



Advisory Board Pack 2022



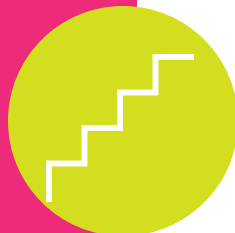


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For a video
summary of
Paws and Pause
please watch:

<https://www.youtube.com/watch?v=tuLOP7h9aB0>



BUSINESS OVERVIEW

Legal name: Paws and Pause Ltd

Business address: 514 Ridgeway road, SW9 7EX

Company Number: 13131042

VAT Number: 385835745

Contact details: hello@pawsandpause.co.uk

Company Structure: Limited Company with Jodie Larsen and Grace Beards (the founders) as equal share directors. Incorporated in January 2021.

The Business

Paws and pause is a social enterprise dog day care established in September 2019.

We look after owners dogs whilst also delivering traineeships for people in long term unemployment due to mental illness and substance addiction. Paws & Pause advocates that animals, and in particular dogs, are a catalyst to engaging people living with mental health difficulties and/or substance use challenges as part of their recovery journey. We are passionate about the connection between dogs and the improvement of well-being for everybody and we engage in promoting this fact to the wider public. Paws and Pause is revolutionising the way we look at unemployment within this disenfranchised group.

Our cash flow and financials demonstrate the business is financially solid and has huge potential to spread across London.

Major demographic, economic, social and cultural

With three months covid closures the business has now reached capacity as of October 2020. The market for dog daycare is huge and South London is largely under-served.

Next Steps

To expand Paws and Pause by moving to a second and third premises and investing further in the local community . Increasing the number of dogs would allow us to increase the number of trainee placements we could offer and employ an extra 14 people.

INTRODUCTION

We create an environment where animals are the tool for learning , increase engagement in therapeutic services, act as a tool for long term recovery and also enable access to employment and further education.

Our dog day care service allow owners to choose a socially responsible brand and feel good about day care. Paws and Pause is a brand that prides itself on providing a loving, caring environment for dogs, peace of mind for the ethical owner and is supportive of its local community.

For those who find communicating with others, building relationships, being motivated and having self-worth a battle every day, Animal Assisted Activities could be the facilitator to change this.

"The great thing about animals is they don't have a preconceived notion of people," says Dr. Henry Feldman (Division of General Internal Medicine at Harvard-affiliated Medical Center).

"They provide unconditional love, which encourages interaction and helps people feel more confident."

From our experience of working with clients in recovery we know that animals are a real motivator to engage in an activity as animals don't have the same preconceptions and judgements about us that people do. There is a distinct lack of opportunities for people with mental health and substance misuse needs to participate in activities with animals to support personal development through education, volunteering and learning soft skills.

About us

We met working for a homeless charity - were a team of two for three years delivering a recovery programme for people recovering from substance use. During this time we formed the concept of Paws and Pause as we highlighted a lack of sustainable routes into employment for people in recovery and limited animal based opportunities.

With a passion for entrepreneurship and wanting to create a business that is not only profitable but delivers social impact, Paws & Pause was born. Paws & Pause is filling a gap in the market for city based day cares. For us, it was really important that our business was firstly profitable, scalable and would provide a setting for our Trainee Programme.



MISSION AND VISION



Vision

People living with mental ill health and substance misuse addictions to have access to a choice of employment and training support in an environment that works for them. Combining recovery with personal development, improved wellbeing and canine care.

To be a leader in social enterprise dog daycare and dog care initiatives.



Mission

To provide a premium dog day care service that focuses on fun and trust.

To provide training and employment opportunities in a therapeutic and animal based workplace to support people into their next steps of work or further education or self employment.



Values

Fun - we believe in creating a fun environment for dogs, staff and trainees!

Safe & Supportive- a safe place for dogs and our trainee's to learn. Our customers can rely on supportive feedback from our team .

Community - we care about being local and the impact we have on our community; Good Dogs do Good Deeds.

Innovative - Our approach to a new kind of city-day-care and our approach to employability is breaking the mould.



Diversity and Inclusion

We strive to have a team which is actively inclusive and values how a diverse workforce strengthens a team.



Objectives

- Delivering a high-end dog care business that generates a sustainable income
- Provide a caring and loving environment for the dogs
- Ensure the highest safety and welfare standards for dogs
- Engage with people with Mental Health and Substance Misuse difficulties
- Provide routine, confidence transferable skills for volunteers
- Promote change from negative patterns to positive healthy ones
- Reduce unemployment in those living with mental illness
- Alternative to mainstream employment and recovery and route



GROWTH PLANS

Paws & Pause aims to replicate its model across London and cities across the UK.

Our aim is to have 3 sites operational by the end of 2022

3 sites at capacity by the end of 2023

6 Sites operational in London by 2025

10 Sites. with 4 in cities across the UK by 2027

2022 - 2023 Plans

In 2022 Paws and Pause plans to establish two additional sites in South London.

