

# WICKED WAGGLES

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## WELCOME TO YOUR NEXT ADVENTURE

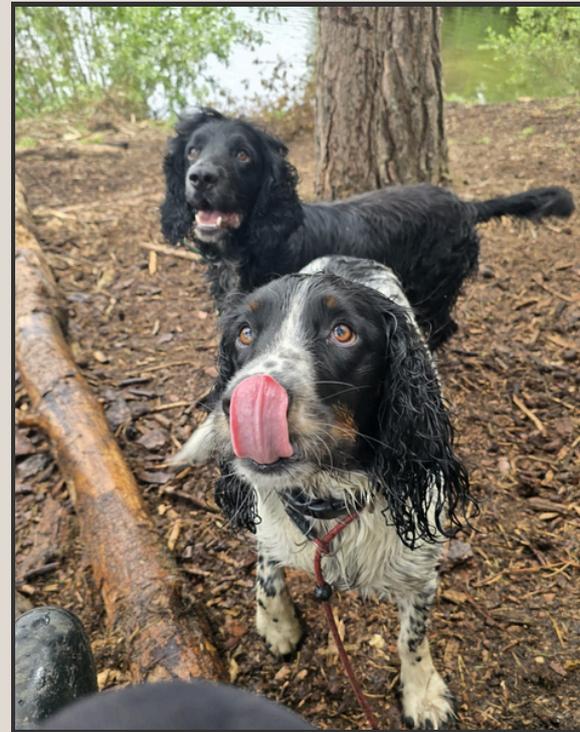
This Doggy Daycare pack is designed to create more clarity on our goals and how to make the most of our services

INDEX	PAGE
<hr/> OUR STORY	3
<hr/> OUR MISSION	4
<hr/> BENEFITS OF DAYCARE	5
<hr/> PREPARING YOUR DOG FOR DAYCARE	6,7
<hr/> DURING DAYCARE	8,9
<hr/> AFTER DAYCARE	10
<hr/> TRAINING	11,12
<hr/> BOOTCAMP	13
<hr/> PRICE INDEX	14
<hr/> NEXT STEP	15

# OUR STORY

Wicked Waggles started off as a regular dog walking service. We took inspiration from other dog walking companies and worked hard to improve our services.

From there, we shifted towards a new offering - our doggy daycare. After seeing the huge benefits of extended time in nature for dogs, we chose to focus on that. We quickly realised that, in all the training and goals we work towards, the missing piece all along had been natural exposure to the outdoors. Not an enclosed field or a crowded indoor space, but a true adventure filled with exploration, confidence building, and meaningful social interaction.



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# OUR MISSION

## HEALING THE BODY AND SOUL

We have modernised our everyday lives and expected dogs to follow along without complaint.

Dogs were originally selectively bred for specific jobs, where appearance was just a by-product - not the main focus. Today, we often see behaviours in dogs that are considered “undesirable,” but in their original context, those behaviours were actually valuable traits.

On my journey in dog training, I’ve come across practices that focus on suppressing these behaviours, rather than addressing the root cause. The real issue is that we’ve domesticated these incredible animals and expect them to be our best friends — yet the friendship is often one-sided.

We want, want, want, but we rarely give, give, give.

Our dogs don’t care about expensive beds, branded lick mats, fancy harnesses, or luxurious shampoos. What they truly want is to run through the woods, play-fight with their buddies, roll in mud and poo, eat grass and throw it back up, lick their bits and then your face, climb through things, and swim in the dirtiest ponds.

For this reason, I created our adventure-based doggy daycare - to give dogs a natural outlet for their instincts and desires. A place where they can explore, play, and truly be dogs. When their needs are met, both physically and mentally, they become the best version of themselves. A healthy body and mind contribute to a well-rounded dog who lives a longer, happier, and more fulfilling life.

# BENEFITS OF DAYCARE WITH WICKED WAGGLES



## PHYSICAL HEALTH

Dogs embark on incredible adventures with us - running, swimming, and playing. These activities build muscle and stamina, improve their physical health, which can extend their lifespan.



