



Puppy School Report 2022

Contents

Summary of events for 2022	3
Key Puppy School Statistics for 2022	4
Top Tutors	5
Puppy School's 20th Anniversary Year!	6
2022 Highlights from Puppy School	
• Launch of face-to-face SuperPup classes	7
• Regional Manager Team Leaders	8
• Puppy School Tutor Training Courses 2022	8
• Success of Behaviour Course 6	10
• Puppy School Conference 2022!	10
• Puppy School's 2022 Photoshoot	14
• Practitioner Member of the ABTC for Five Years	15
• Online Behaviour Course 1	15
• New Puppy School Intranet	16
• New Puppy School Map	17
• Puppy School articles in Natures Menu Newsletter	17
Dates for your diary 2023	18
Puppy School plans for 2023	19
My 2022 by Gwen Bailey-Rea	19
My 2022 by Sarah Smith	21
My 2022 by Alice Crick	22

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Summary of events for 2022



By Gwen Bailey, Founder and Director of Puppy School

Despite a huge number of puppies coming through in the early part of the year, the boom that started in 2021 inevitably slowed, and we went back down to more reasonable levels for the rest of the year. We trained enough puppies this year to give us a grand total of over 100,000 in the past 20 years that PS has been in existence - a huge achievement for us all.

The start of this year brought changes in our admin team. Rachel Welch, who has been such a big part of PS for 6 years decided to move to the larger pond of Dogs Trust. While wishing her well, we quickly found a great person to do the Operations side of the work, our PS tutor from the West Midlands, Sarah Smith. Rather than find someone to take on the special projects part of Rachel's role, I decided to split this part off and give it to people within Puppy School who have special areas of expertise. We now have Adam Smith giving his marketing expertise, Jenny White covering social media, long-term experienced tutors, Eleanor McCall and Chrissie Pargeter, who have brought their amazing professional and life experience to become our new Regional Manager Team Leaders, and I'm sure there will be many others in future. This approach spreads the work and makes great use of the huge wealth of knowledge and expertise within the PS family.

Gail Hutchman, who has been keeping our accounts and orders in check for the past 12 years also made a break for freedom and a new job in Autumn this year. She will be greatly missed by all and her replacement,



Kelly Nicholson, will take over as the year ends as Accounts Manager.

The last of our series of six Behaviour Courses was taught in March by our talented PS tutor, APBC member and Regional Manager, Nicole Harris. Nicole has kindly agreed to run these courses again for us for the next 3 years and so the series started again in Autumn with Behaviour 1. The March course was run in-person in Gloucestershire, but with the perennial difficulties of getting time off work for attendees as well as child and dog care, it was agreed that we would trial running the Autumn course online instead. So it became a series of webinars available for 2 months, with a live and lively zoom meeting for case studies and Q&As at the end. This seemed to work well and made the information more accessible to more people, but we missed the face-to-face interaction that comes when the PS family meet up.

In June, we held our biggest and best-so-far PS Conference (see page 10), the first for 4 years due to the pandemic, but it was all the more enjoyable after the absence and lovely to see everyone again after so long. We were

also able to celebrate the Puppy School's 20th year of being founded. Our first classes started 20 years ago in February next year so more celebrations to be had then.

Tutor training courses were held in Spring and Autumn for our newest recruits. Our new format of a combination of live courses and online lessons is working well, but we are constantly updating and improving what we do and have some exciting improvements to implement next year

Something big and new that will really help our tutors run their businesses was a brand new intranet and map which we introduced in the latter part of the year. See page 16 for more.

In November we held a coaching weekend for those wanting to take their assessment with the Association of Pet Dog Trainers to brush up their teaching skills and help them pass. This has been very successful in the past with many previous attendees passing the rigorous assessment.



All in all, it was a busy and productive year with some good changes being made that will set us up nicely for more success in the future.

Key Puppy School Statistics

Tutor Numbers

At the end of 2022, Puppy School now comprises of 92 full tutors and 44 associate tutors teaching Puppy School, Older Puppy School, Puppy University and SuperPup courses. We have 10 resting tutors/associates (those not currently active, either on maternity leave or taking a break). We have 9 provisional tutors and 8 provisional associates currently working on their correspondence course and already, we have several keen new applicants waiting to undertake their tutor training course in 2023.

New Tutors and Associates

We had new 3 tutors and 7 new associate tutors train with us during 2022 with a further 6 tutors already waiting to join us for training in Spring 2023! Congratulations to those who managed to complete their correspondence course this year and best of luck to those who are in progress of completing their training.

A big, warm Puppy School welcome to:

- Sarah Kelly
- Jackie Braggs
- Angela Yip
- Sarah Broomfield
- Clare Bradley
- Rowena Diver
- Vicky Clifton
- Jasmine Self
- Susannah Parkin
- April Sarson

Puppy Numbers

Despite the knock-on affect of the pandemic and the problems in the economy brought on by world events, the number of puppies going through our Puppy School classes in 2022 has been surprisingly high overall.

With an estimated 8,046 puppies completing our classes this year. This brings the total number of puppies which have passed through the hands of Puppy School tutors to 100,264 during the 20 years we have been running. Over 100,000 pups is an amazing number and we are all really proud to be part of that incredible achievement.

