



'Together We Can Achieve'

Franchise Owner

Operations Manual



'More than just a Dog Trainer'

About

Congratulations on purchasing an Essential Canine Life Skills franchised territory.

Essential Canine Life Skills Ltd provides award-winning, quality-assured brand dog training to dog owners via franchised territories across the UK.

The dog owner (your customer) is assured that by using an Essential Canine Life Skills Dog Trainer the quality of dog training and customer service they receive is of the highest quality and in a fast-moving, non-regulated business this matters. We are very proud to have you on our team.

You have already committed to using no aversive training methods on any dogs and to treat your clients with the utmost respect, together we can achieve educating others that by using Essential Canine Life Skills and good quality training is quite simply the best way.

In return for your commitment to the brand, we are equally committed to supporting you in running the very best business you possibly can and supporting you with as little or as much support as you require. You will have been added to our Franchisee's community as part of your onboarding, please use this as part of your support. Also feel free to contact us at head office at any time. We are here.

It is expected that you and other franchise owners are like-minded people and as such will support each other with difficult cases. Whilst your territory is exclusive to you if you should have a referral or suchlike in another area then please, let the territory know and work together. For difficult cases please let Emma know directly.

As time moves on, we will be providing you with lots of amazing opportunities and CPD days so please do try and keep to being an active member of the community to share ideas and support each other to keep ahead of the game.

As a forever growing business, with innovative ideas, we aim to open your innovative brain cells, if you have an idea for a generic template or a service that you feel we should be offering then please do get in touch.

Our aim is to always support and educate with compassion and integrity.

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Our brand ethos “To try and help reduce the rate of dogs into rescue homes through lack of knowledge by education!”

Our strap line “Together we Can Achieve”

Always try and deliver this message to your clients and use as hash tags on social media

General Operations – Franchisee services

As a franchisee you can offer all dog training services that you have been assessed and approved for and that Essential Canine Skills Ltd has agreed to quality assure.

The Spirit & Friends alternative education service will be discussed and agreed separately with individual franchisees.

The prices offered by Essential Canine Life Skills will be the same country-wide, however if we find that one territory is vastly uncompetitive if their area is, then please do discuss this with us and we will work with you in our considerations and adjust if need be. There is an annual review which you will be included in.

The hours that you decide to work will be set by you and do not need to be approved by us.

We have recommended that you dedicate a bare minimum of 8 teaching hours per week. To maximize your income and grow the business it is recommended that you offer at least 3 regular evening/ weekend classes and at least one daytime class, bare minimum. To grow the business, you need put as many hours as you can, without burning yourself out.

Classes are a great source of income for you and maximize spreading the word of your great training. We are ourselves forward thinking entrepreneurs that love to come up with new and innovative ideas and expect the same for our franchisees - with the emphasis on compassionate realistic growth.

A suitable venue will have already been discussed with you, and this should now be in place. Your insurance will require you to carry out a regular risk assessment of each venue, we do have a downloadable simple example that you can use, however feel free to design your own using branded paperwork. Have a copy in a folder with you should you need to produce it. Human first aid certificates are recommended.

If you use a different venue, please ensure you carry out a new and relevant risk assessment and hold on record.

We have generic marketing material which will be discussed with you.

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Car Magnets / Signage are also a great way of advertising your services. As a foot note to this, if you are carrying clients' dogs in your car the best practice is to never leave them unattended and always crated and secure.

Essential Uniform and Branded Training Products

It is a contractual requirement that when working under the ECLS (Essential Canine Life Skills) brand our uniform should be worn and brand equipment should be used, where possible.

At time of print we do not supply branded trousers or bottom layers so please wear your own. If your territory is within Essex, you can choose to include the Essex Dog Training trademarked logo and add your name if you wish to.

As part of your welcome onboarding pack, you will receive a starter pack of 5 items of clothing. We will arrange that direct for you.

When new products are added, we will advise you through the community or by email.

It is good practice for you to give your new clients a welcome pack, and this can include products from the suppliers' lists and some of your own too. When using leads and collars for the demonstration please use the royal blue colour – you can stock any of the colours available for resell.

What else you put in the Welcome Pack is up to you. We generally recommend a couple of free gifts (maybe a clicker/packet of treats/training book), be inventive clients like to feel valued.

When delivering our branded classes please carry out regular assessments and supply rosettes and certificates to celebrate achievement and success. Ask your clients if you can use their photos on social media and get them to drop a text confirmation. It's a great way of spreading your word.

