



Source: Sleaford Standard
 Edition:
 Country: UK
 Date: Wednesday 8, November 2006
 Page: 27
 Area: 225 sq. cm
 Circulation: ABC 4829 Weekly
 BRAD info: page rate £1,165.50, scc rate £10.36
 Phone: 01529 413 646
 Keyword: Barking Mad

> durrants

Barking Mad ... and proud of it!

KERRY Wells was eager to find a business she could run from her home in Spalding, and was thrilled to discover a home-based enterprise, Barking Mad, which provides home-from-home pet care as an alternative to kennelling.

"I am now able to combine my love of dogs with running my own business," Kerry said.

"I really enjoy meeting like-minded people and being able to solve their pet care dilemmas. It gives me 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.

"I live at home with my partner Duncan and daughter Caroline.

"We have a three year old Jack Russell called Harvey. He is my best friend, my confidante and my loyal companion.

Advertising Feature

"Working from home means I can spend more time with him and also keep my eye if the post arrives when I am there since he has a habit of devouring it."

"The response so far has been amazing. I've been overwhelmed by the number of people who have enquired about our unique service."

The Barking Mad service is now available to pet owners in Lincolnshire.

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.

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.

● Kerry Wells can be contacted directly by telephone on 01775 720382 or by email at kerry.wells@barkingmad.uk.com



ABOVE: Kerry Wells cuddles her canine chum.

