



CANINE GROOM SCHOOL



Howgill Farm

APPRENTICESHIP PROGRAMMES

In proud partnership with:



Apprenticeships

City &  Guilds



About Us

Founded in 2012 by husband and wife team Steve and Poppy Maney, [Canine Groom School](#) ([click for link](#)) has become an internationally-recognised education centre for aspiring canine groomers.

Canine Groom School: A Premier Choice for Grooming Students Worldwide
With students journeying from distant locations such as New Zealand, Dubai, Turkey, Canada, Ireland, Sweden, Malta, and Iceland, Canine Groom School stands out as a leading option for aspiring groomers in the UK and around the globe. Our courses have successfully graduated over 1,000 skilled groomers.

As an accredited City & Guilds Training Centre, Canine Groom School is proud to provide its students with both Level 2 and Level 3 qualifications.

In January 2024, Canine Groom School received official government funding for its Apprenticeship Programme. Consequently, it is now one of the select UK government-approved apprenticeship training providers capable of placing apprentices in various workplaces throughout England.

Building on this achievement, Canine Groom School has broadened its offerings to include not only the Level 2 Dog Grooming Apprenticeship but also the Level 3 Animal Care and Welfare Management Apprenticeship. This development signifies an exciting new chapter for the school as it enhances its dedication to delivering high-quality training and fostering career growth within the broader animal care industry.



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Work
smarter,
not
harder.



NEW GOVERNMENT INCENTIVES

FOR TAKING ON AN APPRENTICE

FROM 1ST JULY 2026



EXISTING INCENTIVE

£1,000

If the apprentice is aged between 16 and 18, you'll receive £1,000 incentive.



NEW INCENTIVE

£2,000

If the apprentice is 16 to 24, then this new £2,000 can also be claimed.

RECEIVE UP TO
£3,000

IN TOTAL SUPPORT
FOR EACH NEW APPRENTICE
HIRED FROM 1ST JULY 2026.



BUILD SKILLS

Develop the skills and confidence of tomorrow's dog grooming professionals.



BOOST PRODUCTIVITY

Bring fresh ideas, new energy and extra hands to your business.



SUPPORT GROWTH

Invest in people. Strengthen your team. Grow your business.



TEXT STEVE ON 07927 186250 FOR MORE DETAILS,
OR VISIT WWW.CANINEGROOMSCHOOL.CO.UK.



Full eligibility criteria and guidance available at gov.uk/apprenticeships-employers

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Our Location

At Canine Groom School, energy is paramount. We hold the belief that if something doesn't feel right, it simply won't be right.

This is why we feel perfectly at home amidst the stunning landscapes of the Ribble Valley in Lancashire. Spanning nearly 10 acres, the Maney family farm offers a serene atmosphere that significantly contributes to the success of everyone fortunate enough to work or train in this peaceful setting.

Along with Canine Groom School, the facility serves as the headquarters for the largest canine rehabilitation center in Northern England—Canine Health & Hydro (click for link). This center is also owned and operated by the Maney family.

You'll also encounter 10 spirited alpacas wandering the grounds. This charming group has inspired the creation of the on-site 'Alpaca Café,' which has quickly become a favored gathering place for locals. Driven by the untimely passing of a family friend, the café and its earnings contribute to supporting mental health initiatives in the community.

While most of the training for our Apprenticeship Programs takes place online or remotely, we encourage our apprentices to take advantage of our facilities and join us at designated times during their course at no extra cost.



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Our Apprenticeships

Canine Groom School takes pride in being a specialized grooming school, as well as an official training provider for government-backed apprenticeship programs. We offer a 12-month apprenticeship in dog grooming and an 18-month program in animal management.

Our apprentices acquire hands-on, real-world experience while navigating structured, expertly crafted learning modules offered by Canine Groom School. This blended method guarantees that they cultivate the vital skills and knowledge necessary to achieve their complete qualifications.

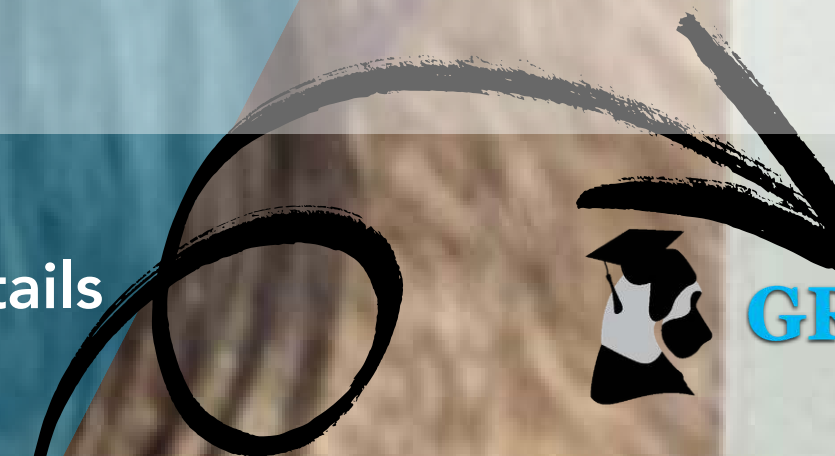
More than ever, both employers and learners recognize the significance of a solid educational foundation in addition to formal qualifications. We are dedicated to collaborating closely with both the apprentice and the employer, ensuring that each individual is comprehensively trained, confident, and prepared to make a meaningful contribution in any professional environment.

