

Part One- Business Brochure

Part Two- Research into business plan.

AI was used to create my business logo . It was created by using chatGPT on the 17th February 2026.

Business Brochure-

https://1drv.ms/p/c/eb780e94865e9b54/IQBI9VgXS9RnSqt6qu37mm_TAS1fWPguMt2XRQiSv7LYQkc?e=BDHfmB.

Introduction

Establishing a wellbeing dog which visits early years settings acts as a positive ,impactful venture because it addresses the critical window of children's social and emotional development through using the Animal Assisted Intervention(AAI) programme. John Bowlby's attachment theory(1960) also links to a wellbeing dog as it provides a secure base for children which are navigating the significant transitions of going from a home environment to a setting environment, effectively reducing cortisol levels which are associated with separation anxiety . The business has also taken inspiration from Dr Boris Levinson's and his dog , Jingles and the benefits that Jingle had on Levinson's own child who was non verbal. There is also specialist documents included in establishing a wellbeing dog business to ensure the safety of all participants. The wellbeing dog business strives for a positive outcome on children's development not only cognitive but the other factors included.

John Bowlby's attachment theory(1960) in early years emphasizes that children are biologically programmed to form deep bonds with consistent caregivers to ensure their survival and development of their health , emotional and social skills. Having a wellbeing dog business serves as a vital extension of the security base mentioned in John Bowlby's attachment theory , the security base provides young children with a predictable, non judgemental that helps aid children in emotion regulation. Children in the Early Years Foundation Stage(EYFS) are in the period in which is critical for developing the internal working models of trust , a wellbeing dog acts as a safe

haven given children the confidence in which some humans may not provide . Interactions such as petting or quiet companionship can lower cortisol levels which decreases a child stress levels which will then support for better cognitive functioning and also regulates emotion which is important for a child's development as their are going through a journey of understanding emotions . A wellbeing dog also helps in increasing oxytin levels , oxytin levels at a higher level enhance a child's fostering of a secure attachment this is what they will seek with a wellbeing dog, improve their socio-emotional development as well as decrease stress levels. The oxytin is also known as the love hormone and helps with the promotion of trust, empathy and better adaption to new places or settings. These factors are also crucial for emotional regulation, bonding and also brain development. Fostering these secondary attachment bonds, introducing a wellbeing dog business will help children build a resilience and confidence that they need to form successful future relationships and explore their environments.

For children in the early years who have Additional Learning Needs(ALN) a wellbeing dog is especially important as it provides for a non judgemental , consistent attachment figure that allows ALN children to bypass the social and communication barriers that they would otherwise face with humans. Children that specially suffer with autism or Attention Deficit Hyperactivity Disorder(ADHD) often face challenges with human social cues finding them complex and overwhelming, however dogs can communicate in simple ways that the children will find easier to understand. As mentioned previously , the wellbeing dog will create a security base and this is an important emotion for children who are ALN. A wellbeing dog can also act as a patient , non-corrective listener for children who suffer with their speech and language, the wellbeing dog uses these skills to encourage the children to practice their vocabulary as well as vocalisations without the children fearing that they are failing. It may also encourage children to attend school and engage in tasks if they know they will see the wellbeing dog as a reward. A school in Birmingham named the Forest Oak School created this quote and it is very relevant to the benefits of a wellbeing dog for children with ALN. **"Dogs give unconditional acceptance, as they are non-judgmental, which is especially crucial to struggling, emerging readers."** Forest Oak School(N.D).

The work of Dr Boris Levinson and his personal dog Jingles , marks the historical birth of animal assisted interventions and remains a relevant factor to modern day early years settings. Levinson discovered his breakthrough of the importance of a wellbeing dog to breakdown social barriers for early years children . He used his own personal dog , Jingles to especially break down emotional barriers of a withdrawn, non verbal child which previously had been unreachable through traditional therapy. In the context of early years , the Jingles affect(1961) is vital as it provides a non threatening bridge between the child and their new , often overwhelming , educational environment. For younger children , especially children with additional learning needs(ALN) a wellbeing dog acts as a transitional object that offers the

children unconditional and non judgemental support. This will then reduce a child's perceived threat of social interactions , as well as lowering cortisol levels and creating a state of physiological calm. By taking into consideration of Levinson's findings, having a wellbeing dog in an early years settings does not just provide a pet, it also provides a co-educator that facilitates communication, builds trust, and helps children develop the emotional resilience necessary to navigate their first major life transitions.