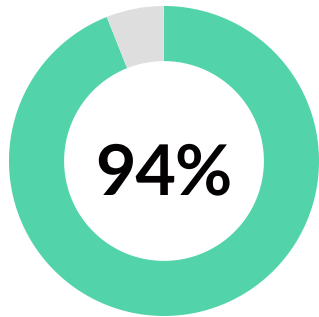
- We will create 10 new Full Time Roles

SOCIAL IMPACT GROWTH PLAN

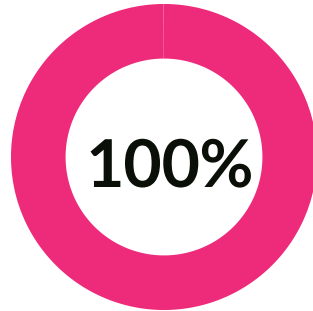
In 2022 we aim to increase our capacity for Trainee placements by 50% and by the end of 2023 150%

In addition we aim to create **10 rolling 'move on' placements** at any one time for Trainees who are graduated and wish to extend their placement by 3-6 months for **more work specific experience** (this will take place at our current site - Ridgeway road)

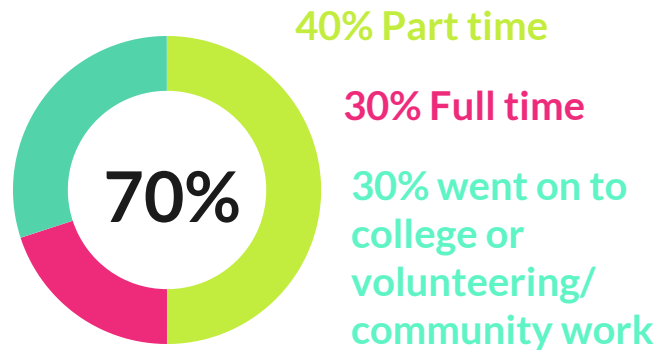
SOCIAL IMPACT NOV 19 – PRESENT:



Attendance



of Trainees completed a course while on the programme



Gained employment during or after one year of their placement

Social Impact Jan 21 – Dec 21:

270

Placement days attended

4

Trainees are now paid employees of Paws & Pause

50%

of our placements this year have been ringfenced for Trainees who identify as Black

9

Jobs starts

17

Trainees worked with

23

Wellbeing and employability workshops have been delivered

15

Courses completed



Paws & Pause

Social enterprise dog day care



WE ARE NOW RECRUITING AN ADVISORY BOARD

WHAT

We are looking to recruit a number of Advisors to the board of our social enterprise to support the next exciting stage of our business as we grow.

WHO

We particularly would like individuals with the following skills and experience to apply:

- Business strategy- with experience in growing a business
- PR/ Marketing
- Social impact expertise
- HR/ People/Growing Teams

HOW

Email us for the Role Pack!

We are committed to diversity on our board and welcome applications from any individual who meet the job description and is interested in joining our organization.

www.pawsandpause.co.uk @pawsandpause

For more information on the role please email: hello@pawsandpause.co.uk



Paws & Pause

Advisory Board Role Description

ROLE DESCRIPTION

Role title :	Advisor
Appointed by:	Current Directors in accordance with their Memorandum and Articles of Association
Location:	Advisory board meetings usually take place near Paws & Pause in South London in the working day, on a bi-monthly basis but access via Zoom available (in person preferred)
Remuneration:	Paws and Pause is a social enterprise and therefore would expect its Advisors to be engaged on a voluntary basis
Expenses:	All reasonable expenses will be reimbursed in accordance with Paws & Pause's Expenses Policy
Time commitment:	Whilst we would estimate a time commitment of around 4-6 days per annum is required there is no fixed time commitment for the role. This would include Advisory board Meetings and representing Paws & Pause at various events and meetings with key stakeholders.
Term:	Two year term, subject to review, with no exclusion from being re-elected.
How to apply:	To apply please send your CV, a letter containing a brief personal statement (no more than 1 side of A4) detailing why you are interested in the position and what you feel you can bring to the role to: Grace Beards hello@pawsandpause.co.uk
Deadline:	

Applications:

www.pawsandpause.co.uk @pawsandpause

For more information on the current NED recruitment email: hello@pawsandpause.co.uk



Paws & Pause

Role Purpose:

As a growing business we are looking for people who would like to join our exciting journey and help Paws and Pause on its road to expansion. It has been a an amazing three years and we are now looking for professionals in various fields to join us and help grow our business and social impact.

To ensure the effective governance of Paws & Pause, in line with its purpose and aims, specifically including regulatory and legal compliance.

As an Advisor of Paws & Pause you will be responsible for advising on the strategic management of the company.

In addition we are currently seeking people with experience in:

- Business strategy- with experience in growing a business
- PR/ Marketing
- Social impact expertise
- HR/ People

Duties:

Each Advisor should use any specific skills, knowledge or experience they have to help the board of Paws & Pause reach sound decisions.

This may involve:

- Leading discussions
- Focusing on key issues
- Providing guidance on new initiatives
- Leveraging their networks
- Other issues in which the Advisor has special expertise



Paws & Pause

Key Competencies:

Strategic Orientation - Makes a significant contribution to the creation of a compelling vision for the future and implementation of measurable strategies necessary for success.

Leading for Performance - Demonstrates clarity of purpose and direction inspiring and motivating professional staff and volunteers to exceed performance expectations in line with Paws and pause's strategic and operational objectives.

Making things happen - Takes a dynamic results based approach to the work of Paws and Pause concentrating on achieving outcomes that support strategy and operational objectives.

Communicates with Purpose - Purposely and persuasively communicates with others to achieve support, buy-in and enhance effective business relationships.

Decisive Judgements - Makes intelligent timely decisions and judgements that support Paws and Pause's strategic intent in relation to all stakeholders.

Customer Engagement - Clearly demonstrates the importance of customer engagement and service excellence to both internal and external customers delivering positive outcomes in support of the business.

What we offer:

- We have always been super passionate about ensuring anyone who volunteers at Paws & Pause gets as much out of it as they put in. We hope being part of the team is a fun and welcoming experience
- Unlimited dog cuddles and day care visits! (however non dog lovers are welcome too).
- Networking with other board members
- Opportunity to be part of a unique, one of its kind, social enterprise business and be fundamental in its growth journey
- Be part of knowing you are helping to increase our social impact and therefore offering more support and opportunities to groups of people largely forgotten in society.
- Food and drinks provided at board meetings
- Option to join our team socials and team building activities