Top Tutors

Within our wonderful hub of hard-working tutors at Puppy School, there are five tutors who stand out for training the most puppies/ owners in 2022. They are:

1. Louise and Neal Otter at Surrey and South London Dog Training registered 361 puppies this year (as of 05/12/22)
2. Frankie Lees at Puppy School Plymouth registered 247 puppies this year (as of 05/12/22)

3. Imogen Haley from Lady and the Hound registered 242 puppies this year (as of 05/12/22)

4. Alice Crick at Positive Dog Training Company registered 231 puppies this year (as of 05/12/22)

5. Karen Boyce of Beastly Thoughts Dog Training registered 223 puppies this year (as of 05/12/22)

Louise Williamson registered over 200 puppies this year (as of 05/12/21) and a large number of our tutors this year trained over 100 puppies this year. Huge congratulations to:

Amanda Childs, Carole Carruth, Caroline Duder, Catherine Pleasance, Catherine Tomlinson, Celia Callan, Claire Luscombe, Claire McKnespiey, Debbie Taylor, Delia Graham, Eleanor McCall, Emma Barber, Emma-Claire Dunnett, Jenny Green, Jo Reber, Julie Smith, Karen Hobbs, Kelly Kane, Michelle Clearly, Penaran Higgs, Sally Hammond, Samantha Davies, Sandie Dallow, Sarah Treagus, Sarah Worth, Suzanne Moores, Tammy Dwight & Vicki Watts.



Puppy School's 20-year anniversary!

On 30th June 2022, we celebrated 20 years of Puppy School! What a huge milestone! So many (over 100,000) puppy's lives and that of their owners influenced in a positive way and for the better. It's a massive achievement and one that is shared by so many people in the Puppy School family. Gwen Bailey founded Puppy School back in 2002 and the first ever classes were run in

February 2003 by PS Tutor, Delia Graham.



We are delighted to say that Delia is still an active PS tutor and Regional Manager. As well as Delia, we would like to celebrate some amazing tutors who have been with us since the early days. Next year will see the following tutors receive their 20-year service awards - Congratulations to: Celia Callan,

Delia Graham

Margaret Turner, Delia Graham and Claire Luscombe. That's nearly two whole decades of positive puppy training and kind coaching of puppy owners, well done you four, what an achievement!



Claire Luscombe

The Puppy School family has expanded considerably since 2002, and we are so pleased and grateful to have such a wonderful cohort of fantastic tutors working

so hard to see that puppies and owners have fun and bond well in their training together.

We will have more to celebrate in the years to come as Catherine Tomlinson will shortly receive her 20 -year award in 2024, and Bobs Broadbent will receive her 20-year award the following year in 2025.

Here's a rundown of who has been with us for either 10+ or 15+ years as well as a list of tutors who have already received (or will shortly receive) their long-standing awards which celebrate their time, commitment and success.

Tutors who have already received or who are shortly to receive their 15-year awards:

- Chrissie Pargeter
- Eleanor McCall
- Faye Hasler
- Emma-Clare Dunnett
- Karen Boyce
- Pen Higgs
- Sarah Matthews
- Sarah Treagus

Tutors who have already received or who are shortly to receive their 10-year awards:

- Cheryl Holden
- Sandie Dallow
- Ingrid Fahey
- Julie Hilliard
- Karen Andrews
- Jenny Green
- Lottie Hanks
- Louise Williamson
- Nicola Forde
- Nicole Harris
- Samantha Price



Sandie Dallow

2022 Highlights from Puppy School

Launch of face-to-face SuperPup classes

SuperPup was originally developed as an online course during the COVID-19 pandemic lockdowns as a fun way for owners to practice exercises they learnt during online puppy classes. It was such a success, that as the restrictions ended, we realised it could work well, with a few adjustments, as an in-person face-to-face course.

So, in February of this year, we launched the live version. This six-week tutor-led course consists of fun exercises and challenges that help solidify and advance the training tutors started with their owners in Puppy School classes. The marketing angle that focuses around puppies gaining superpowers really interests and attracts clients and, wrapped up in its attractive SuperPup 'skin', we have been able to disguise a core of serious training exercises and skill development.

For most owners, it comes at a time when their puppy is just starting to go through adolescence, and the exciting nature of the exercises helps keep pups and owners connected and deepens their relationship. The 'Mission of the week' challenges, where owners are encouraged to try something new each week, helps to continue



socialisation and gives them a much better connection. All-in-all, this is a great course for tutors to run, and for owners and pups to attend. Tutors can watch their clientele continue to grow and develop as they head into adolescence, and owners can take their maturing puppy's boundless energy and develop it into superskills for life.

Frankie Lees started her SuperPup classes at the start of this year and comments:



"Clients have really loved the classes and it's great to be able to see everyone again after finishing Puppy School!"

Celia Callan has been consistently running SuperPup courses this year and comments: "My first face-to-face SuperPup course didn't disappoint. Clients and puppies were all very happy and doing a 'super' job training. SuperPup challenges meant that our clients and their puppies could go out on adventures and show us just how 'super' they were. Each week they were given tasks to do and photograph their achievements to share with the group via their WhatsApp group. Owners didn't disappoint and threw themselves (and their puppies) into the challenges each week so that they could get the SuperPup of the week certificate. Amazing! And so well deserved".

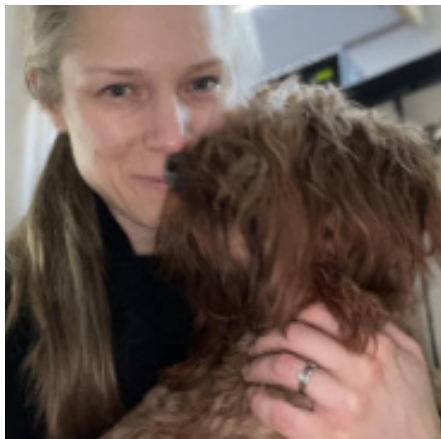


Regional Manager Team Leaders

In April 2022, Chrissie Pargeter and Eleanor McCall took up a new position as joint Regional Manager Team Leaders. We are really happy to have this dream-team join us to support our Regional Managers in their role as well as taking on projects to help take Puppy School forward.