Our recommended supplier for our Bronze, Silver, Gold and Rising Star rosettes is:

Champion Choice Rosettes –

Contact Janet mail@championschoicerosettes.co.uk T

They have all the details of our standard rosettes. However, if you use another supplier then this is also acceptable, but please ensure the color and set up of the rosettes is the same and includes Essential Canine Life Skills around the circle.

Class Assessments and Certificates

Please ensure regular assessments are carried out in class and certificates are issued, this is for your own benefit and will help you in your teaching ensure you are delivering a great standard of training. If you are using self-employed trainers, we also recommend regular lesson observations and appraisals.

From time to time, we recommend special awards for your clients which you can choose what you wish to give them as a prize.

Standard Services

Below is the list of standard group services you can offer. All these services are offered by you and are listed on our main website.

Please ensure that you send any booking the relevant paperwork from your resources (i.e. behaviour forms to behaviour bundles and terms and conditions to classes.)

Bronze Obedience & Gold assessments/classes should be seen as the main stay of your income, which will feed into other services you offer, also available:

- **So, you want a Well-Mannered Puppy – 8-week course**
- **So, you want Amazing Basic Obedience – 8-week course**
- **So, you Incredible Dog Recall Workshops – 3-week course**
- **So, you want Fantastic Loose Lead Workshops – 3-week course**

You do not have to be running all the above classes all the time, often recall workshops and loose lead workshops are best run from time to time.

You will notice there are times when people tend to get puppies and quieter times. So, try and run puppy classes when the demand is there.

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You may also wish to give your clients a break from assessments, so be varied in your teaching and play lots of games and have fun!

Additional Classes

You could also encourage younger members of the community (juniors) if you wanted to run children's workshops/classes. Please ensure your DBS is up-to-date and a copy has been sent to us, or we can provide it for you.

There is a specific children's award certificate which you can download, and you can set the assessments as you see fit – we have not set these assessments in advance intentionally.

Trainers will want to work on different things for children and may just want to recognize attendance with a certificate. Children's safety days and dog training days are great additions,

The choice is yours and this does not need to be run past or be assessed by Head Office. If you want your assessments to be branded, please use the template in resources.

You can offer other group classes in areas that you are specialist in, and those that have been approved by us.

If you have a particular interest and you would like to host seminars, guest trainers etc. then please drop Emma an email directly as she would love to approve these for you, she will also be happy to do some master classes for you as guest trainer at times and second opinion cases.

In some cases, we would also encourage other franchisees to advertise for you and potentially you could arrange joint business venture workshops.

These types of value-added services are essential to help you spread the word about the excellent services that you are offering and the support you offer to your clients and the local community.

Ensure you keep the "pivot online" clause in as many terms and conditions as possible and you prepare relevant documentation, should there be a lockdown situation again or in extreme weathers.

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This will save you refunding and hours of admin. It is better to be prepared and never use than not to be prepared.

We do not provide electronic booking/payment systems or online forms but do feel free to use.

Keep all your client data on a spreadsheet including full name and email address, as per your agreement this data is classed as Intellectual data and should be passed to us should the contract end.

You can offer your own mailing lists if you want to – please ensure you have a GDPR in place and always adhere to it – speak to us if you need advice.

You do not have to obtain permission for pivoting online, cancellations, refunds, or such like. It is a part of the contract your client signs, meaning you will never miss business.

This is all part of you running a business, so embrace it!



It is recommended but not a requirement that you keep your class sizes small, 6 is a great number for value for money for your clients and keeps within the “rule of 6” in case of any government stipulations.

Maximum usual class number allowed is 8, and it is recommended that you have another set of eyes to assist you – you are responsible for this person, so choose wisely – they should not be training unless approved by head office.

The brand requires you to offer support to your clients in between visits as this is an excellent service for them and will help with your customer retention. WhatsApp groups are recommended for each class as most people of all ages appear to have this service. You can use other technology of your choice under the agreement.

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Standard

Service	Description
 <p data-bbox="311 947 639 1014">One Off Enrollment Fee – £30</p>	<p data-bbox="746 544 1461 723">When a client enrolls in your classes, please charge them a one-off enrolment fee. This covers your admin, and we will also give you training material to give them access to.</p> <p data-bbox="746 772 1461 1003">Once paid you can add them to your WhatsApp group. It is also good practice if someone wants you to hold a space for them, they pay the enrolment in advance as a show of goodwill.</p>
 <p data-bbox="327 1559 624 1626">Trial 1 Week Class Block</p>	<p data-bbox="746 1323 1461 1458">If you would like to trial a dog this is fine, and they will pay you just a one-off class fee for this.</p>



4 Week Class Block

These 4-week classes should be used to train through our pup, Bronze, Silver & Gold assessments.

