WALES EDITION | NOVEMBER 2026

Home Boarding Business Blueprint

A practical guide to building a caring, sustainable dog boarding business in your own home.



STELLA: Start with a safe home.



BARNEY: Then make the numbers work.

PLAN / PREPARE / OPERATE / GROW

Independent Puglins resource. English language edition for Wales. Includes original printable business and inspection worksheets.

START HERE

Your roadmap

Inspired by rescue pugs Stella and Barney.



STELLA: One chapter at a time.



BARNEY: No need to do it all today.

Plan • pages 3–5

Business model, costs and pricing.

Prepare • pages 6–10

Welsh licensing and inspection readiness.

Operate • pages 11–14

Bookings, routines, hygiene and emergencies.

Grow • pages 15–16

Marketing and sustainable working.

Practical essentials • pages 17–23

Local conditions, tax, customer terms, records, insurance and a working week.

Worksheets • pages 24–34

Eleven reusable forms. Sources and licence on page 35.

A note from Katie, founder of Puglins

Puglins grew from my love for two rescue pugs, Stella and Barney, who joined my family in 2019. Stella was blind and Barney needed kindness and patience. They taught me that every dog deserves care suited to their individual needs. After losing them in 2023, I wanted their legacy to live on through caring for other people's dogs. This guide shares that welfare-first approach.

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

The October 2026 Flintshire pack requests evidence before the officer arranges an inspection.



STELLA: Match paperwork to real practice.



BARNEY: Keep evidence in one folder.

Application evidence

Completed application and fee; insurance; fire evacuation and temporary accommodation plan; staff training policy where applicable; example register; resident dog vaccination evidence where applicable.

Photographs and plans

Include a premises plan for new applications or changed layouts, photographs of the canine first aid kit and boarding identity tags bearing business premises contact details.

Inspect your own evidence

Check that actual practice matches written policies. Demonstrate isolation, cleaning, water availability, safe storage and evacuation routes. Keep documents accessible; ask the officer what further evidence is needed and record any corrective actions.

YOUR NEXT MOVE

Use worksheet 5 to track evidence and outstanding items.

PRINTABLE WORKSHEET 05

Inspection evidence

Complete and retain for your own business. Adapt to your licence conditions.

Item	Details / evidence	Done / date
Application / fee		
Insurance / permissions		
Evacuation / temporary accommodation		
Training policy / records		
Register / vaccination proof		
Premises plan / kit photo / tag photo		

Example

First aid kit photo | saved in inspection folder | 12 November (illustrative).