One of the most recent projects is our new Regional Manager Buddy System which has been designed to help Regional Managers share information, knowledge and support each other. This will in turn support our Puppy School family of Tutors and Associate tutors across the UK; a win win for all. Chrissie and Eleanor between them have over 30 years experience with Puppy School and have both been Regional Managers for many years. They also bring a wealth of experience from outside of Puppy School from both their careers and life skills.

Chrissie's background is in Human Resources, working predominantly for the NHS over the last 20 years in roles that vary from coaching and mediation to her current role as Human

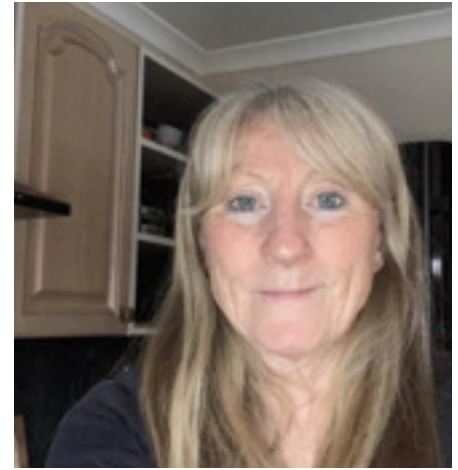


Chrissie Pargeter

Resources Business Partner which concentrates on supporting teams across a large NHS Trust who are needing extra care and attention in order to deliver their best care to our communities. Chrissie is also a qualified Myers Briggs Practitioner for MBTI Step 1 profiling which helps people to understand where their strengths and blind spots lie in terms of how they operate, communicate, and respond to pressure. Chrissie was immensely proud to be part of the Covid-19 workforce and vaccination response teams receiving the George Cross in 2022 along with her NHS colleagues after a challenging few years in healthcare.

Resources Business Partner which concentrates on supporting teams across a large NHS Trust who are needing extra care and attention in order to deliver their best care to our communities. Chrissie is

Eleanor's background is in Finance, working for a Scottish Bank for 36 years covering many roles - from bank teller to Bank Manager. Being part of a team creating a mortgage centre



incorporating 3 UK Banks before moving over to Business Banking where her last role was as a Business Credit Analyst lending up to £250,000 to small business. After she escaped finance, she opened and ran a very successful premier Doggy Day Care Academy. Built on the Puppy School ethos it was a family run business using only kind positive reward based methods. She sold this business in April 2022 and is now semi-retired but still very much part of Puppy School.

Eleanor McCall

Puppy School Tutor Training Courses 2022

In 2021, we trialled a new approach for our



tutor training. We took out much of the intense lesson learning from the face-to-face workshops and put it online instead as evening webinars, giving students a lot more time to mull over and learn. This was so successful that we have stayed with it and this is how we ran things in 2022.

The first of our 'live' sessions for new tutors in an Introductory weekend, run by Gwen Bailey and Catherine Tomlinson. Trainees are taught and coached on all sorts of useful topics throughout the weekend, such as how to teach a skill, public speaking, effective

The practical handling course is hosted by Claire Luscombe, Gwen and Sarah Smith with Puppy School clients and puppies being invited to come back for tutors to work with. This is a great way for new tutors and associates to learn to coach for real, practice their skills, and experience the real-life scenarios and client questions they will experience when they start their own classes.

Here's what a few of our 2022 attendees had to say about their experience of our tutor training courses:

From Clare Bradley, Autumn 2022 Tutor Training Course: "I really enjoyed doing the course and learnt so much from it. It was very in-depth and the tutors were amazing at teaching all the stuff that you needed to know. I enjoyed meeting new people and have made some good friends whilst doing the course. The practical days held over three consecutive days with puppies and their owners were very useful for me to put the theory that we had learnt into practice. I look forward to putting this all into action and continuing my Puppy School journey running my own puppy school classes."

From Angela Yip, Autumn 2022 Tutor Training Course: "The training has not only provided me with the theoretical foundation for further learning, but combining the practical sessions has solidified the skills and knowledge learnt. I treasure the opportunity of feedbacks from the experienced tutors. It has really accelerated our learning. The entire course has really helped me to build the foundation of what is required in both the business and the training of puppies. Thank you very much for the opportunity".

From Vicky Clifton, Spring 2022 Tutor Training Course: "I fell in love with dog training after putting my first dog, Digby, through Puppy School and Puppy University back in 2015/16. Having never owned or trained a dog of my own before, I didn't

know what to expect going into classes; but I loved the supportive, friendly and reward-based environment that Puppy School provided. I eagerly signed us up to every other type of training class my tutor provided through her own business as well as trying out anything else that came our way. Safe to say I was addicted and it became my new favourite hobby! When I got a new puppy in 2020, I was quick to sign up to PS classes again and we also did SuperPup and Puppy University. This led to my tutor asking if I would be interested in joining her as an associate tutor. I leapt at the chance of turning my hobby into a job and for the opportunity to provide owners with the skills needed to help their puppies get the best start in life.



I started my tutor training course in February. It was good to have the first part face-to-face so we could meet each other and get the foundations for the rest of the course in place. Going forwards from there though; the online lectures were perfect for me to be able to fit in around the varied shifts of my day job, especially being a mixture of 'lives' and recordings. I really enjoyed broadening my knowledge of training, behaviour and learning how to successfully be a good tutor. When it came to the practical training in April, it was good to have the opportunity to work with a wide range of puppies and put all the theory into practice. We were all very nervous when it came to leading a class, but we were all buzzing afterwards and it was great to have the chance to practice in a controlled way. I qualified in August and am looking forward to the future and all the lovely puppies I get to meet and train!"



