

# ENHANCE EMPLOYEE WELL-BEING WITH BRUCE'S



**Bruce's**  
Unleashing happiness 

# WHO ARE WE?

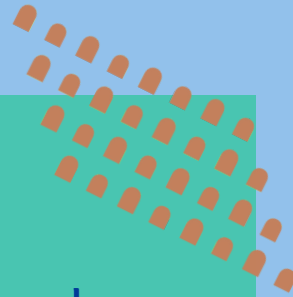
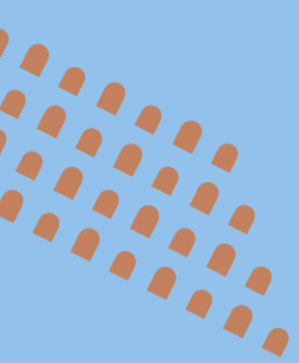
Bruce's Award Winning Doggy Day Care

## At Bruce's, your dog is our pride and joy!

At Bruce's Doggy Day Care, we've been unleashing happiness and enriching the lives of dogs (and their families) for over 15 years. Our unrivaled combination of passionate expertise, social fulfillment and dedication to dog enrichment makes us recognised leaders of doggy day care in the UK. Bruce's dogs spend their days making new friends and enjoying acres of safe, private fields with top-notch facilities including heated log cabins, natural play equipment and sensory zones - all overseen by a team of fully trained, dog-loving carers. Dogs are collected in our bespoke doggy buses or dropped off by their owners, ready for a fulfilling day.

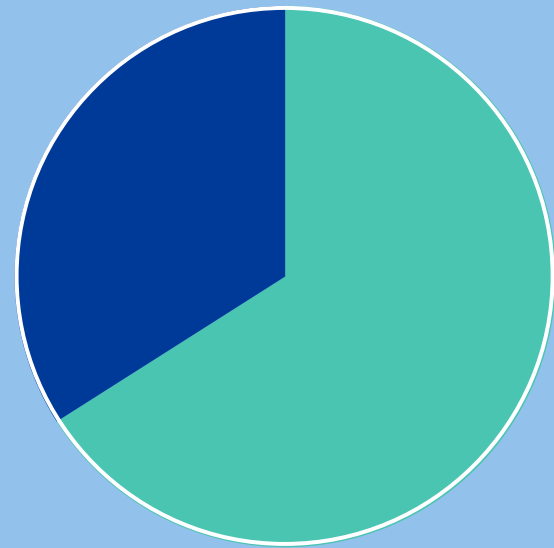
## Why Bruce's?

- 🐾 Doggy bus chauffeur service for those dogs who like to ride to and from day care VIP style!
- 🐾 Feasts for the senses through environmental, habitat, sensory and food-based enrichment
- 🐾 Spacious outdoor and indoor play areas for tail-wagging adventures
- 🐾 Play groups selected through similar size, temperament and energy levels so that every dog has a safe woof-tastic time!
- 🐾 Stay in touch with our easy booking app, including photos of your dog's day care adventures



