



# WELCOME TO THE BRITISH SCHOOL OF GROOMING

## AIM Level 3 Diploma in Dog Grooming

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IF YOU ARE LOOKING TO  
TRAIN IN THE DOG  
GROOMING INDUSTRY, THEN  
YOU'VE COME TO THE RIGHT  
PLACE.



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# ABOUT US...



British School of Grooming is a family run business that is based in Bolton, North West of England

We provide a range of services that offer a route into high quality learning and skills development that help to increase learners' employability and experience that fit with today's industry needs.

**British School of Grooming is an accredited AIM Qualifications training centre recognised and regulated by Ofqual.**

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We receive amazing feedback from students who go on to be successful dog groomers. The key to our success is our ability to link the practical and the theory giving a fully blended learning experience.

Another aspect to our courses is the hands-on nature of the dog grooming courses, and our large model bank of dogs which ensures you have a fully rounded educational experience. You will be able to observe the day to day running of the business and get a feel for the profession you are about to undertake. Places are often limited due to demand so book well in advance to avoid disappointment.

We constantly strive to develop our courses to ensure students leave us fully equipped and confident. We have formulated a course that covers every aspect of dog grooming so you feel ready to start your new career as soon as you finish the course.

# ABOUT US...



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We believe in hands on training as the best way to learn and our Elite model club has a huge variety of dogs of all breeds for students to work on and our groom standards are extremely high with attention to detail. You will leave us fully equipped to embark with confidence into one of the biggest growing industries in the UK. All our students go on to have successful and rewarding careers.

At British School of Grooming we are extremely passionate about animal welfare and support local dog rescue [Saving Strays Animal Rescue](#) grooming their rescues through our facilities.

Our grooming courses lead by our experienced tutors provide students with high levels of confidence and support every step of the journey enabling you to start professionally grooming before the course has been fully complete!!

If you are looking for a change of career dog grooming is a growing industry, and an enjoyable and rewarding career.

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# COURSE OVERVIEW



## WE TRAIN OUR STUDENTS TO REACH THEIR MAXIMUM POTENTIAL.

Our AIM Level 3 Diploma in Dog Grooming is the most popular course and is an ideal option for beginners with no previous experience or those looking to become professional dog groomers or those who already groom dogs but do not currently hold a nationally recognised qualification.

The course is designed for those wanting to become professional dog groomers and earn a living within the industry. Learners can access this course without any other formal qualification or experience. Upon completion of the national recognised AIM Level 3 Diploma in Dog Grooming, you will be a fully equipped dog groomer able to be self-employed establishing your own local dog grooming business, work in a salon, rent a table with an existing established groomer, or go mobile.

We believe the best way to gain confidence is to experience as much hands-on practice as possible which is why our course is majority practical based. As well as hands-on practical sessions you will also see live demonstrations of full grooms performed by our highly experienced principle tutor. The demonstrations will help showcase the standard of work that we hope to pass on to you.

All the dogs and equipment are provided for you whilst you are on the course giving you a good variety of breeds, coat types, styles, techniques, behaviours, and tools of the trade. The qualification covers assessing, planning, and recording grooming work, health checking dogs prior to grooming and essential first aid. The course is made up of a range of theoretical and practical units related to canine health and wellbeing and cutting and trimming dogs' coats.

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# COURSE OVERVIEW

## AIM LEVEL 3 DIPLOMA IN DOG GROOMING

The training is flexible with attention to detail, and we try and suit the practical sessions around the learners home life to ensure they are fully focused on the passing the accreditation. Learners will have an opportunity to gain competence in the dog grooming workplace. Communicating with dog owners and what they would like for their beloved pet is an essential skill within this qualification.

Learners that achieve this qualification may progress onto higher level qualifications within the animal care sector or progress onto a Level 4 Dog Grooming qualification, or into employment within this industry.

### Units included within these qualifications cover:

- Carry Out Maintenance and Coat Preparation on Dogs
- Canine First Aid in the Grooming Environment
- Carry Out Styling and Finishing Techniques
- Customer Consultation on Planning Grooms and Styles
- Customer Relations and Expectations
- Handle, Restrain and Move Dogs within the Grooming Environment
- Promote and Monitor Health and Safety within the Grooming Environment
- Understanding Legislation in the Dog Grooming Industry
- Promote, Monitor and Maintain the Health and Wellbeing of Dogs

### Presentations and advise will also be available on the following:

- Business Management
- Marketing your business
- Maintenance of equipment

## MARKETING YOUR BUSINESS

Marketing your business and business management seminars will be delivered by Sales and Marketing Director Hayley Egan.

With over 10 years experience in the marketing sector and 5 years as a Senior Leader in business management Hayley is the perfect person to help you set up your business.

The seminars which consist of two hour sessions are all you need to be able to market your band effectively and start gaining customers. We take through every element of how to set up your business. From brand identity; where you can get your logo created to setting up on Google. We try and make the marketing and advertising seminar specific to each student as some have different needs when advertising their business. We have had a range of students set up from Mobile Dog Groomers, to Grooming from their homes, to setting up their own stores.

The second seminar consists of everything you need to know to run your own business from where to get your public liability insurance to how much you should charge and how to run your accounts properly.

