

Trainer-Led Daycare Where Every Dog Is Understood, Supported & Thriving



INTERESTED IN JOINING OUR DAYCARE?

This booklet serves as a guide to help you make an informed decision if how we do things here is right for you and your dog.

Why We're Different

After years of being asked about daycare by clients, we noticed something troubling: Most daycares were basically free-for-alls with little structure, minimal understanding of canine behaviour, and—most concerning—we were regularly helping dogs recover from negative daycare experiences. We've worked with countless behavioural cases where daycare was actually making things worse. Dogs coming home overstimulated, anxious, or developing new problem behaviours because the environment didn't meet their individual needs.

That's NOT good enough!

If you're trusting someone with your dog all day, they should understand behaviour at a deep level. They should know what your dog needs—not just to survive the day, but to actually thrive.

Our Promise to You

At The WHOLE Dog Academy, we don't just supervise dogs—we actively support them. Every dog who comes through our doors receives:

- Structured enrichment designed for their individual personality and needs
- Training sessions that build skills and confidence
- Appropriate socialisation with compatible playmates (not forced interaction)
- Proper rest periods in private settle stations—because downtime matters
- Expert oversight from qualified behaviourists who read subtle signals

Your dog won't just be tired at the end of the day—they'll be fulfilled, content, and genuinely happy.





Our Story: Come Learn All About The Dog You Love

Lou and Ciara are driven by one simple thing: a passion for understanding dogs—really understanding them—and helping their humans do the same.

Lou's Background

With almost 9 years of professional experience as a qualified dog behaviourist, Lou has supported thousands of dogs—not just here in Ayrshire, but globally, especially during the pandemic when so many people needed remote support. Lou's approach has always been clear: it's not just about commands. It's about connection. It's about seeing the whole dog—their personality, their history, their needs, their quirks. Every bit of who they are matters. And every bit of who their human is matters too. The relationship between dog and human is what's really being nurtured.

Ciara's Background

Ciara joined Lou as a student and never left! She officially joined the business in 2021, bringing genuine curiosity and a desire to understand dogs beyond the surface. As she became certified in canine nutrition and discovered her love of scentwork, it became clear they shared the same philosophy: dogs aren't just pets to manage. They're individuals to understand and celebrate. Ciara's expertise in nutrition means she understands that what a dog eats affects how they feel, how they behave, and how they learn. Her specialisation in puppy development and passion for scentwork means she's helped hundreds of puppies and their humans start their journey off in the best possible way—building confidence and creating strong foundations from day one

The Partnership

What started as a teacher-student relationship evolved into a genuine partnership built on shared values, mutual respect, and a deep commitment to doing things properly. After five years of working together, they've developed something rare: silent communication. In a room full of dogs, one spots a subtle body language shift, and the other is already responding. That kind of synchronicity only comes from years of working side by side and genuinely trusting each other's judgment.



So Why Daycare?

Through their training classes and behaviour consultations, Lou and Ciara were asked about daycare countless times. But every time they looked at what was available locally, they saw the same concerning pattern: environments that lacked structure, staff who didn't understand behaviour, and dogs who weren't truly thriving.

More troubling still, they regularly had to recommend that behaviour clients remove their dogs from daycare. Time and time again, they saw dogs whose behaviour was deteriorating—becoming more anxious, reactive, or overstimulated—because the daycare environment was overwhelming rather than supportive.

The negative impact of poorly run daycare wasn't just visible during daycare hours; it was bleeding into the dogs' behaviour at home, on walks, and in everyday life.

When you're working to help a dog feel calmer and more confident, only to see that progress undone by chaotic daycare experiences, something has to change.

Dogs were returning home overstimulated, unable to settle, and struggling with skills they'd previously mastered. So they decided to create something different.

The WHOLE Dog Academy Daycare opened in October 2025 as a purpose-built, trainer-led space where dogs don't just 'get through the day'—they genuinely thrive. It's a natural extension of everything they stand for: real care, real connection, and the real dog in front of them.



What A Day Looks Like?

We've designed a structured routine that balances energy, engagement, and rest—because dogs thrive on predictability.

8-9:30AM

Calm Arrivals

Each dog is greeted individually and settles into their private space with a calming activity. No chaos, no overwhelming greetings—just a peaceful start that regulates their nervous system.