Success of Behaviour Course 6

After what seemed like a very long absence due to the pandemic, Nicole Harris and Claire Luscombe ran PS Behaviour Course 6 as a face-to-face course at Guiting Power, Gloucestershire in March 2022. Behaviour 6 – 'Doggy Dilemmas' covered topics such as fear/anxiety around other dogs and frustration around other dogs. This course was the last in the series of six written by our PS tutor, Regional Manager and behaviour expert Nicole Harris, and what a great series it has been. As with all of our face-to-face behaviour courses, we headed for a short walk in the beautiful Cotswold countryside after our sessions, and then back to the local pub for a nice group meal. How lovely to see so many faces again.



Puppy School Conference 2022!

Our most recent Puppy School Conference was due to take place back in 2020 but was pushed back two whole years due to the pandemic. We almost held it in 2021, but the thought of all of us having to wear masks, be socially distanced and not eat together was too much and so it was postponed again. Fortunately, most of our speakers were understanding and simply held on to our booking until this year when we were free to run without restriction.

This year's conference was held in the beautiful surroundings of the Forest of Dean back in sunny June 2022 and it was our most successful conference to date. Seventy-seven tutors and associates attended with 25 partners, 4 children and 61 dogs! Many of our



tutors stayed in the self-catering cottages, dormitories or camped on site at the venue and it was fantastic to have us all in one place to catch-up.

This year we were joined by Tug-E-Nuff whose representative was on hand for tutors to take a look at their new range of demo toys and sign up for their exclusive Puppy School trade discount, as well as a speaker from Adaptil, a pheromone product so useful for settling puppies into their new homes. As with previous years, our conference was generously sponsored by Natures Menu, and we are very grateful to them for allowing us to have a bigger and better conference than we otherwise would.

The mornings of our conference consisted of some superb practical sessions where our dogs could stretch their legs and use their brains. These are run by Puppy School tutors who have particular interests in other areas of dog training as well as some excellent external trainers. We ran these active sessions in the mornings so that dogs are happy to rest in the afternoons while we listened to speakers.

Huge thanks to Sandie and Bill Dallow who ran an introduction to 'Sandie's Scent School'. Sandie's session introduced us to some of the fundamental skills essential to Scentwork. Sandie is a retired police dog handler with a wealth of experience and so many stories of a retired police dog handler with a wealth of experience and so many stories of the 'jobs' she attended, which helped make the session really interesting and 'real'.



Claire Luscombe hosted a wonderful 'Puppy Parkour' session in which dogs and owners worked on ways to conquer obstacles, such as climbing, balancing, and careful jumping. So much fun was had with our dogs in the sunshine that afternoon.

Karen Boyce and her team hosted an excellent introduction to 'Hoopers' – agility without jumps! This was a nice introduction to Hoopers which is currently sweeping the doggy nation thanks to its accessibility for all dogs whilst maintaining the same pace and excitement as taking part in agility training. Using ground-level hoops, barrels and tunnels, Karen and her team taught us and our dogs how to learn the basics of this fun new sport.



The fabulous Helen Phillips from *Clicker Gundog* got us all up working in practical groups and showed us some lovely, kind techniques to help with some of the challenges of managing active, working dogs. Watching Helen's kind and considerate approach to training in action with her own young Vizsla, Dibble, was wonderful and we all had great fun putting Helen's training games into practice.



Our speakers and lecturers this year included Mike Simmons from World of Wings who ran a lovely seminar on 'Transition from Tradition' which was all about moving training forward and leaving the less ethical methods behind. Mike's guests included an array of beautiful birds including the dearest little Burrowing Owl who, once out, didn't want to go back into his travel box!

What a fantastic talk which inspired us all to continue to search for the best practice in animal training and to continue to remember why we all set out on our positive training journey in the first place.

Cushla Lamén, a former Puppy School Tutor gave a thought-provoking talk about Galen Myotherapy, a highly specialised manual therapy and exercise management tool, which uses appropriate and targeted massage techniques and exercise management to manage chronic muscular pain. We paired off into groups and had a great interactive session in which Cushla showed us all how to use this powerful therapy technique to benefit our four-legged best friends.



We are sure we can speak for all our tutors when we say that all our workshops were very well received and everyone had such fun team building with their dogs!





Jackie Newcombe who has worked with Dramatic Societies in the past, hosted a fun lecture focusing on presentation skills and voice projection which is useful for our tutors when they teach their classes. Jacki gave some great hints and tips on voice projection and clarity with practice sessions that were hugely entertaining as well as useful.



Charlotte Carr, Companion Animal Behaviour Technical Manager for CEVA Animal Health told us all about their new ADAPTIL Junior



collar range and the ADAPTIL Puppy Journals written by Gwen and now available to veterinary practices around the UK. As well as being full of useful information for puppy owners, each Journal carries the Puppy School logo and is a great advert for our classes.

an overview on how to approach frequently asked questions such 'Why do my client's vets always say no to raw diets?', how to deal with media scares and what to do if raw is not a practical choice.

Our very own Gwen Bailey, Claire Luscombe and Louise Otter gave a wonderful talk entitled 'Cat meets Dog, Dog meets Cat'. Claire and Louise have both fostered many cats and kittens through their rescue

Melanie Sainsbury, Veterinary Education Manager from Natures Menu also hosted a talk for us. Tutors were invited to send in questions they wanted answers to, or tricky questions they had been asked by owners, and Mel built her talk around her very useful answers. During this lecture, Mel gave us



work, and Gwen, as well as specialising in introducing rescue dogs to homes with pets for many years, has recently introduced a kitten and rescue dog into her busy household so they have plenty of experience to draw on. During this lecture, they gave us some top tips for peaceful and successful introductions for these two species so that existing pets happily learn to live with new arrivals and no one wants to leave home!



zombies! Adam presented a fun, interactive session to help tutors to understand what marketing can do for them and their business

Hosting the conference this year was really special as not only did we celebrate Puppy School's 20th anniversary, but we celebrated the Puppy School family being back together again and seeing familiar faces in the flesh as opposed to just on video. What a great weekend, thanks to everyone who came. We cannot wait for our next conference in 2024!

