

Jo's Suffolk Dog Walking



Welcome to Jo's Suffolk Dog Walking

Thank you for choosing Jo's Suffolk Dog Walking. This onboarding pack ensures we have everything needed to provide safe, stimulating and fully personalised care for your dog. Please complete all sections prior to your dog's first booking.

Our ethos

At Jo's Suffolk Dog Walking, we know every dog is different—and that's exactly how we treat them. We take the time to get to know your dog's personality, routine, and what makes them happiest, so every walk feels just right for them. Whether your dog loves a big adventure, needs a confidence boost, or prefers a slower, more relaxed pace, we tailor every outing to suit their needs. We're fully insured, reliable, and genuinely care about what we do—but for us, it's about more than just a walk. It's about making sure your dog comes home happy, stimulated, and content. From peaceful woodland trails in Rendlesham Forest to riverside walks along the Deben, and open spaces such as Melton Park, Sutton and Martlesham Heath, each location is chosen to provide engaging and enriching experiences that leave your dog content and fulfilled.

About Jo

Having lived in Suffolk for over 30 years, Jo has raised three children alongside a fulfilling career in education, first as a teacher and later in teacher education. Dogs have always been an important part of family life—especially their rescue dog, Roswell—and have long appreciated the positive impact they have on wellbeing and connection.

Two years ago, Jo made the decision to follow that passion and began dog walking. Inspired by the dogs she met and their wide range of individual needs, Jo decided to establish a locally run service dedicated to supporting dogs and their families. Today, she offers personalised walks tailored to each dog and owner, taking the time to listen, building a clear understanding of every dog's personality, routine, and preferences. Your dog's welfare and happiness are always at the heart of what we do.

Client Contract

- 1 Services provided
- 2 Owner responsibilities including health, behaviour and equipment
- 3 Safety & Behaviour
- 4 Walker responsibilities and duty of care
- 5 Payment terms and cancellation policy
- 6 Insurance and Liability
- 7 Keyholding
- 8 Weather Policy
- 9 Risk Assessment
- 10 Data Protection and GDPR Policy
- 11 Consents and Permissions:
 - Emergency veterinary treatment
 - Off lead walks
 - Use of photos/videos
 - Transport consent
 - Key holder disclaimer and waiver of liability

SERVICE AGREEMENT

1. Services Provided: Jo's Suffolk Dog Walking agrees to provide professional dog walking services as arranged with the client. Walks may be solo or small group and tailored to suit your dog's needs – see table below:

WALKS	
<i>7 days a week including school holidays. Not normally bank holidays or Christmas.</i>	
All walk times include collection, return to house, washing of paws and settling dogs in.	
Small group walk (up to 4)	£15 per hour
Solo walk	£18 per hour additional dog from same family + £7
Personalised walk for senior, reactive, anxious dogs or dogs recovering from injury	£20 per hour or personalised, message for quote
Drop in visits: for dogs, cats, other pets for company, play, food and comfort	£10 for up to 30 minutes depending on individual requirements
Puppy Walks and visits:	£12 for up to 30 mins
Pet Taxi – vet, grooming appointments	Quote based on mileage and number of journeys, message for quote
Monthly payments in advance:	Loyalty bonus of 1 free group dog walk to be taken within the month after payment. Minimum of 6 walks a month.
3 walks or more in 1 week	10% discount

Personalised Walks: Not every dog thrives in busy group environments, and that's okay. We specialise in providing calm, structured walks for reactive, anxious, or sensitive dogs who need extra patience and understanding. With careful route planning, appropriate spacing, and a consistent handling style, we create a safe and controlled experience that builds confidence over time. Each walk is tailored to your dog's triggers and comfort level, helping them feel secure while still enjoying enriching outdoor adventures.

Puppies: Need more than exercise - they need guidance, structure, and positive early experiences. Jo's Suffolk Dog Walking offers puppy-focused visits designed to support early socialisation, confidence building, and basic lead skills in a safe and controlled way. We tailor each outing to your puppy's age, vaccination stage, and energy levels, helping to lay strong foundations for future behaviour. Our goal is to support you during those crucial early months while ensuring your puppy grows into a confident, well-balanced adult dog.