If you have no experience of this industry whatsoever that's no problem; we will support you all the way!

# COURSE CONTENT

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## 01 CARRY OUT MAINTENANCE AND COAT PREPARATION ON DOGS

Learners will develop the skills necessary to apply bandages, administer CPR and place a dog in the correct recovery position, this component is further enhanced by knowledge and understanding relating to safe scene assessment, examination of injured dogs, first aid kits and management of common first aid emergencies in canines.

## 03 CARRY OUT STYLING AND FINISHING TECHNIQUES

Learners will develop the skills necessary to achieve a range of styles, using various techniques on different breeds and coat types. They will demonstrate an understanding of the range of grooming equipment used, its purpose and how each equipment should be used to achieve styles covered in this component.



## 02 CANINE FIRST AID IN THE GROOMING ENVIRONMENT

Learners will develop the skills necessary to bathe and dry a range of coat types and be competent in using the most appropriate drying techniques suited for each coat type. Ear cleaning and nail trimming skills will be achieved within this component combined with the knowledge and understanding to support the topic. They will demonstrate an understanding of the correct use and maintenance of all salon equipment.

## 04 CUSTOMER CONSULTATION ON PLANNING GROOMS AND STYLES

Learners will develop the skills necessary to effectively conduct an initial assessment on a range of dogs and consult with customers to agree on a grooming plan which will be recorded by the learner before and throughout the grooming process. Communication techniques and grooming styles to be achieved will be explored within this component enabling learners a sound understanding of how varying factors can affect the styles that customers can initially request.

## 05 CUSTOMER RELATIONS AND EXPECTATIONS

Learners will develop communication skills suitable for varying situations and stakeholders, they will understand how to communicate effectively and how communication is key to delivering exceptional service and meeting business needs.

## 06 HANDLE, RESTRAIN AND MOVE DOGS WITHIN THE GROOMING ENVIRONMENT

Learners will demonstrate the safe and effective restraint of a range of dogs, with an emphasis on animal welfare, to enable them to develop the skills necessary to restrain and move a range of dogs within a grooming environment using a range of equipment. Maintenance of equipment, risks associated with handling and poorly maintained equipment as well as assessment of dog behaviour during handling will be taught in this component.

## 07 PROMOTE AND MONITOR HEALTH AND SAFETY WITHIN THE GROOMING ENVIRONMENT

Learners will develop the skills necessary to conduct risk and COSHH assessments in the grooming environment. Legislation and up to date regulations are covered within this component with a focus on how not complying can directly impact all those involved.

# COURSE CONTENT

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## 08 CARRY OUT MAINTENANCE AND COAT PREPARATION ON DOGS

Learners will develop the skills necessary to complete a health check on dogs and the knowledge and understanding of a range of normal and abnormal health indicators and behaviours. Disease, disorders and disabilities as well as common grooming related conditions are covered within this component, with a focus on managing such conditions within the grooming environment.

## 09 CANINE FIRST AID IN THE GROOMING ENVIRONMENT

Learners will cover a range of animal welfare, employment and health and safety related legislations relevant to the grooming industry, with an emphasis on how this relates to professional conduct within the workplace and the potential impact failing to comply to legislation could have on groomers and the industry itself.

## OTHER DETAILS

**Price:** £2,899.00 (VAT NOT APPLICABLE & Kit Included).

Student will need to bring own scissors to complete the course.

**Duration:** 20 – 25 Days dependent on your progress

**Location:** Bolton

## WHO IS THIS COURSE FOR?

If you have no experience of this industry whatsoever and are looking to change your career, that's fine we will support you all the way! This course is blended into a mix of practical and theory based learning with flexibility to fit in with your own life offering a fantastic balance.





# OUR STUDENTS

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## MICHELLE

### Fur Coats and Clippers

When I started training at British School of Grooming the course was a really flexible around my hectic lifestyle. I had no reason to worry. The Head of Centre, Derek and the tutor were very aware of my requirements and we had a great rapport. All the dogs that we groomed through the course practical sessions were completely different and from day one it was full blown hands on experience. All my expectations were met and then some.



## PAULA

### Pawla's Parlour

I highly recommend this School if someone wants to be a professional Dog Groomer . All students can feel a friendly environment very welcoming and supportive tutoring. Also our confidence can grow every day because we can practice in different breeds. I am very grateful to find this School ! Thank you Derek you are 5 Teacher!


## CHARLOTTE

### Pet Premium

The practical sessions were amazing, and we always have a huge variety of dogs to groom. So, my advice to anyone thinking about becoming a dog groomer get in touch with BSG.

A huge Thank you to Derek and the British School of Grooming Team for your support. It's never too late for a career change!





(BRITISH SCHOOL OF GROOMING) IS A CREDIT TO DEREK FOR BEING BOTH PATIENT AND SHARING HIS VAST KNOWLEDGE AND SKILLS WITH ME. I CANNOT RECOMMEND HIGHLY ENOUGH IT ALSO HELPS KNOWING HE'S AT THE END OF A PHONE IF I NEED ADVICE AT ANY TIME. A MASSIVE THANK YOU FROM ME.

**MICHELLE LUSK**



## CONTACT US

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