9:30AM

The Day Begins

Dogs are separated into small, compatible groups

Each group rotates through a variety of activities designed to engage both mind and body:

- **Social time** – Off-lead play with carefully matched friends
- **Training sessions** – Group or individual skill-building
- **Enrichment activities** – Sniffing, licking, chewing, puzzle-solving
- **Physical exercise** – Tailored to your dog's age, breed and energy level

12:30PM

Lunch & Rest

A structured settle period where dogs decompress and recharge. Proper rest isn't optional—it's essential for preventing overstimulation. We use predictable calming cues such as relaxing music and Pet Remedy.

1:30PM

Enriching Afternoons

Group activities continue with a focus on winding down as the day progresses. By late afternoon, we shift to calmer enrichment and relaxation. Engaging our dogs' senses to help them process the day with their friends.

4:30PM

Wind Down & Pick-Up

Dogs settle into a calm state, ready to transition home feeling content—not wired.

Please note: This is a flexible framework. We adapt to individual dogs' needs, energy levels, and weather conditions. Your dog's wellbeing always comes first.



Our Small Group Philosophy

We have a maximum capacity of 10 daycare dogs per day that attend on the same days.

We intentionally keep numbers low because quality matters more than quantity. This way we can truly support, observe, understand, and respond to each dog's needs throughout the day.

Less Overwhelm & Better Matches

Dogs aren't forced into large, chaotic groups. We carefully assess temperament, play style, confidence and pair compatible playmates that will enhance your dogs experience NOT overwhelm them. Not every dog needs to be a social butterfly—and that's okay. We meet each dog where they are



Genuine Relationships

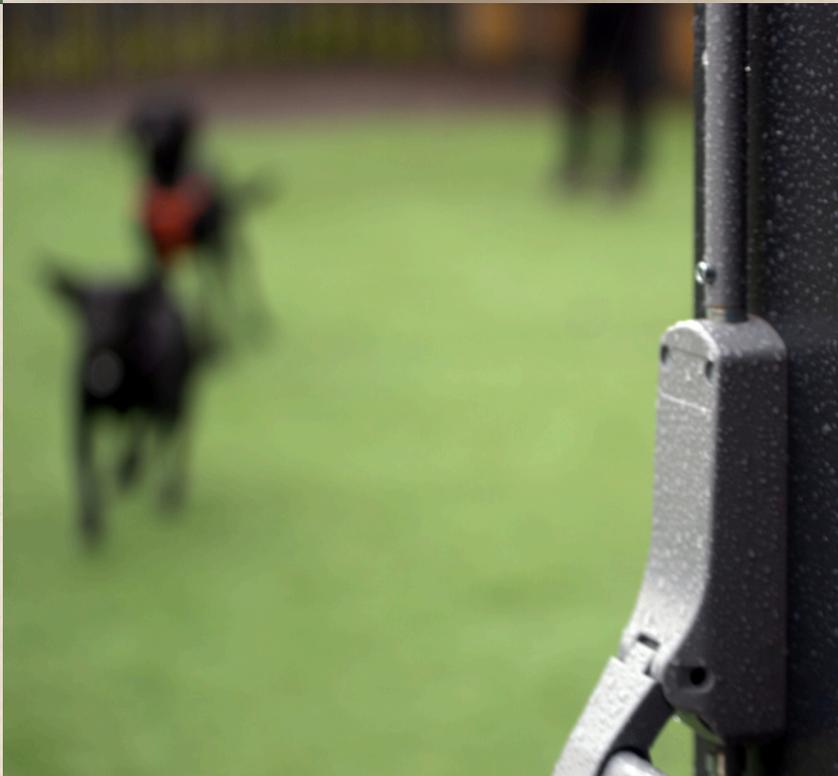
Dogs form real friendships with familiar faces. Seeing the same dogs every time they attend helps our daycare dogs understand how the rhythm flows. Who likes to play, who likes space, what each dog they spend time with social cues mean. No having to figure it out all the time.

Individual Attention & Flexible Support

We notice subtle signals and intervene early if needed..

With having small daily numbers we can get to know each dog on a deeper level.

Some dogs thrive socially; others prefer parallel play or solo enrichment.



