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## Features

### HOLIDAYS BACK ON THE MENU FOR LINCOLNSHIRE'S DOG OWNERS

For the region's thousands of dogs owners, making suitable arrangements for their canine companions can leave many chasing their tails and howling with frustration!

Relying on friends and family or choosing kennels, have historically been the most obvious choices, but what if these options are not available or suitable? How many of us actually admit to not going away when we'd like to for fear of leaving Fido? Research shows **only 10%** of dog owners use kennels and **28% are foisted** onto friends and neighbours – **33%** of whom would rather not have the responsibility!

All is not lost for dog owners in **Lincolnshire** however, as local company **Barking Mad** is taking the lead and offering a helping hand – or paw! **Jacqueline Chester**, who runs Barking Mad in Lincoln and across to the East Coast, provides a unique service, all about helping dog owners get away on hols - even short breaks.

Jacqueline explains: "Many of our customers in don't live near obliging family, or don't feel they can ask this level of commitment from a friend. For some, kennels aren't an option either, perhaps due to the temperament, age or health of their dog which means he/she requires special, one-to-one care.

"So I was thrilled when I came across Barking Mad. The idea is to provide home-from-home care for dogs while owners are away – in fact it has its own little holiday! We even accommodate those strange little extras such as a 'cup of tea' for the dog in the morning! Whatever its routine at home, that's what it gets while it's on its holiday!

"It's fun for the host families too, as many love dogs but can't have one full time due to their own circumstances. Usually the dogs return time and again to the same host too, which keeps the familiarity for both parties."

Anyone interested in finding out more about Barking Mad, should call – 01522 753413,

email [Jacqueline Chester](mailto:Jacqueline.Chester)

or visit [www.barkingmad.uk.com](http://www.barkingmad.uk.com)

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