The training you offer should not be seen as “high perfect obedience” but strive in producing well-mannered dogs in houses and in the community.

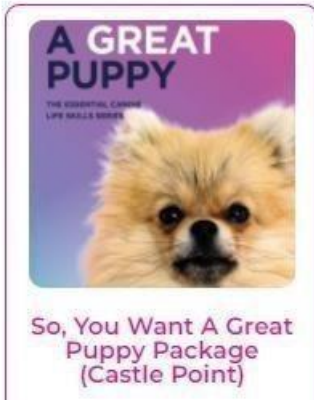
All the information in the assessments has been chosen so that you can show your client how they can use the commands in everyday life, and it translates to Essential Canine Life Skills.

When clients book the classes, please make sure you send them the terms and conditions and maintain your records.

All classes carry our award-winning “Pivot online” clause – you will never have to refund classes for any reasons – be it unsuitable, weather, climate, trainer isolation, or enforced lockdowns!

Be strict for the sake of your business profits and the education of dogs. Your regular classes will be paid 4 weeks in advance, and it is recommended for ease of accounting and admin that you keep the entire group on the same rotation.

Training Packages

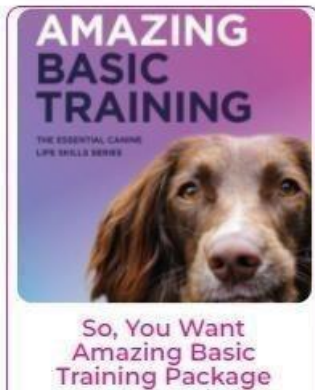


So, you Want a Great Puppy 8-week Course

This online course offered via zoom or other platform offers your clients support during the important day's pre-vaccination.

Included in the price for your workshop you should offer:

- 6 x on line 45 mins sessions (lots of this will be puppy advice and talking, with short training sessions for puppies increasing as the puppy gets older)
- 2 x direct sessions (recommended at the end of the course as a "meet up")
- A toy of your choice and branded lead
- A copy of Emma Jane's So You Want a Great Puppy Book (ensure you pre-order)
- A certificate of Attendance (downloadable)

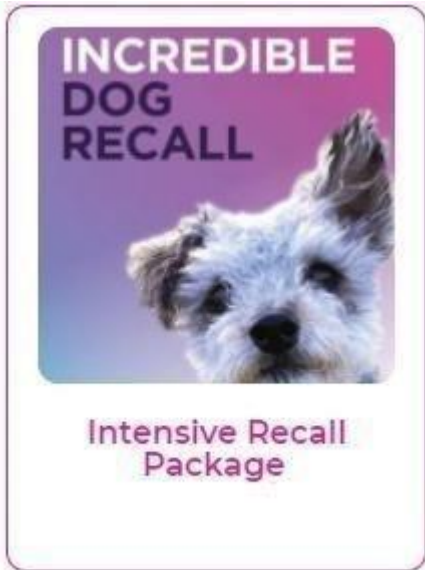


So, you Want Amazing Basic Training 8-week Course

This course can be offered via zoom or another platform but is most successful as a direct trainer course.

Included in the price for your workshop you should offer:

- 8 x 45 mins sessions working towards the bronze assessment
- A gift of your choice
- A copy of Emma Jane's So You Want Amazing Great Training Book (ensure you pre-order from head office.
- Branded lead and collar and another gift
- A certificate of Attendance (downloadable)



So, You Want Incredible Dog Recall Package

Recall is best taught with homework in between and as an intensive program. You can of course offer one-off sessions, but it is recommended that you follow this program with your clients to ensure quality of service and show case your work well!

Included in the price for your branded workshops:

- 2 x 2-hour direct classes, these should be 2/3 weeks apart allowing time for homework.
- A copy of "So You Want Incredible Dog Recall" book written by Emma Jane.
- WhatsApp Support Group for your client support and progress
- A certificate of attendance should be given along with extra 1-2-1 session should they be needed for those special cases.



Intensive Loose-Lead Walking Package

So, You Want Fantastic Loose-Lead Walking Package

Loose-Lead walking is best taught with homework in between and as an intensive program. You can of course offer one-off sessions, but it is recommended that you follow this program with your clients to ensure quality of service and show case your work well!

