these will be kept to an impeccable standard to ensure safety of all, no noise problems and of course happiness of all dogs. Dogs are separated into sub packs depending upon play style and temperament. Staff are given constant feedback and required to follow strict rules about how to deal with the dogs. It is very much a team effort and staff are directed continually with verbal communication to understand the needs of the dogs and how to control behaviour. It is akin to a constant training course.

Instead of letting dogs run wild all day, it's more like a training school where dogs are required to do as we say and play is directed by us. They do have fun but from day one new dogs are trained to listen, come when called, leave toys when asked and obviously taught the no barking rule.



Management and Staffing

The new facility will be operated by the same staff with the same dogs attending so there is no reason our current operations would impact behaviour as the main thing is the dogs feel in a safe “family” bubble. When we moved to Bradnor Road from Leestone Rd there were no issues despite the unit being 3 times the size and the first move an unknown.

The sub-packs are rotated around various areas throughout the day to keep them stimulated and their lives enriched.

Our management procedures are tried and tested.

Emma Billington, Sept 2023