## SOCIALISATION

Social skills are essential for every pack animal. Our dogs - whether they tend to be more timid or overly aroused - develop these skills through structured and well-organised social exposure.



## ENERGY REGULATION

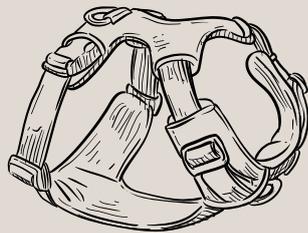
Over-arousal in dogs isn't fun-for us as dog parents, or for the dogs themselves. The outdoors often triggers heightened emotions, which can lead to a lack of control. We work hard to help dogs navigate these moments and learn to self-regulate. The gas pedal doesn't always have to be pushed to the max-it's okay to slow down and enjoy the surroundings instead.

# PREPARING YOUR DOG FOR THEIR DAYCARE

First day of school can be nerve racking for both you and your dog, but do not worry, they will be safe in our hands.

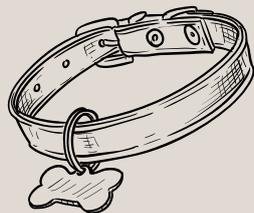
Do not worry about walking your dog before we pick them up, as long as they have had their toilet in the morning a small snack before heading out, we will take care of the rest.

## School Uniform



### Dog Harness

A well fitted harness should not obstruct the movement of the shoulder blade. Over a longer period of time, this obstruction may cause long term problems. The harness should fit like a glove, not be too tight, or too loose where it can get caught on a branch and cause an accident.



### Collar with a tag

Your dog's collar should be well-fitted. If it's too loose, it can get caught on something or slip off. Be careful not to make it too tight, as a dog's neck increases in volume when they are exercising.

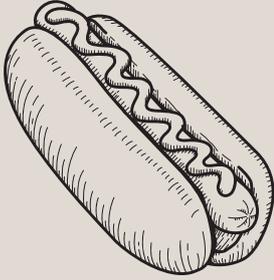
Your dog must have a tag on their collar. The tags we have been using for a while, and have found to be extremely durable and reliable, are from Barkprint Studio.



### Additional

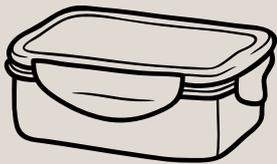
You are also welcome to put a tracking device on your dog. This is completely understandable, and we are always happy to assist by providing recommendations for the ones we consider best for accurate data.

# SNICK SNACKS



## Food

During your dogs day care, they will be given snacks and treats. Even if you are tempted to give them a big meal to set them off, they may end up returning everything once they start running around. A light breakfast is advised.



## Packed lunch

If your dog is a picky eater or has dietary preferences, please make sure to inform us and provide them with some food so they can enjoy a treat along with the other dogs and not feel like they are missing out.



## IMPORTANT

Prior to your dog's adventures with Wicked Waggles, you can start them on an existential feeding routine. This is a method where the dog no longer receives food for free, but instead earns it during training and on walks. Although it may seem like a small change, especially when addressing behavioural problems, it allows us to reward your dog in a much more effective way. With the hundreds of dogs we have helped in the past, not skipping this crucial step has always ensured success.

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# DURING DAYCARE

## Swimming

Swimming is fantastic for keeping joints and muscles strong, and it's the perfect way to cool down after a burst of zoomies. We're lucky to have some wonderful secret spots where we take our woofers for a splash and a paddle.

## Hiking

Hiking is brilliant for building strength, stamina, and confidence. It gives our dogs the chance to explore new sights, smells, and textures under their paws. We're lucky to have a variety of scenic trails and hidden paths where our woofers can stretch their legs and enjoy the great outdoors.

## Forest Adventures

Forest walks are perfect for stimulating the senses — from the crunch of leaves under paw to the scent of wildlife drifting through the air. Shaded paths and open glades give our woofers plenty of variety as they roam, explore, and play in a safe, natural setting.

## Beach Days

There's nothing quite like the feel of sand between paws and the sound of waves in the background. Beach days give our dogs the chance to run free, dig to their heart's content, and splash in the shallows, making for a day full of joy and wagging tails.