Puppy School Associate, Adam Smith, who has a wealth of marketing experience from

a previous career, also gave a great lecture on the benefits of social media and marketing, and how to promote our businesses online without becoming phone

Puppy School's 2022 Photoshoot

In August, we organised two puppy photoshoots for the forthcoming update of the Puppy School website. Over the two sessions, 6 of our tutors and a total of 13 pups and their owners attended, and we had a lovely mix of puppies including a Belgian Tervuren Shepherd and an Alaskan Malamute. We hired renowned photographer (Adam Hodkins) who captured 'the moment' beautifully.

All of the puppies and owners were great to work with and it was lovely to see the pup's different personalities and the developing relationship with their owners. They got to show off the skills they had learnt in classes with plenty of tutors on hand to assist if required. Stanley the Beagle made sure everyone knew he was in the room with his distinctive bark and Taffy's Mum (Mini Dachshund) was most taken with the loan of the teal collar and lead. His dad wasn't so sure as he knew it would mean more shopping! Wiggles the Vizsla certainly lived up to her name with her excited tail wag and by the end of it all, she was so tired that she fell asleep.



Practitioner Member of the ABTC for Five Years

The close of 2022 marks Puppy School's five-year anniversary as a Practitioner Organisation with the Animal Behaviour Training Council, a registered charity promoting excellence in animal behaviour and training.

We are very proud to be recognised by the Animal Behaviour and Training Council. It sets and maintains the standards of knowledge and practical skills needed to be an animal trainer, training instructor or animal behaviour therapist, and promotes the welfare of animals in their interactions with humans, lobbying for humane methods in training and behaviour modification, and for the education of the animal owning public.

"Being recognised as an ABTC Practitioner Organisation is no mean achievement. The standards that must be met are the most stringent in the sector and cover not just the skills, knowledge and understanding of the practicing members, but also the management of the organisation. Continual monitoring also ensures that those standards continue to be met for as long as



membership is maintained. Being qualified to display the ABTC logo is a mark of excellence that conveys a commitment to a quality at all levels to all concerned". **David Montgomery, Chair of the ABTC**

Once they have attained a sufficient level of expertise, our Puppy School tutors can apply for membership application to become an Animal Training Instructor (ATI) with the ABTC. To date, we have 63 Puppy School tutors who are currently Registered as Animal Training Instructors with the ABTC. For more information on the ABTC, please visit: www.abtcouncil.org.uk



Thank you to all the tutors who contacted owners, attended the sessions and to Neal Otter for spending some time editing some of the final versions. We hope you agree that the photos look amazing.



Online Behaviour Course one

After some much-appreciated feedback from our tutors on how they would like to receive our Puppy School behaviour courses in the future, we opted to switch the Autumn 2022 behaviour courses to online Zoom sessions.

Fortunately for Puppy School, Nicole Harris has, once again, agreed to deliver the next series of behaviour courses. For our new format, recorded webinars are made available for a two month period so that tutors and associates to watch and learn from when they can. We are indebted to Nicole for getting the webinars to us in time despite a persistent tickly cough that threatened to silence her.



Creating a secure attachment

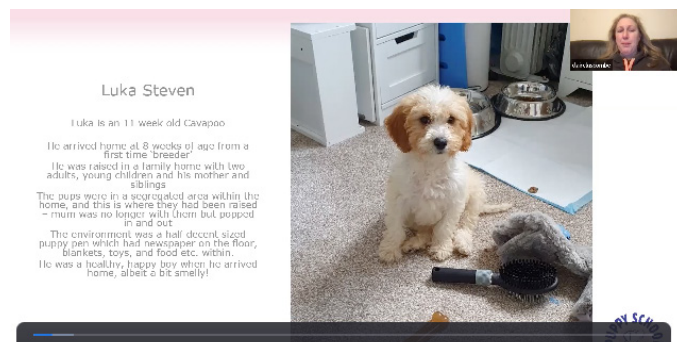
Secure base effect

Attachment figure acts as a base of security from which the puppy can explore their surroundings.

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A whopping 88 tutors and associates registered for the course. This is the greatest number of attendees that we've had at any behaviour course. This new online format proves to be a great way to deliver the course far and wide to our Puppy School family without the additional travel expenses, hotel costs and the perennial problem of who will look after the dogs and kids.

Puppy School Behaviour Course 1 covered 'Being clean' and 'Home alone' and culminated in a lively live zoom case study evening. Claire Luscombe presented two case histories that participants were



Luka Steven

Luka is an 11 week old Cavapoo

He arrived home at 8 weeks of age from a first time breeder

He was raised in a family home with two adults, young children and his mother and siblings

The pups were in a scuffed area within the home, and this is where they had been raised - mum was no longer with them but popped in and out

The environment was a half decent, sized puppy pen which had newspaper on the floor, blankets, toys, and food etc. within

He was a healthy, happy boy when he arrived home, albeit a bit smelly!