Our Space: Designed for Comfort & Safety

Every detail of our environment has been thoughtfully designed to help dogs feel secure, comfortable, and at ease

Private Settle Stations

Each dog has access to their own private settle station or room—a cozy, den-like space that becomes their personal sanctuary. We teach every dog that this is a safe, calm space where they can truly rest without disturbance. No pressure to be 'on' all day



The Snug

For dogs who are happy and appropriate settling communally, we have 'The Snug'—a warm, inviting space where compatible dogs can relax together. Think of it as the cozy living room where good friends curl up side by side.

Large Fenced Garden

Our secure outdoor area provides plenty of space for off-lead play, training sessions, and enrichment activities. Dogs can run, sniff, explore, and engage naturally in a safe environment



Indoor Hall

We also have a large indoor hall that's currently undergoing renovations. Once complete, this will provide additional space for activities regardless of weather. With an outdoor sensory garden in our quadrangle. This will be a space to explore, use their senses and feel fulfilled.

Climate Control

With both heating and air conditioning throughout, your dog will always be comfortable—whether it's a chilly Scottish morning or a rare warm afternoon. Temperature matters, especially when dogs are resting and processing the day.

The Practical Details

Operating Days: Monday–Friday

We always keep the same dogs on the same days each week. There is **NO** exceptions to this. This isn't arbitrary—it's fundamental to how dogs thrive. Same dogs, same routine, same rhythm of the day. When a dog knows what to expect and who they'll be spending time with, they can truly relax.

The environment becomes predictable and safe rather than constantly new and potentially stressful.

This consistent structure helps dogs form genuine relationships with their daycare friends, understand the flow of activities, and settle into a calm, confident state. Random attendance or constantly changing groups would undermine everything we have created.

Hours

Drop Off - 8am-9:30am

Pick Up - 4:30-6pm

Consistent timing helps all dogs settle into the routine. Persistent lateness disrupts the group and will incur a lateness fee (detailed in our Terms & Conditions).

Full Days Only

We don't offer half days or ad-hoc bookings.

Dogs thrive on predictability, and drop-in attendance disrupts the group dynamic

Cost: £30 per dog, per day

Payment is monthly in advance based on your dogs set days in that month. If you need to withdraw your dog, we require one month's notice (not applicable during the trial period). We have a holiday allowance if you need to take your dog out for any reason more in-depth details in our T&C's.

Vaccination Requirements

As per council licensing stipulations (not our rules), all dogs must be up to date with their core vaccinations, **including** kennel cough. This is a legal requirement for operating a licensed daycare facility, and we **must** comply

Intact Dogs: We Fought for Them

We successfully advocated with the council to accept intact dogs over 6 months—something many daycares won't do.

We believe dogs shouldn't be excluded simply because they haven't been neutered or spayed. Or their humans pushed to make that decision too soon or at all.

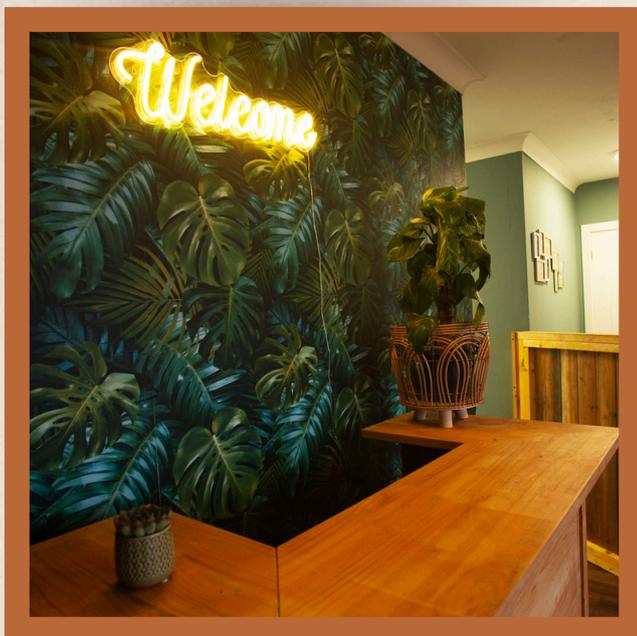
However, this accommodation comes with one essential rule to ensure everyone's safety and wellbeing:

Intact dogs cannot free mingle with other intact dogs of the opposite sex.