# THE CURRENT LANDSCAPE

## The “Pandemic Pup” Problem



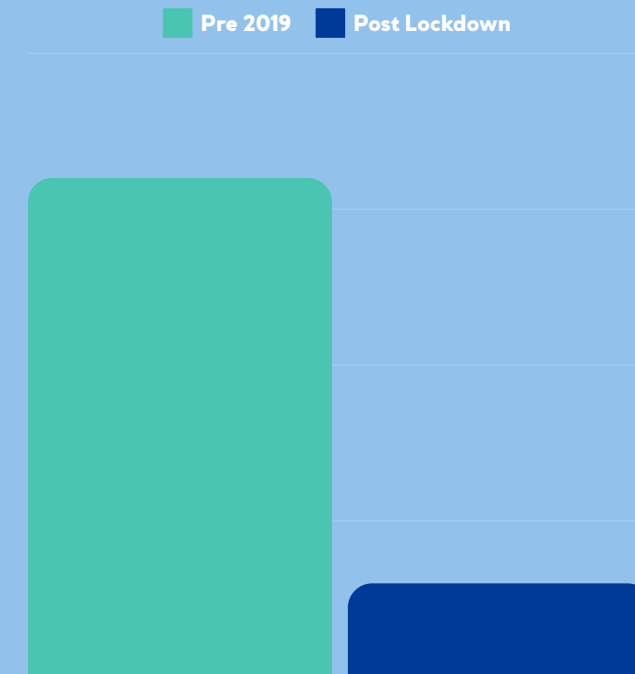
**34% of UK Households Own a Dog**

Statista - Dog population in the United Kingdom (UK) 2011-2023



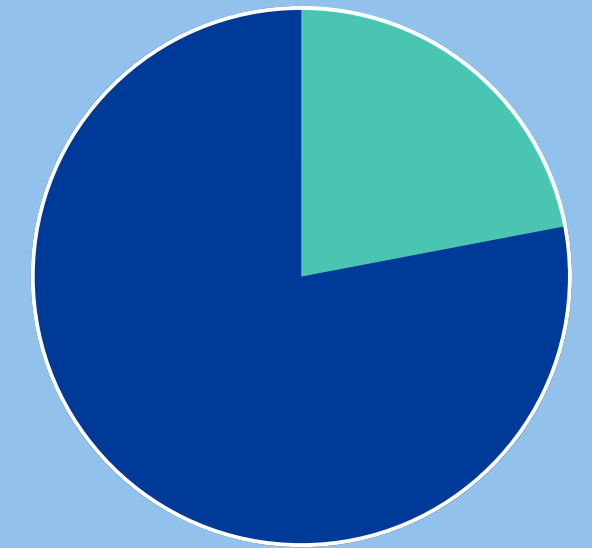
**3 Million Pets Bought Over Lockdown**

Pet Food Manufacturers' Association



**Pre-pandemic, 16% of owners felt comfortable leaving their dog alone for six hours+ a day, now only 3% would – a huge decrease of 80%**

Employer News 2021



**78% of ‘pandemic pups’ showing signs of separation anxiety since owners returned to the office**

YuMove

# WORKPLACE WORRIES



92%

of companies have some kind of mandatory in-office policy

Evening Standard

40%

of new dog owners completely avoiding office

Employer News 2021



**Higher staff turnover and reputational risks for employers who don't support dog-owning employees in 2024.**



## THE CURRENT LANDSCAPE

**Legal and practical issues of having dogs in the office\***

**Employees must fund daytime care if dogs can't come to the office**

**Dog day care costs around £3.2K per annum\*\***

\*Source: Osborne Clarke

\*\*For two days a week in the South East

# THE SOLUTION

## Bruce's Doggy Day Care as an Employee Benefit



### Subsidised Doggy Day Care:

Similar to subsidised gym membership, travel, and childcare  
Employer contributes to the cost, reducing the financial burden on employees

Can be offered to all staff or as a reward for performance/eligibility criteria



### Implementation:

Cost-effective for business park owners or employers to collaborate  
Fund a 'doggy bus' for transporting dogs to and from day care sites