Included in the price for your branded workshop you should offer:

- 2 x 2-hour direct classes, these should be 3 weeks apart allowing time for homework.
- A copy of "So You Want Fantastic Loose-Lead Walking" book written by Emma Jane.
- Offer a WhatsApp Support Group for your client's support and progress.
- A certificate of attendance should be given along with an extra 1-2-1 session should they be needed for those special cases.

One to One Services

Below is the list of standard one-to-one training services your Franchise can offer.

Any related canine visits are permissible. These can all be listed in your bio if approved by head office.

Please discuss this during our training prior to your website page being developed.

The behavior / puppy bundles have been the bestselling packages for many years, and in our opinion offer the client the best way to access your support and our values.

You must offer three private appointments with these bundles (two weeks apart) and with full WhatsApp support with you.


Be strict with your work hours on the WhatsApp support and ensure that all the appointments are set for booking. This ensures that your client is committed to their training, and you don't have wasted weeks in between the package.

Our standard Behavior Assessment Form should be emailed by you once they have paid, and you should get a copy of this prior to attendance. Keep records for 5 years. Any difficult cases please discuss with Emma and ensure that all notes are backed up by email to the client should be required.




Trainer assisted walks are a great add to the bundles particularly in the cases of behavior modification.


Ensure you teach only what you are comfortable with, you should always try and refer clients back to head office should you feel that it is above your experiences / preferences to support someone in your area. We will always refer out to the closest (geographically) franchisee who can support these clients. Use your community to support if needed.

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Service	Description
 <p data-bbox="300 548 480 593">Puppy Home Support Package</p>	<p data-bbox="568 286 954 320">Home Support Package</p> <p data-bbox="568 371 1430 501">Personalized support to help owners through the early days at home and training their pup to the standard they require or that is accepted as a family pet.</p> <p data-bbox="568 553 1414 633">This package is suitable for those that want to go the extra step.</p> <p data-bbox="568 685 1465 862">Their first visit can be pre-vaccination and then subsequently arrange two visits approx. 2 weeks apart for one hour to continue with some more formal training and support.</p> <p data-bbox="568 913 1425 947">These dates are best arranged on booking once paid.</p> <p data-bbox="568 999 1453 1176">The purpose of these visits is to continuously support your client through the early days at home and training their puppy to the standard you require or that is accepted as a family pet.</p> <p data-bbox="568 1227 1385 1357">Answer any questions they have and continuously support them through the early days at home. New dependent anxiety is a real thing.</p> <p data-bbox="568 1408 1179 1442">Try and then sign them into classes.++</p> <p data-bbox="568 1494 584 1527">8</p> <p data-bbox="568 1659 1246 1693">Also available for pups up to 6 months old.</p>

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 <p>One Off Puppy Home Visit</p>	<p>One Off Home Visit</p> <p>This one-off welcome home visit will cover all the basics they need and will be tailor-made to your clients' needs.</p> <p>There is no rush to get their dog into classes. The prevention of any issues starting at home is by far the most important thing.</p> <p>You will cover all the standard things they need to know plus answer their questions.</p>
 <p>Nanny Service / Pet Sitting</p>	<p>Nanny Service/Pet Sitting/Day Training/Board & Train/Dog Walking</p> <p>Services Agreed by you and head office.</p>
 <p>Behaviour Correction Package</p>	<p>Behaviour Correction Package</p> <p>3 or 6 home visits - 2 weeks apart with what's app support for behaviour that is not classed as "usual" - for dogs over 7 months old anything under that should be included in pup. Be strict with your 2 weeks apart - it will mean your client will keep engaged.</p>

 <p>Assisted Training Walks</p>	<p>Assisted Training Walks / one to one / online sessions</p> <p>For those times when just a bit of personal time training is needed,</p>
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PAYMENTS FOR YOUR SERVICES/MONTHLY SERVICE CHARGE

Payments from clients are made directly into your own bank.

At the end of the month, you are required under contract to complete the excel spreadsheet in the portal or record your sales each month, your service fee invoice will then be raised from the figure provided by you. Any discrepancies should be raised immediately.

This invoice should be paid by the 10th of the following month.

We will from time to time evaluate the business and will require to view the form.

In cases where franchise initial contracts start after the 21st of the month, the invoice will be raised the month after and includes the additional days from the previous month.

You are required by the contract to inform us of any extra income that has been taken outside the norm 3 days before the end of each month (or closest working day).

Please submit this information via email to accounts. This will then be included in the following month's income when the management fee invoice is raised.