Flexible walking times: At Jo's Suffolk Dog Walking, we understand that families have different needs and routines can be a priority which might mean different walking requirements for your dog. With 20 years of experience working in education, including supporting vulnerable people, we understand that dogs are often a huge source of comfort and emotional support within the home. Our personalised approach ensures your dog and family routine is respected and maintained to support the whole family.

Prior to starting regular walks: A meet and greet is necessary to assess your dog's temperament and discuss needs. It is important that your dog(s) and us are a good fit. We would love to go on a short walk with you and your dog to ensure we are fully prepared for their first outing.

2. Owner responsibilities including health, behaviour and equipment

Dogs must be vaccinated, microchipped, and treated for fleas and worms. Owners must disclose any medical conditions or behavioural concerns. In the event of illness or injury, veterinary care will be sought and the owner contacted immediately. Owners must provide secure access to property, suitable walking equipment, and accurate information about their dog. Dog is not aggressive unless disclosed.

3. Safety & Behaviour

All dogs will be assessed before group walks. Jo's Suffolk Dog Walking reserves the right to refuse or withdraw services if a dog poses a safety risk. Dogs showing aggressive behaviour may be refused or moved to solo walks; biting incidents may result in immediate termination. Use of muzzles only with owner consent.

4. Walker responsibilities and duty of care

All dogs will be assessed before group walks. Jo's Suffolk Dog Walking reserves the right to refuse or withdraw services if a dog poses a safety risk. Dogs showing aggressive behaviour may be refused or moved to solo walks; biting incidents may result in immediate termination. Use of muzzles only with owner consent. Aggressive, unsafe or undisclosed behaviour may result in service withdrawal.

5. Payment terms and cancellation policy - Fees are agreed in advance.

- Weekly Bookings: Invoiced weekly in advance.
- Monthly Bookings: Invoiced on 1st of month in advance. Payment due within 3 days.
- PAYGO Pay as you go: payment due at booking.
- 24 hours' notice is required for cancellation to avoid 25% charge; late cancellations may be charged.
- Less than 24 hours' notice or same-day cancellations are charged in full.
- 7 days' notice required for holidays.
- Late payments may result in suspension of services.
- Termination of arrangement – 7 days' notice.

Jo's Suffolk Dog Walking Bank Details

- Account Name: Joanne Seller
- Bank Name: National Westminster Sort Code: 601507 Account Number: 65456602
- Payment Reference: Please use your dog's name

6. Insurance and Liability

Jo's Suffolk Dog Walking holds valid public liability insurance. While every care is taken, we cannot be held responsible for incidents outside reasonable control or undisclosed behavioural issues. At Jo's Suffolk Dog Walking, your dog's safety is always my highest priority. For added reassurance, we hold comprehensive Public Liability Insurance.

Public Liability Provider: Pet Business Insurance Policy Number: ACE036937

What This Means for You

Public Liability Insurance protects both you and Jo's Suffolk Dog Walking in the unlikely event that:

- Your dog causes injury to a third party while in my care
- Your dog causes damage to property during a walk
- An accident occurs involving a member of the public while your dog is being handled by us

This cover ensures that, should something unexpected happen, there is financial protection in place. It means you are not personally exposed to unnecessary risk while your dog is in our care.

What This Means for Jo's Suffolk Dog Walking

For a business owner, liability insurance:

- Protects the business from significant financial loss
- Ensures legal and compensation costs are covered if a claim is made
- Demonstrates professionalism and responsible practice
- Allows me to operate confidently and safely

Added Reassurance - Insurance is just one layer of protection. We also:

- Carry out route risk assessments
- Use safe, appropriate walking equipment
- Maintain small, manageable groups
- Always carry emergency contact information
- Follow clear safety procedures
- Carry First Aid Kit

While incidents are rare, being properly insured ensures that both you and your dog are protected, giving you confidence and peace of mind when you hand over the lead.