## Play & Recall Games

Play sessions are brilliant for building focus, fitness, and a strong bond with the handler. From fetch to scent games, we make sure our woofers are mentally engaged as well as physically active — and they have a blast doing it.

## Field Exploration

Open fields are perfect for long, relaxed sniffs and the freedom to trot at their own pace. We use these spaces for calm exploration, a little off-lead fun, or low-key training sessions that keep things interesting.

## Enrichment Trails

Our enrichment trails are full of little challenges — from scent hunts to agility logs and natural obstacles. They're a fun way for dogs to use their brains as well as their bodies, all while building confidence and enjoying the adventure.

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# DURING DAYCARE

## Daily Adventure Schedule

### **9:00 - 10:00 AM** — Pick-Up from Home

We collect your dog right from your doorstep, ready for a day of fun and enrichment.

### **10:30 AM - 1:00 PM** — Walk & Exploration

The adventure begins! This could be a forest hike, a visit to a secret swimming spot, or exploring new trails — always tailored to your dog's needs and pack.

### **1:00 - 2:00 PM** — Down Time

Leads go on, energy levels come down, and the pack enjoys a chance to rest. We also take this opportunity to offer a small snack and plenty of calm companionship.

### **2:00 - 3:30 PM** — Adventure Resumes

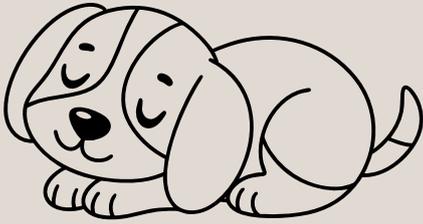
We're back on the move! The afternoon session is a little lighter but still full of exploration, sniffing, and play.

### **4:00 - 5:00 PM** — Drop-Off

We return your happy (and tired!) dog home, ready for a well-earned snooze.

*Please note: Times may vary depending on weather conditions and the adventures we embark on.*

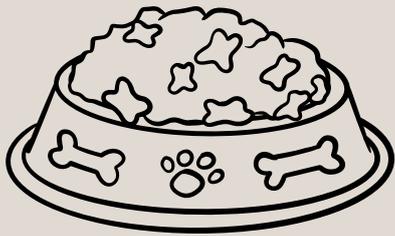
# AFTER DAYCARE



## SLEEP

After a full day of learning and exploration, it is extremely important to allow your dog to rest. Giving them time in their crate and ensuring they have undisturbed sleep will help them recharge their little batteries.

The crate is especially important if there are young children in the house who may be tempted to stroke a sleeping dog.



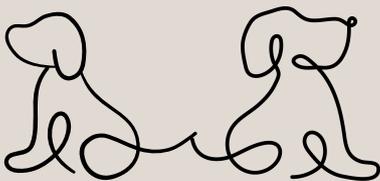
## FOOD

This goes without saying, but make sure your dog gets a healthy dinner and has access to fresh water.



## THE HEART

Some of our dogs become very attached to their friends, and they may miss them. Occasionally, you might notice a slight change in their mood after daycare. This is not very common, but it can happen.



# TRAINING FOUNDATIONS

## EXISTENTIAL FEEDING

We touched on this earlier, but I'd now like to expand on it. The utility of food in training can be extremely powerful, often far more effective than any expensive treat you might buy from a pet shop.

I'd like you to try a little test. Go into the living room while, at the same time, a stranger your dog isn't emotionally attached to stands in the kitchen holding your dog's food bowl. Call your dog from the living room and see whether they choose to come to you or stay by the food bowl with the stranger. If you're not the rare exception, you may discover you've accidentally placed more value on an object than on yourself.

By implementing existential feeding, we reverse this dynamic. We become the primary source of necessity, and our dog's focus shifts back onto us. This allows us to apply training more effectively while providing our dogs with something valuable to reward good behaviour.

If you are feeling extra fancy, you can also clicker condition your dog, to help and better communicate in training.