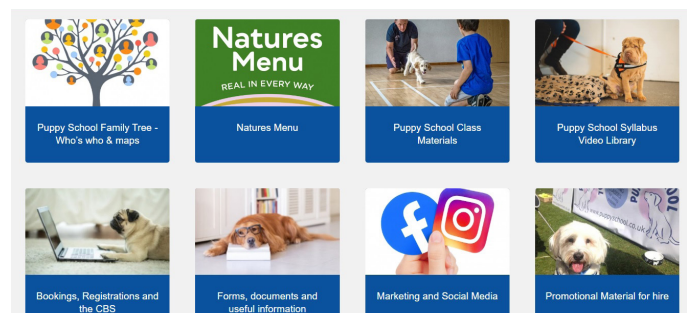
encouraged to assess and plan a programme of treatment for, with Nicole on hand to help with the discussion and answer questions. In addition, Gwen talked everyone through how she was helping one of our tutors, Sarah Treagus, who had a new 12 week old Eurasian puppy with a little problem when left alone. Sarah had sent some clear and useful videos as a diagnosis was made and treatment plan agreed, and the first stages of a change for the better could be seen. The zoom evening was well attended and more people, who couldn't make it live because they were running puppy classes, watched later.

New Puppy School Intranet

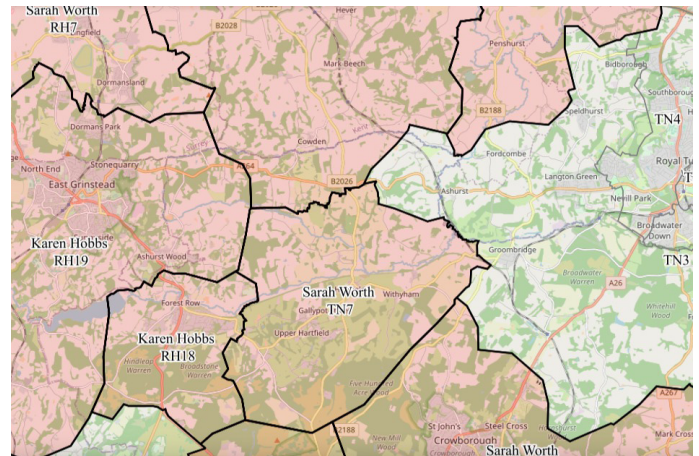
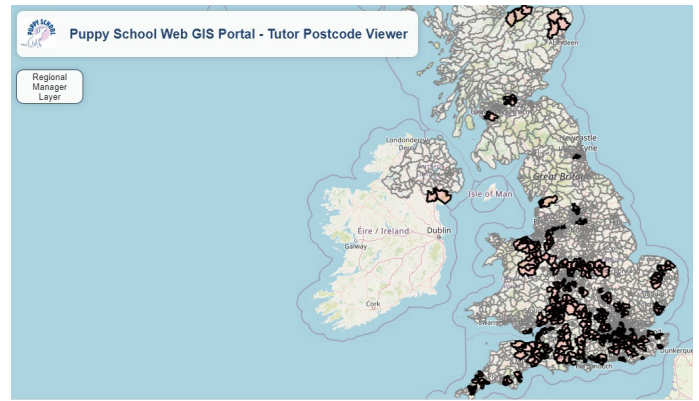
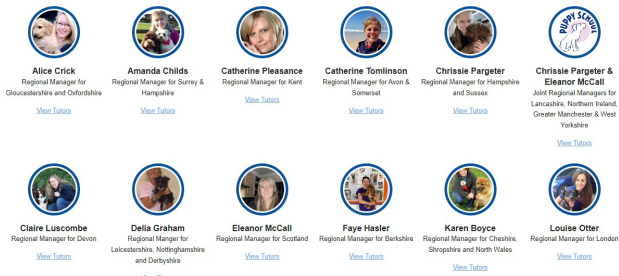
Puppy School has a massive library of information that is available for the PS family to use. It covers everything needed to run PS classes, from information about the PS syllabus and lesson plans, to marketing, how to sell goods in class, to the more mundane forms and documents. We've been adding to it over the years and it now a huge resource that the PS family can use to run its businesses.

Previously, this library was housed online in a facility built, originally, for teachers and their students. It was a crude storage facility that worked, was inexpensive, but was horrible to use.

This year, we commissioned a brand new online place for our library to live. It is clear and clean with obvious folders and a brilliant search facility. Alice Crick, with help from Kelly Nicholson, spent many painstaking hours adding each file, checking the information within it was up to date, and then putting in hundreds of search terms to make sure the search facility works well.



- Puppy School Family Tree - Who's who & maps
- Natures Menu - REAL IN EVERY WAY
- Puppy School Class Materials
- Puppy School Syllabus Video Library
- Bookings, Registrations and the CBS
- Forms, documents and useful information
- Marketing and Social Media
- Promotional Material for hire



In addition, we now have an amazing 'Family Tree' section where you can find who everyone is and how they all fit together. Everyone has a photo, a description of who they are, where they are from, and they are arranged in a structure beneath their Regional Managers. As our organisation continues to grow, it is so helpful for everyone to know who their colleagues are and this gives an instant visual picture. We hope that our new intranet will now be a great resource and it will be well used, saving everyone time and helping their businesses grow. A huge thank you to Alice and Kelly for their careful and excellent work during its creation.

each Puppy School class is being hosted from across the country. This map will be available for all Puppy School Tutors and associates to access via the intranet. Thanks to Alice and her partner Luke for setting this up for us.