7. Keyholding - Keys are stored securely and coded. Properties will always be left secure after visits. (see permissions & consent)

8. Weather Policy - Walks may be adjusted during extreme weather to prioritise your dog's safety and wellbeing

9. Risk Assessment

- All walking routes are assessed for traffic, livestock, water hazards, and terrain safety.
- Dogs are transported safely in secure, ventilated crates or harness systems where applicable.
- Weather conditions are monitored to prevent overheating or cold-related risks.
- Leads are used unless safe, agreed off-lead recall has been demonstrated.
- Emergency contact details are always carried.
- First aid kit carried on all walks.

10. Data Protection and GDPR Policy (see Consents & Permissions)

- Jo's Suffolk Dog Walking collects and stores client information solely for the purpose of providing dog walking and daycare services. Information collected may include contact details, veterinary information, dog care requirements,
- Data is stored securely and never shared with third parties without consent unless required by law.
- Clients may request access to, correction of, or deletion of their data at any time.
- Personal information is retained only as long as necessary to provide services.
- We are committed to handling your data responsibly and in line with UK GDPR regulations
- Information is stored on a password protected device.

11. Consents and Permissions:

Emergency veterinary treatment

Emergency Veterinary Release	
I authorise Jo's Suffolk Dog Walking to seek emergency veterinary treatment if I cannot be contacted immediately and understand that I am responsible for any fees incurred.	
Veterinary Practice name and address	
Vet Phone Number	
Medical conditions/allergies	
Current medication	
Owner Signature	Date
Client Insurance Details (if applicable)	
Insurance Provider Policy Number	

Off lead walks I give Jo's Suffolk Dog Walking consent to take my dog on off lead walks to trust that this will be done in a safe environment. I confirm that, to my understanding, my dog is trustworthy and non-aggressive off the lead and has good recall. I realise that there are certain risks involved with off lead walks and that I will not hold Jo's Suffolk Dog walking responsible in any way should harm befall my dog

Use of photos/videos I give consent for Jo's Suffolk Dog Walking to post some of the walks on Instagram/Facebook/website which may include pictures and videos of my dog. (We will never post owners names or addresses but may refer to the dogs by name in our posts)

Transport consent - I consent to my dog being transported by Jo's Suffolk Dog Walking to the veterinary practice listed above or, if necessary, the nearest emergency veterinary provider. This is simply in place to ensure your dog can receive immediate care if ever needed. I will always act in your dog's best interests and keep you fully informed.

Key holder disclaimer and waiver of liability I hereby entrust the keys to my property and the care of my pet to Jo's Suffolk Dog Walking and I understand that we will not be liable for claims in relation to legal actions, loss, injury or damage of any nature, which I or my pet(s). I specifically without limitation, agree to full indemnify Jo's Suffolk Dog Walking for all such liability for claims in relation to legal actions, losses, injury or damage.

I declare that I have read, understood and agree to the statements in Jo's Suffolk Dog Walking terms and conditions. I give Jo's Suffolk Dog Walking permission to administer basic first aid on my dog and to call/visit the nearest vet in the event of an emergency.

Client agreement and signature: _____

Print name: _____

Date: _____

Client and pet details:

Behaviour & Handling Assessment	
How does your pet respond to new people (aggressive, fearful, territorial, happy)?	
How does your pet respond to other animals?	
Has your pet ever bitten a person or another animal?	
Please provide details of any cues or commands your dog responds to when walking/in the home.	
Is your pet possessive over food/water/toys?	
What is your pet's personality (shy, possessive, dominant, obedient, excitable)?	
Recall reliability: Excellent / Good / Needs Work	
Any history of aggression, anxiety or reactivity? Does your pet have any known triggers?	
Where would you like your pet to be returned to (crate, room or allowed to roam)?	

Client Details

Owner Name and Address:	
Primary Contact Number:	
Secondary Contact Name and Number:	
Email:	
Dog Name:	
Breed:	
Date of Birth	
Sex	
Does your pet have any known medical conditions or allergies? If yes, please give details	
Vaccinations up to date: Proof of Vaccinations sent to Jo's Suffolk Dog Walking?	
Microchip Number	
Spayed/Neutered	Yes / No