# TRAINING RECALL

## FLEXI AND ANTICIPATING

Whilst we are beginning our adventure, we will be focusing heavily on recall training. Having a bomb-proof recall is essential for keeping your dog safe. This includes ensuring your dog does not run after wildlife or leave the pack to chase another dog.

We implement many years of our own experience and techniques, including the avoidance of practising unwanted behaviours.

By having the ability to prevent our dogs from ignoring our recall, we ensure they do not rehearse bad habits, while heavily rewarding good behaviours and working towards the extinction of negative ones.

If, however, we give our dogs the opportunity to ignore our recall and self-reinforce by doing so, we massively devalue our recall - a skill which, in an emergency, can be life-saving. The importance of this should not be overlooked.

What we do:

Call Mr Max to come to us. If Max turns around and runs to us, we have his food ready in our hand to reward him for the perfect behaviour.

If, however, Mr Max decides to ignore us, we can reel him back in with the flexi lead and, next time, reduce our criteria - making it easier for Max, perhaps by choosing a less distracting environment.

Note: Do not reward Max when you have to reel him back in, as this rewards the entire sequence, including the ignoring, not just the recall.

Your dog will make mistakes, and this is okay - this is how we learn. We learn what should be done and what should not. Without mistakes, there is no progress. I recommend reading *The Talent Code* by Daniel Coyle.

# BOOTCAMP

## 5-Day Day Care & Training

Five consecutive full days of expert handler-led training in recall, confidence, and obedience – all in natural environments

## Pick-Up & Drop-Off

Home collection and return each day for convenience and reduced stress for you and your dog

## Daily WhatsApp Training Updates

Photos, videos, and notes so you can follow your dog's progress in real time

## 1:1 Post-Bootcamp Handover Session

Private, tailored coaching session with you and your dog after boot-camp to transfer skills

## Transformation Recap Video

Video showing your dog's journey and improvements

## Unlimited WhatsApp Support Aftercare

Direct access to your trainer for ongoing advice, tweaks, and guidance

## Custom Behaviour Blueprint PDF

Written plan covering your dog's specific training, behaviour advice, and next steps

## Improvement Guarantee

If your dog shows no signs of improvement, we extend training free of charge

Participation in our boot camp is a mandatory part of enrolling, as it ensures every dog is fully prepared and comfortable before joining our adventure packs.

5 DAYS £450

# DOG DAY CARE

## Healthy Socialisation

Daily, structured interactions with a stable pack, improving your dog's confidence, communication skills, and behaviour.

## Physical & Mental Exercise

Countryside adventures to burn energy, stimulate the mind, and prevent boredom-driven behaviours.

## Everyday Training

Ongoing reinforcement of recall, obedience, and calmness so training becomes part of your dog's life.

## Life Skills Development

Exposure to varied environments, building resilience and focus in real-world settings.

## Pick-Up & Drop-Off

We collect and return your dog from home — stress-free and convenient.

## Daily Updates

Photos, videos, and notes from your dog's day so you can share in their adventures.

## Pet Sitter Plus Online Booking System

Self-manage bookings, view invoices, check future sessions, and reduce human error.

## Direct Access to Your Trainer

Continuous communication to keep training goals on track and adapt as needed.

## Forest Scout

1 Day / Week

£276.25 per month

## Adventure Wagglers

2 days/week: £510 per month

3 days/week: £765 per month

## Elite Trailblazer

4 days/week: £850 per month

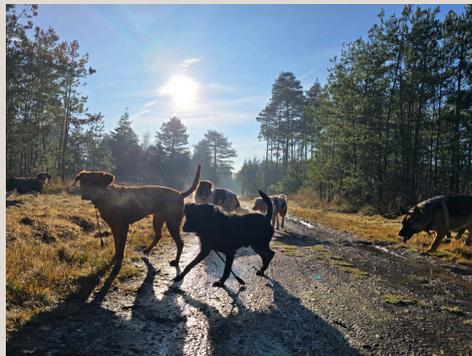
5 days/week: £1,062.50 per month

# Next step



Log in

[www.wickedwaggles.com](http://www.wickedwaggles.com)



Fill out your details as well as your dogs and select your 5 boot camp days.

We look forward to meeting you!