New Puppy School Map

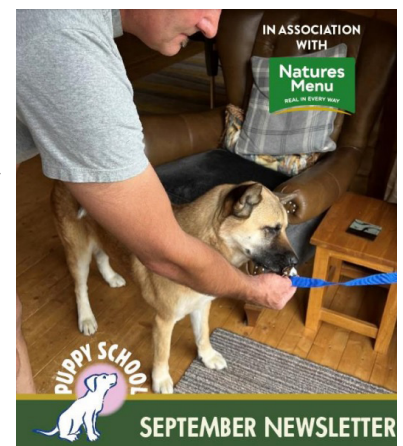
When Puppy School first started, it relied on paper maps of postcodes to plan its franchise territories. This was cumbersome and time-consuming, especially when a territory fell on the overlap between two maps. Over time, online postcode maps took over and eventually we settled on Adobe Illustrator to create a map on which we could log all tutor territories and Regional Manager areas. Using the map was difficult and a .pdf of the whole UK would be so large that it was difficult to transfer and would take a long time to open, causing some computers to crash in the process.

So we've been looking for another solution for a long time, and, recently, Alice Crick's partner, Luke, realised he had the skills and software to create our very own special map.

So we now have a brand new Puppy School virtual map. This detailed map allows the viewer to quickly and easily see all tutor's territories across the UK, all RM regions, as well as being able to scroll in to see the minutest of details on the map (roads, houses etc) for easy planning. Eventually, we plan to add pin drops for each venue to show where

Puppy School articles in Natures Menu Newsletter

Our sponsors Natures Menu launched our joint newsletter last year and it continued its run into 2022. With a reach of over 10,000 puppy owners, our joint newsletter is sent to all of our clients that 'opted in' to receive mailings from us and it contains some really lovely articles written by our very own Puppy School tutors. It will also be added to Natures Menu puppy blog as a link, which will reach many more thousands of people. We are really proud of these newsletters as they provide clients with informative training and handling help and remind them of their time training with us.



Our 2022 content included:

- January 2022 – Ruth Morris 'How to protect your dog in the winter months'
- February 2022 – Vanessa O'Carroll 'A Day in the life of a dog trainer'
- March 2022– Louise Taylor 'On your bed!'
- April 2022 – Kelly Nicholson 'Off the sofa'
- May 2022 – Caroline Monk 'Scent Work'
- June 2022– Claire Mcknespiey 'Teaching a trick'
- July 2022– Louise Yden 'Settle into Summer'
- August 2022 – Sarah Smith 'Teaching pups to go through doors safely'
- September 2022 – Paula Topping 'Teaching ring a bell to go outside'
- October 2022 – Becky Howe 'ACE Training'
- November 2022 – Sarah Owen 'How to teach having a hardness/collar/lead put on'
- December 2022 – Debs O'Kane 'Prepping for the weighing scale at the vets'



Dates for Your Diary 2023:

11-12 March

Spring 2023 Tutor Training Introductory Weekend

Selected dates 14 March until 23 May

Parts 1 and 2 of Spring 2023 Tutor Training Course Online

29-31 May

Spring 2023 Tutor Training Practical Course

April - May

Behaviour 2 Online with Case Studies and Q&A on 7th June

3-4 September

Autumn 2023 Tutor Training Introductory Weekend

Selected dates 6 September – 20th October

Parts 1 and 2 of Autumn 2023 Tutor Training Course Online

24-26 October

Autumn 2023 Tutor Training Practical Course

October - November

Behaviour 3 Online with Case Studies and Q&A on 6th December

2-3 December

Puppy School's Preparation for Assessment and Coaching Course (e.g. APDT, PACT assessments etc)



Firstly, what does your dog find rewarding? Treats are the easiest way to reward your dog for trick training due to the repetition needed. Use treats that are broken up small, Natures Menu meaty treats are good to use for this. Start in a place where your dog is motivated for the treats and not too distracted by other things, at home is probably perfect. Toys can also be used as a reward but you will need to make sure that you give time for your dog to play with them. Toys can be used to advance the trick, as mentioned later.

Puppy School Plans for 2023

2023 will be Puppy School's 20th year of running classes, starting with Delia Graham's classes in February 2003. We hope to celebrate our success next year and use the anniversary to publicise the work we do as widely as possible.

Next year we will be making slight improvements to the way we teach our new trainees. Our method is already good but we think we can do better with a few tweaks to how we coach our trainees to master all the techniques and skills they need. With the prevalence of phone apps, such as WhatsApp, sharing of videos is so much easier now, and so trainees will soon be required to submit videos of their training so their Regional Managers can coach and fine tune them on their journey.

This year, a group of us have been working hard, with Regional Managers, to produce a syllabus change to replace puppy play in class with puppy greetings. It may seem like a subtle change but we think it will have a massive impact on what we teach new owners and how they manage their puppy's interactions with others. More about this next year.

Another big project is the new website design. We have found a good designer and are working hard to produce a new site that is functional and attractive, and works harder than our current one that has served us well for the past 20 years. An exciting new addition will be the facility to have an online educational resource, at first for our PS clients, and later, perhaps, for puppy owners everywhere.

Next year we also hope to start providing additional courses for PS tutors following on from the success of SuperPup. These additional courses will be fully formed and well designed, and we plan to begin with a 'Happy Handling' course, written by Louise Otter, that will help our puppy owners learn how to do puppy-led free-choice handling. We hope this will be just the start of a stable of interesting and useful further classes to offer to owners.

And finally, we are hoping to change the old APDT assessment course to include other organisations and also to offer it as coaching practice to anyone wishing to improve their abilities to help owners be successful.

So another exciting and busy year ahead of us in 2023.



My 2022 by Gwen Bailey-Rea, Founder & Director of Puppy School

My 2021 ended with a car crash and a major operation but I was mended and home by Christmas. It took me a while (longer than a week!) to recover, but I was soon back to full strength, getting fit for skiing in March, getting back on top of things at Puppy School and building a great administrative team in April, and then getting married in May. It was the happiest day ever. We got married in our tiny local church, and had the reception in a marquee on our field. The sun shone so much that the cake melted a little and started to lean, all the people we love the most were with us, and, most amazing of all, the animals, cats, dogs and alpacas, behaved themselves. It was the perfect day.