In an early years setting, a comprehensive temperament assessment is a vital key in safeguarding which ensures that the wellbeing dog is psychologically suited for the unique pressures of an early years setting. Unlike the standard obedience , this assessment specifically evaluates a dog's resilience and recovery rate when faced with the early years settings that could be a challenging environment with high paced movements and abnormal noises. For the children to view the wellbeing dog as a secure base , which John Bowlby's attachment theory(1960) the wellbeing dog must remain a predictable and calm anchor, never reacting with fear or hyper arousal to unpredictable movements, which may occur with children that have heavy hands when petting. However from a more animal welfare perspective , the temperament assessment ensures the dog genuinely enjoys the interaction in the early years settings , rather than just merely tolerating it, this will prevent the build up of hidden stress that could lead to a wellbeing dog's burnout or even to an incident such as a bite. By conducting and documenting these assessments , a wellbeing dog visiting early years settings provides the professional accountability and duty of care which is necessary to gain the trusts of the settings, practitioners , parents as well as the children.

Whilst the wellbeing dog will be visiting early years settings an enhanced DBS check is a legal and necessity documentation to have . This ensures that handlers who are involved meet the safeguarding requirements needed when visiting an early years setting and working with children. Whilst the wellbeing dog provides the therapeutic benefit, the handler remains the primary adult responsible for managing the interaction and often works in close proximity to vulnerable children including those with Additional Learning Needs(ALN) . Having an enhanced DBS check is a non-negotiable component of any early years setting's statutory safeguarding duties , providing essential peace to a manager or an early years setting as well as the practitioners as well as the children's parents. Maintaining a current DBS certificate demonstrates professional accountability and aligns the wellbeing dog business with the Keeping Children Safe in Education(KCSIE)(2014) framework.

Using the Animal Assisted Intervention(AAI) in early years settings provides a structured , goal-oriented approach to supporting a child's emotional, social , and cognitive development. In this stage of development for children it can prove to be a sensitive stage , a wellbeing dog acts as a bridge for children's learning , helping children meet the Early Years Foundation Stage(EYFS) milestones, particularly with their Personal, Social and Emotional Development(PSED).Unlike a standard pet

visit, a professional AAI service ensures the wellbeing dog facilitates to certain outcomes, such as improving a child's speech and language through activities such as reading to the wellbeing dog, or even to enhance motor skills through gentle grooming tasks. Creating a secure attachment bond, the wellbeing dog reduces the cortisol spikes that can be associated with children that suffer with separation anxiety or being in new environments, this creates a safe haven which children need to be able to engage more deeply with their curriculum as well as other children and adults.

Newport city council offer business a grant , my wellbeing dog business can apply for up to £5000 as the business will be located around Newport city centre. This grant is particularly relevant for using early years settings as it can cover 50% of the costs for relevant equipment such as specialist AAI harnesses and sensory tools, or could be helped towards ICT and marketing to help build a professional website that highlights the businesses KCSIE compliance. By utilizing the funding to invest in professional temperament assessments and specialist insurances, the business demonstrates the businesses accountability required to partner with local early years settings. This aligns the grants application with Newport City Council's focus on social and wellbeing in the early years which also mirrors John Bowlby's Attachment Theory(1960) principles , this then allows the wellbeing dog business to position itself as a high value community investment that support the city's long term educational goals.

Social Business Wales(2026) provides essential support for entrepreneurs setting up a wellbeing dog in early years settings. This grant focuses on business that are socially based. Through their New Start Programme they offer fully funded consultancy on legal , governance and business planning to ensure that the wellbeing dog business meets the KCSIE safeguarding standards. Furthermore a social business structure can also unlock other funding streams such as the Social Start Up business grant which can be up to £12,500.

To operate a professional wellbeing dog business such as Paw-sitive Growth within the early years settings, specialised insurance is a non-negotiable requirement that is different to standard pet insurance. Most importantly any business that is based around wellbeing dogs in early years settings must hold Public Liability Insurance , that specially cover animal assisted interventions(AAI) and working with children. Holding this insurance will cover against accidental injury or property damage caused by the wellbeing dog in a busy early years setting . Additionally, Professional Indemnity Insurance is essential to cover the expert advice and therapeutic guidance we provide as a practitioner. Under the Keeping Children Safe In Education(KCSIE) framework , all early years settings are require to verify these policies as part of their statutory risk assessment process. Ensuring this high level of insurance and cover not only ensures legal and financial accountability but also reinforces the reputation of the business as a trusted secure base for children and staff in the Newport Community.

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