

# Barking Mad – And Proud of It!

**Helen and David Woolley were eager to find a business they could run from their new home in Limassol, Cyprus, and were thrilled to discover a home-based enterprise with the bold name Barking Mad, which provides home from home pet care as an alternative to kennelling.**

“The business operates throughout the UK and as customers we were delighted with the attention to detail and high levels of service we experienced for our own dog. As soon as we arrived in Cyprus we could see a definite need for this service and jumped at the opportunity to open the first International franchise” said Helen and David.

“We are now able to combine our love of dogs with running our own business. We really enjoy meeting like minded people and being able to solve their pet care dilemmas, it gives us a tremendous amount of job satisfaction. Our customers have complete peace of mind knowing their pets are being cared for in a home environment similar to their own, whilst our host families are able to enjoy all of the benefits of owning a dog but on a part time basis. They say the best part about being a grandparent is that you have all the fun before handing the grandchildren back, and Barking Mad is the canine equivalent” says Helen.

‘The response so far has been amazing, we’ve been delighted by the number of people who have enquired about our unique service.’

Founder of the operation Lee Southern, developed the flourishing enterprise from an idea which was originally conceived out of sheer frustration when she failed to find suitable care for her own dog.

Amazingly, Lee discovered some pet owners simply did not go away if it meant leaving their pets behind. Recognising a definite niche in the market, she expanded the service from her base in Kirkby Lonsdale, Lancashire.

With heavy emphasis on professionalism and high standards, Barking Mad arranges accommodation for dogs and certain other pets in a genuinely caring environment with select host families, where their existing feeding and exercising routines are maintained. The outstanding success of the venture is due not only to the pets being extremely well cared for, but also because they are suitably matched with a host family whose environment is similar to their own. Many hosts are retired dog lovers who, having owned pets all their lives, do not wish to commit again to the full time responsibility of owning their own dog but miss the companionship. In line with the ambition to exceed expectations, Barking Mad operates a customer satisfaction and referral programme that enables them to carefully monitor the service they provide, whilst increasing their client base.

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