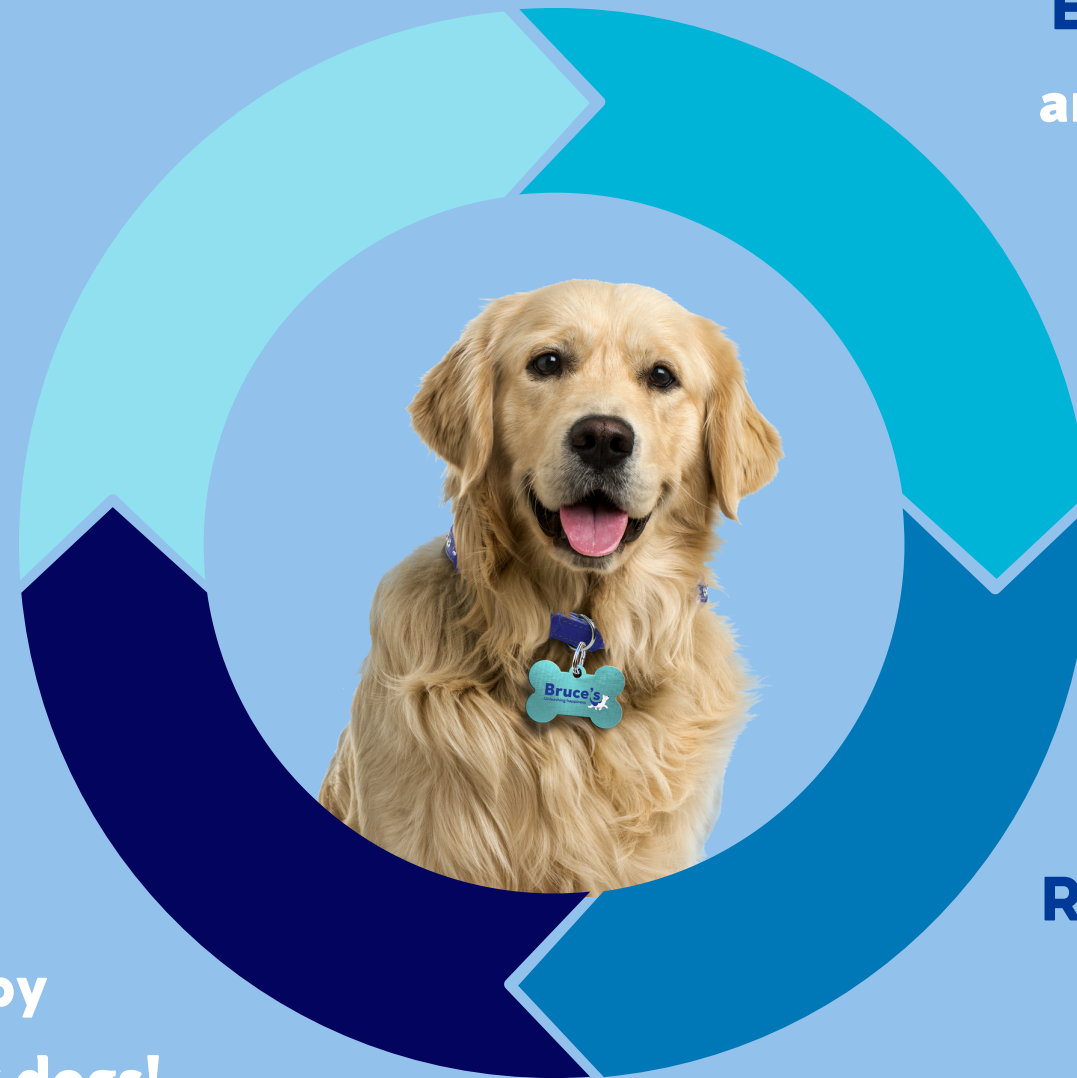
Benefits: Dogs enjoy acres of space, socialisation, and enrichment, returning home happy and tired



# THE BENEFITS

For Business Park Operators and Employers

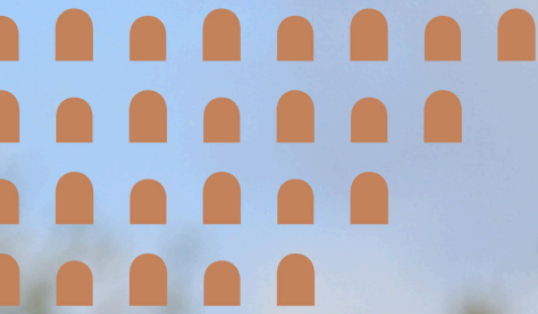
**Supportive Message:** Demonstrates commitment to employee well-being



**Employee Satisfaction:** Reduces stress and improves morale, leading to higher productivity and retention

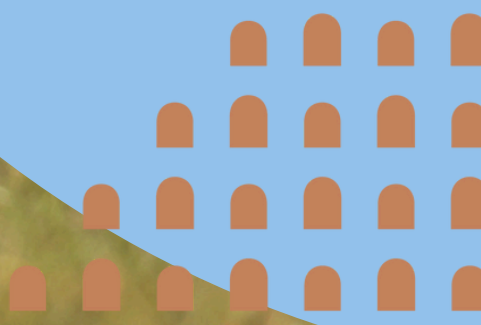
**Reputation:** Attracts and retains talent, especially dog-owning employees

**Positive Office Environment:** Happy employers with employees with happy dogs!



Investing in doggy day care is a win-win: employees get peace of mind and employers benefit from a more engaged and satisfied workforce.

