ENGLAND EDITION | NOVEMBER 2026

Home Boarding Business Blueprint

Build a caring, sustainable business in your own home.



STELLA: Start with welfare.



BARNEY: Then make the numbers work.

PLAN / PREPARE / OPERATE / GROW

A practical independent guide inspired by rescue pugs Stella and Barney, with original printable worksheets.

England only

National licensing guidance, local council checks and practical Puglins recommendations. Not an official council publication.

Your roadmap



Stella: One chapter at a time.



Barney: Tap a chapter heading to jump there.

Plan | 3–5

Choose a niche, price and budget.

Prepare | 6–11

Licensing, premises, training and ratings.

Operate | 12–16

Guest screening, welfare, emergencies and records.

Grow | 17–22

Marketing, finances and sustainable working.

Worksheets | 23–36

13 numbered tools, including a two-page guest record.

Inspection masterclass | 37–44

Timeline, rooms, ratings, higher standards, example pack, floor plan and council questions.

Welfare essentials & sources | 45–47

Consent, welfare checks and reference links.

Make the numbers work

Price for the actual time and responsibility involved, not just the cost of food.



STELLA: Count costs before setting prices.



BARNEY: Turnover is not biscuit money!

Illustrative annual forecast

150 operating days × 2 licensed dog spaces × 60% paid occupancy × £35 = £6,300 turnover. This assumes both spaces can be sold within the licence conditions; single household bookings may reduce occupancy.

Costs and profit

Example fixed costs £1,200; variable cost £5 per occupied dog day × 180 = £900. Remaining £4,200 before tax, owner labour and any capital costs. At 40% occupancy the same model gives £2,400; at 80%, £6,000.

Break even

Contribution per dog day = £35 less £5 = £30. Fixed costs of £1,200 require 40 paid dog days before owner pay. To earn £6,000 before tax, target 240 paid dog days. Include a reserve for repairs and cancellations.

YOUR NEXT MOVE

Use worksheet 2 with actual quotes and a conservative occupancy estimate.

Build your inspection folder

Show not just what you promise, but how you actually do it.



STELLA: Make evidence easy to find.



BARNEY: A tidy folder saves time.

NATIONAL | Written procedures

Prepare operational procedures for nutrition, cleaning, transport, disease prevention, welfare monitoring, death or escape, emergency care and arrangements if the licence stops.

NATIONAL | Veterinary and emergency arrangements

Agree a preventative healthcare plan with your registered veterinarian. Document emergency evacuation, relocation, keyholder and veterinary contacts.

PUGLINS RECOMMENDS | Evidence

Include dated risk assessments, floor plan, photos, training history, blank records, insurance and examples of practice drills. Use a contents sheet with review dates.

CHECK LOCALLY

Ask which documents must accompany the application and which can be presented at inspection.

PRINTABLE WORKSHEET 05

Inspection evidence tracker

Print a fresh copy whenever needed. Adapt to your licence and business.

 STELLA: Name each evidence file.	 BARNEY: Example: emergency-plan-v2.pdf.

Premises plan	
Operating procedures	
Veterinary healthcare plan	
Risk assessment	
Emergency and backup plan	
Training records	
Register and consent forms	
Insurance / permission	
Higher-standard evidence	