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Any other invoices raised periodically (such as new services assessed, additional training days etc.) should be paid within 10 days of receipt – it is important to note however that any training days booked for your attendance will potentially be needed to be paid for in advance of the training and we will advise you of this when you book.

ADVERTISING / SOCIAL MEDIA CAMPAIGNS

It is recommended that in the first six months of your trading that you advertise regularly, although word of mouth and our own social media campaigns for active territories will generally and quickly give you a good client base. Have a mixture of engaging and entertaining posts as well as reels that clients can relate to with a little bit of advertising popped along the way.

In the early days of trading, it is our opinion that you can never have too many clients – however do not burn yourself out. Create waiting lists and run a good diary system for yourself to be realistic also.

Social media is useful but should not be your only form of marketing.

Leaflet drops should be regular to vets, groomers, dog walkers etc. – do use this opportunity to build a rapport, remember “people buy people”, so use your personality to help, a morning spent driving round your area with a big smile will be a morning well spent. The energy you put into the business will reap rewards.

Use local papers to help with your business launch and joining the local chamber of commerce. These can both be great vehicles for new clients; LinkedIn is a great tool for personal business awareness, the business and Emma are there and should be linked with.

Become known in your local area for your awesomeness, likeability, and great training skills – not to mention our own excellent brand – be proud of yourself.

We will give each franchise a one week boosted post marketing campaign ahead of new classes and you will be expected to do the same.

Facebook is an amazing marketing tool for gaining new business and customer awareness and it is recommended that you join local Facebook groups to share your posts in.

The profile image of your social media pages should be the Essential Canine Life Skills Exclusive Territory Logo social media logo; however, the cover photo can be

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chosen by you and does not need to be approved by us. If license is held for the logo, then please use the correct logo displaying ® or ™.

Company Name used should be Essential Canine Life Skills (followed by your territory), or if in Essex use the Essex Dog Training Company Name followed by your territory.

It is often a positive thing to ask clients from time to time to feature as your cover photo – be sure you ask their permission.

Always be aware you are representing the Essential Canine Life Skills Brand, understand the value of a good photo with nice background and great awareness of health and safety and best practice demonstrated in the photo of videos.

You could join Facebook discussion groups to create awareness. Be careful of the advice you offer online to people you have not met, we would not recommend any advice on aggression being given, just a little one-line, non-judgmental comment is enough to let people know you are there.

Any misrepresentation or social media bullying/harassment will be taken seriously, and repeated offenders would be at risk of losing contract. Please help us keep an amazing brand.

Use our community group to get other franchise owners to share your posts and work together as a team to help promote and support each other.

Monthly awards are given for top sales as well as awards at our yearly event.

Be inventive with your tags on social media but ensure they always include **#essentialcanineliveskills #essexdogtraining** and **#spiritdogtrainer**

Keep an eye out for social media courses if it is not your forte – there are often free ones out there. If you have Canva please let Emma know and she will share the brand colours with you.

THE ESSENTIAL CANINE LIFE SKILLS SERIES BOOK RETAILER

As part of your franchisee agreement benefits you have automatically become a book retailer and are able to purchase the entire series at cost price and keep the money for yourself – as this is provided as a benefit for you these profits (and any profits from any other of our branded products) will not be included in your monthly management fee.

Details of retail pricing can be found on the benefits document.

Please ensure you order all stock in plenty of time.

THE ESSENTIAL CANINE LIFE SKILLS SERIES STOCKIST

The Essential Canine Life Skills Series reaches the very heart of pet dog training and by purchasing the set of 5 you could give your dog essential skills for life.

- 1** **A GREAT PUPPY**
This step by step book guides the new and experienced owner alike through the stages of understanding their puppy's behaviour and how to manage the puppy's development in a healthy, friendly and well-adjusted dog.
- 2** **AMAZING BASIC TRAINING**
This book teaches the very core and foundation of good training and will teach even the most experienced owners how to bridge the gap between training a dog and living a happy dog at home and in the community.
- 3** **INCREDIBLE DOG RECALL**
Recall is the number one essential life skill for all dogs. So many people are excited about getting their dogs off their leashes or poor recall and yet so many of the breeds today need this skill out time.
- 4** **FANTASTIC LOOSE-LEAD WALKING**
Kerrie-Jane clearly writes a training plan for the reader to follow and will help them make that plan by choosing the right walks, equipment and creating their own behaviour that really will become much easier from day one.
- 5** **YOUR DOG TO STOP BARKING**
So many dog owners are frustrated by how the barking and yet through patience and understanding most dog owners will learn to understand how to communicate with them.