Bruce's is ready to partner with you to enrich the lives of your employees and their dogs.







**£10K**

(+VAT) p/month

Designated doggy bus  
for a £6K less than  
standard cost



**80**

Employees p/week

Doggy bus has  
capacity for up to 16  
dogs per day =  
benefiting up to 80  
employees per week



**3+**

Ways to split costs

Business park  
owner/operator

Single or multiple  
tenants

Employees (through  
salary deduction)

## PRICING OPTIONS

High level costs & examples

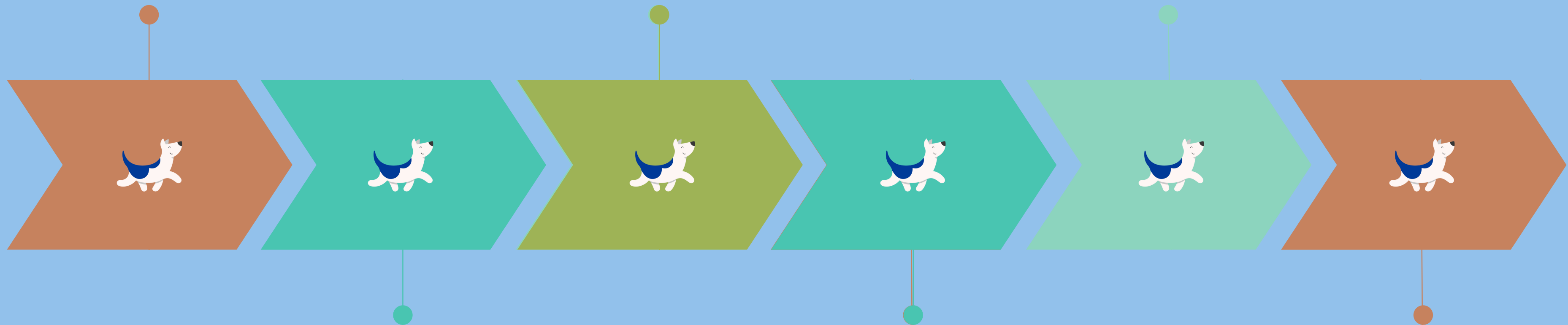
# EXAMPLE 1

## Sole tenant funded

Tenant pays £10k p/month for own allocated doggy bus

Tenant deducts £29 from each employee's salary for each day that they were allocated a space on the bus that month

If 80% of the spaces are filled, the cost to the tenant is c.£2k per month (and employees still benefit from the reduced cost)



Tenant invites employees to apply for a space on the bus and allocates the spaces each month

If all spaces are filled, the cost to the tenant is nil and the employees benefit from a very substantial discount on the cost of day care