June was busy with the conference which was one of the best and busiest ever. Puppy School Ltd was founded on 30th June 2022 and it's hard to believe that it was 20 years ago that I sat at home with a plan, a computer, some new stationery and a driving

ambition to change more puppy's lives for the better. Little did I know that number would be more than 100,000 all these years later!

Our new oak-framed building in the garden was finally finished in July and I moved the Puppy School office in. It's great to not be



working in an attic and to have lovely big windows that let in the light. The glass attracts the alpacas as they can see their reflections and, assuming safety in numbers, they come up close to be with their reflected friends (we deliberately didn't put up a fence so they can come and sit on the patio!). The sun warms the room so both cats (Mia and Inky) and Otto and Lilli love to be there. It's not hard for me to enjoy being at work now more than being at home!

We had two baby alpacas born successfully in early Summer. They come out flat-packed and gradually unfold, but are up and running within half an hour. Then they get hungry and it takes them another half hour to work out where to find milk, and then they start growing! We had two males and so they have a lot of fun playing together, doing zoomies and annoying their mums by running away too far or bashing into them in play.



Later in August, our wedding photographer did two photoshoots for us for the new Puppy School website design. We arranged for puppies from various classes and local tutors to be photographed in mock classes. It was great to see owners and pups so obviously in tune and practicing all they had learnt in classes.

In September we had a mini-honeymoon in Venice for a few days. Such a beautiful and unique place but not great for dogs. None pull on their leads since there is nowhere exciting for them to get to, only more streets.

So, it's been a lovely busy and productive year. Having survived what I went through at the end of 2021, I've made the most of every minute of 2022. There is more to do but



we've made a brilliant start and I'm looking forward to whatever comes our way next year.



My 2022 from Sarah Smith, Puppy School's Operations Manager

2022 has been my first year as part of Puppy School HQ and what a busy nine months it has been! Having been welcomed and supported by the team, I soon got to grips with things and now feel part of the family.

There are two sides to my responsibilities, the day-to-day running of things like the CBS, dealing with queries, new potential tutor applications and recording statistics, as well as organising and managing larger scale events like the conference, photoshoot for the new website, the trainee tutor practical and puppies for the APDT workshop, to name a few. I am thankful to the team for all of their hard work behind the scenes.

This year has seen many changes and at times, I have felt very much like a swan in the water (calm on the top half but



legs paddling furiously underneath!). I've have learnt so much and have enjoyed the outcomes as it is these that help us grow and move forward. The re-launch of Super Pup, the long-awaited conference that was postponed from 2020, the website photoshoot, are some of my particular highlights. Working with Nanuk for the Super Pup videos was great as it was some special 'us' time despite the fact we were working, even when he let me know enough was enough by rolling onto his back and wanting some fuss!

Family life consists of Adam and I with just the four fur kids still. Four is plenty. Nanuk had to switch his epilepsy medication this year so we had a trip to Fitzpatrick's to see his consultant along with new meds and he is thriving again. We have enjoyed a bit of a 'rest' this year, putting the finishing touches to our log cabin home and getting the garden to look less of a swamp or field.



However, Milo our youngest, has continued to make sure that life isn't too dull by finding various wildlife to try to play with! Thankfully they mostly ignore him. He and I are back running as the season is upon us and he really is enjoying being a canicross dog again.

Puppy School classes, follow-ons and workshops have weathered the post puppy boom of 2020-2021 and inevitable dip this year, and I have enjoyed getting back to normality. I am incredibly grateful to Adam who is my assistant and associate who throws himself into helping, teaching and supporting everything. It is a little funny that I am now his regional manager, having taken on the role for the West Midlands. Something I am hoping to bring exciting things for the tutors,

My 2022 from Alice Crick, Puppy School's Operations Assistant

2022 marks my sixth year at Puppy School HQ. Firstly, huge welcome to Sarah Smith who has been a fantastic new Operations Manager providing such great support. Sarah and I were baptised by fire as we took over the Puppy School Conference this year, but it seemed to be a great success and it was so lovely to see so many of you and your families/dogs after such a long time apart. Secondly, a warm welcome to Kelly Nicholson who has been working alongside me these last few months; and who will be covering my leave next year.

The biggest PS project this year has been compiling the new Puppy School Intranet. This new system should be easy to search through, and will be the new guide to any documents related to PS.

This year, I also took on the role of Regional Manager for Oxfordshire and Gloucestershire and the team have been ever so welcoming. Special thanks to each and every member of my fantastic Positive Dog team who have all worked so hard to make this year in business such a success. Sam Negus, Becky Stickland and Coralie Wright will take over from me whilst I am on leave next year. I know the business will be in safe hands with them all as they continue with puppy classes, 121s, puppy parties, walks and recall workshops – thanks ever so much girls, I am so grateful to have you all.



On a personal note, we had a fantastic holiday in Iceland earlier this year. Reykjavík is a truly wonderful city and we were lucky enough to see the Northern Lights which were spectacular and a rare sight. I can highly recommend it if you can handle a cool -12 degrees!

Evie and I have been continuing our Clicker Gundog work with Helen Phillips and we've enjoyed some wonderful days with our Puppy School group of mixed breeds/mixed ability 'pretend' gundogs. Otto and Lilli showed us how it's done. Little Evie looks up to Otto (quite literally!)

2023 comes with much excitement! I'll be back in later in 2023, leaving PS Operations in Kelly's very capable hands. Thanks again everyone for such a great year, really looking forward to seeing you all and catching up again in 2023.