£4.99 per book

Get your set now...while stocks last!!

Teach your dog all the skills they will ever need as a pet !

Want to become a stockist? email : admin@essentialcanineliveskills.co.uk
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COMPLAINTS PROCEDURE FROM FRANCHISE CLIENTS

Our client policy states that all complaints received by franchise territories will be referred to and dealt with by the franchisee and not head office as this is your business.

We do have a template for complaints should you wish to use it, however it is not necessary for you to have this if you are working alone, if you have other trainers under your banner then we would encourage to have this in place.

Treat clients fairly and with respect but be assertive. Feel free to use the community group to discuss it respectfully if you are unsure and reach out to Emma directly if need be.

ADDITIONAL TRAINING

Under our contract with you we will offer you one free additional training session each year and we will often use outside trainers to encourage a variety of learning; we will also use the community to offer other paid workshops.

You are required to carry our 25 hours of CPD. It could be as simple as attending a workshop with your own dog or an additional academic, it is your choice, this is a clause in your contract and please update your excel spreadsheet regularly.

Discount codes available to you for your sole use are available and displayed in our franchise community – please do not share these codes, they are for your sole use, and we collaborate hard with these companies.

Upon invitation of renewal, if no CPD has been conducted it will be investigated further.

We offer our own in-house Accredited certification dog training and agility trainers.

Procedure for applying for additional disciplines/services.

Please email Emma directly first to discuss.

Through discussions we will ensure that you are suitable for offering this service prior to you paying our assessment fee.

On formal application the fee will be payable, this will also cover the cost of the service being added to your website.

We are committed to conducting the assessment as soon as we can but in busy periods you should allow 28 days.

If you wish to be recognized by an affiliate outside of ECLS you will need to follow their own company procedures and costs and then produce the certification required for proof to us.

We will then ask you to submit relevant experience to us via email and may request you to teach a class under assessment of your chosen discipline.

You will receive a certificate of formal notification once completed.

Procedure for Early Termination of Contract due to misconduct (details can be found on the franchise contractual agreement)

Where possible all effort will be made via informal conversations to rectify any minor issues that should arise.

Misconduct can include but is not limited to devaluing the brand or staff or other franchise owners openly or to others, misuse of social media, continued deficient performance despite regular help.

If informal discussions prove to be un-fruitful, we will adapt the following procedure.

1. Invitation to attend a meeting for open discussion, you are entitled to a witness of your choice at this meeting.
2. Formal Letter of warning of termination sent with details of how to rectify and dates to be reassessed.
3. Termination Issued

Helpful Information

The document portal on the website contains all info and documents for download. This documentation remains under the ownership of Essential Canine Life Skills and should not be shared with anyone other than within the realms of your operations. The password will be changed from time to time and will be in the description of the franchise owners' group, this should not be disclosed to anyone.

All our policies and terms and conditions are stored at the bottom of the website, please update yourself and we will let everyone know if there are any changes. Please have your own policy for data (if you need advice let us know), or you can use the basis of the one on the website.

Always protect your insurance with yearly risk assessments – a calendar appointment in your diary for an annual review prior to your franchise agreement renewal is a great reminder.

We will also issue discount codes for the website shop, and this will be kept in the description of the group and should not be shared.

You will be supplied with up to two email addresses with your contract and you can purchase additional should you require – please email admin.

You will be provided with a business plan template which is advisable to help you – please feel free to use your own. Share with Emma your hopes and dreams and she will help you reach these.

Renewal of Contract

For the first year of your contract, you will meet with Emma once a month for evaluation and one to one help and assistance. Three months prior to the end of the first year you will have a meeting with Emma to discuss renewal and as long as there has been no discrepancies or malpractice you will be asked to renew for either one year or three years.

Future years you will still have regular contact with Emma and meetings can still be held once a month if required.

Contacting Us

For invoice enquiries contact Candisse on accounts@essentialcaninelifeskills.co.uk

For admin enquiries contact Emma & Candisse on admin@essentialcaninelifeskills.co.uk

To contact Emma direct use emma@essentialcaninelifeskills.co.uk

To contact Candisse direct use candisse@essentialcaninelifeskills.co.uk

For safeguarding issues that cannot be resolved in your internal organisation use safeguarding@essentialcaninelifeskills.co.uk

If you need to contact Emma directly and need a quick response use 07742 432441