The eventual cost to the tenant depends on level of employee take-up

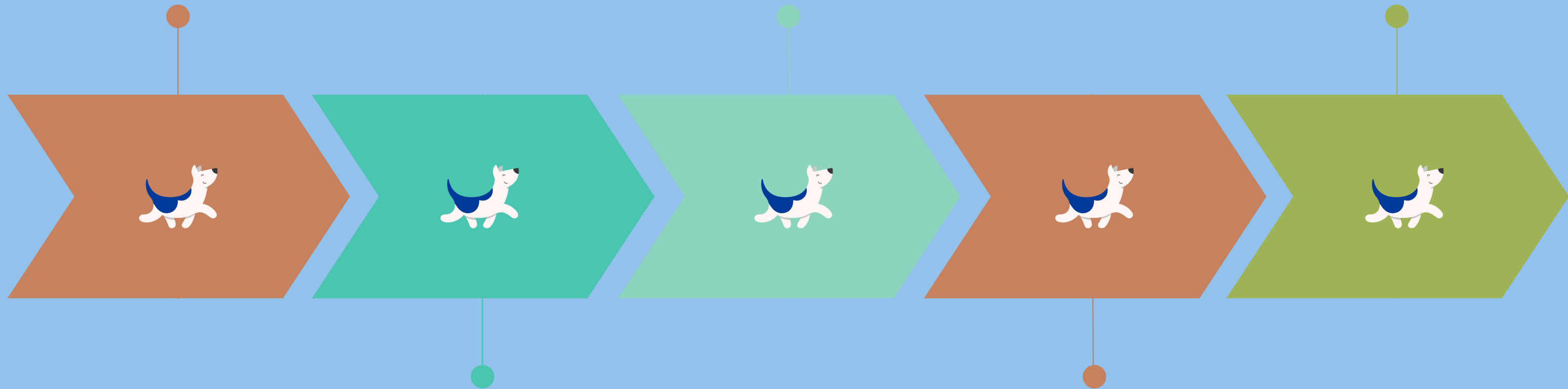
# EXAMPLE 2

## Multiple tenant funded

5 tenants pay £2k p/month and allocate a day each on the bus (to encourage office attendance that day)

Tenant 3 deducts £29 per day from each employee allocated a space, and all spaces are filled.  
Tenant cost is nil

Tenant 5 deducts £20 per day from each employee that uses the service, but only 75% of spaces are filled.  
Tenant cost = c.£1k p/month



Tenants 1 and 2 provide the service to their employees for free. Tenant cost = £2k p/month

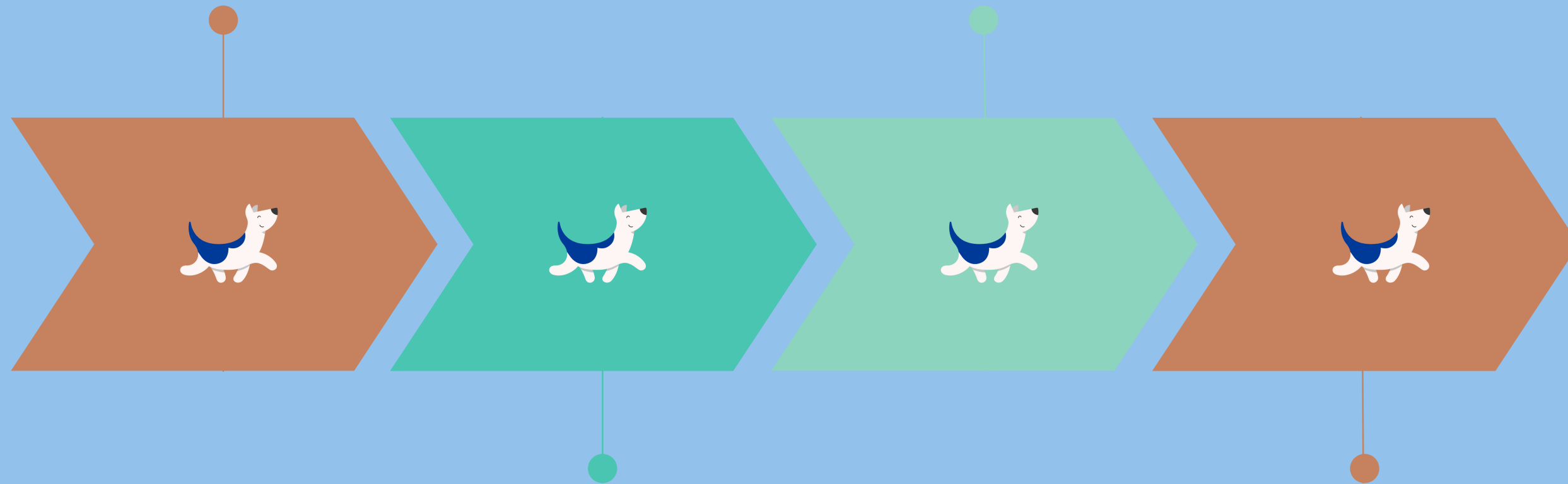
Tenant 4 deducts £20 per day from each employee allocated a space, and all spaces are filled. Tenant cost = c.£600 p/month

# EXAMPLE 3

## Business park subsidies

Business park operator pays  
£2k p/month each for 4  
spaces on the bus each day

Tenants deduct £29 per day for  
each employee allocated a space  
on the bus.



4 tenants pay £2k per month  
each for 4 spaces on the bus  
each day

If each tenant only fills 75% of  
their spaces, the cost to each  
tenant is c.£115



[www.bruces.dog](http://www.bruces.dog)

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