This isn't about being restrictive—it's about being responsible.

We can still provide your intact dog with enrichment, training, appropriate social time with neutered dogs or same-sex dogs, and all the other benefits of daycare.

We just manage interactions carefully to prevent unwanted situations.



How to Enrol

If this sounds like the right fit for your dog, here's what happens next:



READY FOR YOUR DOG TO JOIN US?
FILL OUT THE FORM BELOW

Name Required
Address Required
Email Required
Phone Required
Dog Name Required
Dog Breeds Required
Dog Age Required

Step 1: Complete the Enrolment Form

Visit www.thewholedogltd.co.uk and find the form on our Daycare page. You'll provide details about yourself, your dog and which day(s) you need and pay your deposit (which pays for your trial day).

If a particular day has a waiting list in place it will state on the website.

Enrolments are taken on a first come first serve basis and looked at for suitability in the order they are submitted.

If your dog is on a waiting list you will be contacted when a suitable place becomes available.



How does your dog typically react to meeting new dogs? *

Friendly & Playful
 Reserved but Polite
 Nervous/Shy
 Defensive/Reactive
 Unpredictable
 Other

How does your dog interact with puppies? **

Friendly
 Tolerant
 Anxious
 Uncomfortable
 Other

Has your dog ever shown aggression towards another dog? (If yes, please provide a brief history)

Your answer

Has your dog ever been in a fight with another dog? **

Step 2: Detailed Behavioural Assessment

This is mandatory.

We need to understand your dog's history, temperament, triggers, and preferences. The more information you provide, the better we can support them. Also PLEASE be fully honest hiding stuff from us doesn't help your dog,

Remember: Dogs behave differently in different contexts.

How they act at home might not reflect how they respond here—and that's okay.



place at The WHOLE Dog Academy Daycare 🐾
and thrive with us.

Step 3: We'll Be In Touch

Once we receive your form, we'll contact you to discuss next steps, answer questions, and arrange your dog's start date if we feel they will be a good fit for us and us them.

Our Two-Stage Trial Process

We take a careful, staged approach to new enrolments because we can't know everything about a dog in a single day. This protects both your dog and the existing group.

Stage 1: Trial Day

Your deposit covers a full trial day where your dog experiences the real environment—meeting the group, trying activities, and settling into the routine. We observe how they respond to social interactions, handle transitions, and cope with the structure. At the end of the day, we'll have an honest conversation. If we think daycare is a good fit—and if you're happy too—we move forward.

Stage 2: Month-Long Trial Period

Even if the trial day goes brilliantly, we can't capture everything in one session. Dogs need time to reveal their full personality, and some behaviours or needs only emerge once they're familiar with the environment.

During this month, we continue observing, adjusting, and ensuring your dog genuinely thrives here. If concerns arise, we'll discuss them openly.

We might suggest:

- Trying different days with different dogs (if availability allows)
- Additional behaviour support to help your dog feel more comfortable
- Alternative services that better suit their needs

Your dog's welfare is non-negotiable. We won't keep a dog in daycare if it's causing them stress—even if they seem 'fine' on the surface.

Ready to Give Your Dog More?

At The WHOLE Dog Academy, daycare isn't just 'somewhere for your dog to go.' It's a structured, enriching, trainer-led environment where every dog is seen, understood, and supported. If you want your dog to come home fulfilled—not just exhausted—we'd love to welcome you both.

PLAY - LEARN - THRIVE

What our students say read some of our reviews from our current dogs humans below...



I knew he'd be loved and cared for just like at home — and he never wants to leave!
— *Toni & Arlo*



“So reassuring knowing you understand her breed's needs — she comes home happy and content every time.”
— *Andrea & Daisy*



“There's no one else we'd trust with Lola — your approach to happiness, learning and welfare is incredible.” They run in with waggy tails every Monday — the progress in just 4 weeks has been amazing.
— *Michelle & Lola*



— *Yvonne Nala & Oakley*

“As soon as I say 'daycare,' he goes into zoomie mode — it's his happy place!”
— *Lesley-Ann & Mac*



“Best decision we've made for him — he can't wait to get through the door!”
— *Clare, Gem & Marlow*