Level 2 Dog Grooming

The Level 2 Dog Groomer Apprenticeship is a 12-month hands-on training program for aspiring dog groomers, combining real workplace experience with structured learning. Key learning areas include bathing and styling techniques, breed behavior understanding, and maintaining a hygienic salon. Apprentices will build a portfolio and receive support from employers and Canine Groom School.

Benefits for employers include developing skilled team members who meet industry standards. Successful apprentices earn a nationally recognized qualification and may pursue further opportunities in animal care, including an optional City & Guilds Level 2 qualification.

Click Logo for further details



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Level 3 Animal Care and Welfare Manager

Level 3 Animal Care and Welfare Manager Apprenticeship

This apprenticeship is for those ready to take on supervisory or managerial roles in the animal care industry, such as kennels, catteries, and veterinary practices. Over 18 months, apprentices learn to lead teams, manage operations, and maintain high animal welfare standards.

Key Learning Outcomes

Apprentices will gain knowledge in:

- Animal health, behavior, and nutrition
- Legislation and ethics

They will also develop skills in:

- Leadership
- Decision-making
- Communication

Participants will manage resources, aid staff development, and ensure compliance with welfare regulations while staying involved in daily care.

End Point Assessment

The assessment includes a practical observation and a professional discussion with a portfolio of evidence. Graduates are prepared to assume leadership roles with expertise and confidence.



Click Logo for further details



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The Apprenticeship Structure

Our apprenticeship program integrates education and employment, creating a mutually beneficial partnership for all parties involved.

It equips the apprentice with the essential skills, qualifications, and training needed for a successful career in the competitive grooming and animal care industries.

The programs also enable employers to utilize any extra time created by assigning tasks to apprentices. It's a win-win situation.

As apprentices gain valuable, practical skills, employers can concentrate on expanding their business. This also brings the added advantage of having a well-trained team member who actively contributes to daily operations and fosters long-term success.



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The Apprenticeship Structure

Recent updates to government apprenticeship standards have significantly improved the training experience, making it more efficient and accessible than before. Whether you're seeking a Level 2 Dog Grooming apprenticeship or a Level 3 Animal Care and Welfare Management program, the majority of the learning will take place on-site—be it in a salon, kennel, cattery, or rescue center.

Apprenticeship Learning Structure

In addition to practical experience, apprentices participate in a small amount of guided module work to enhance their learning. Typically, this involves:

- One hour per week for grooming
- Two hours every two weeks for animal management

It's expected that self-directed study will take place during the apprentice's personal time. Within the Dog Grooming pathway, apprentices also have the opportunity to attend eight specialized training days at our International Grooming School. All assessments related to animal care will be conducted in the workplace environment.

Each apprenticeship is thoughtfully crafted to equip participants with practical skills while enabling employers to gain motivated, skilled team members who directly enhance the business's success and growth. By the conclusion of the program, apprentices will be on a promising path towards a fulfilling and recognized career in grooming or animal care.

The Apprenticeship Structure

STEP 1

Secure a placement with an employer who is open to supporting training through one of our Apprenticeship Programmes.

STEP 2

Organise a call or in-person meeting with the employer to confirm they're a good fit.

STEP 3

Canine Groom School conducts online meeting with all parties to discuss the program

STEP 6

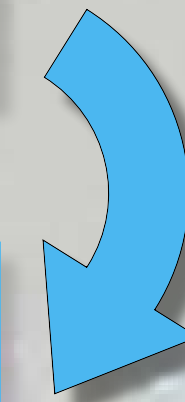
Qualifications are earned and choices are to be made!
EXCITING TIMES AHEAD!

STEP 5

As the programme draws to a close, the external assessment period begins.

STEP 4

The excitement begins, with regular catch-ups between you and our team to check progress.



The current minimum wage for an apprentice (of any age, minimum 16) is £8 per hour

This wage may last for the duration of the programme, at the discretion of the employer.

No Math or English qualifications are required for any apprentice 19 years or older.



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The Apprentices Role

Key Principles for Success:

- ****Dedication****: Commitment leads to achieving goals.
- ****Communication****: Keep open lines with your employer and the Canine Groom School team.
- ****Patience****: The journey may take up to 18 months; trust the process.
- ****Respect****: Acknowledge the contributions of those involved in your apprenticeship.
- ****Have Faith****: Trust yourself and the supportive team around you.
- ****Have Fun****: Embrace this exciting chapter and create lasting memories.

This is just the beginning!



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SUPPORTING
BUSINESSES
BUILDING
TOMORROW

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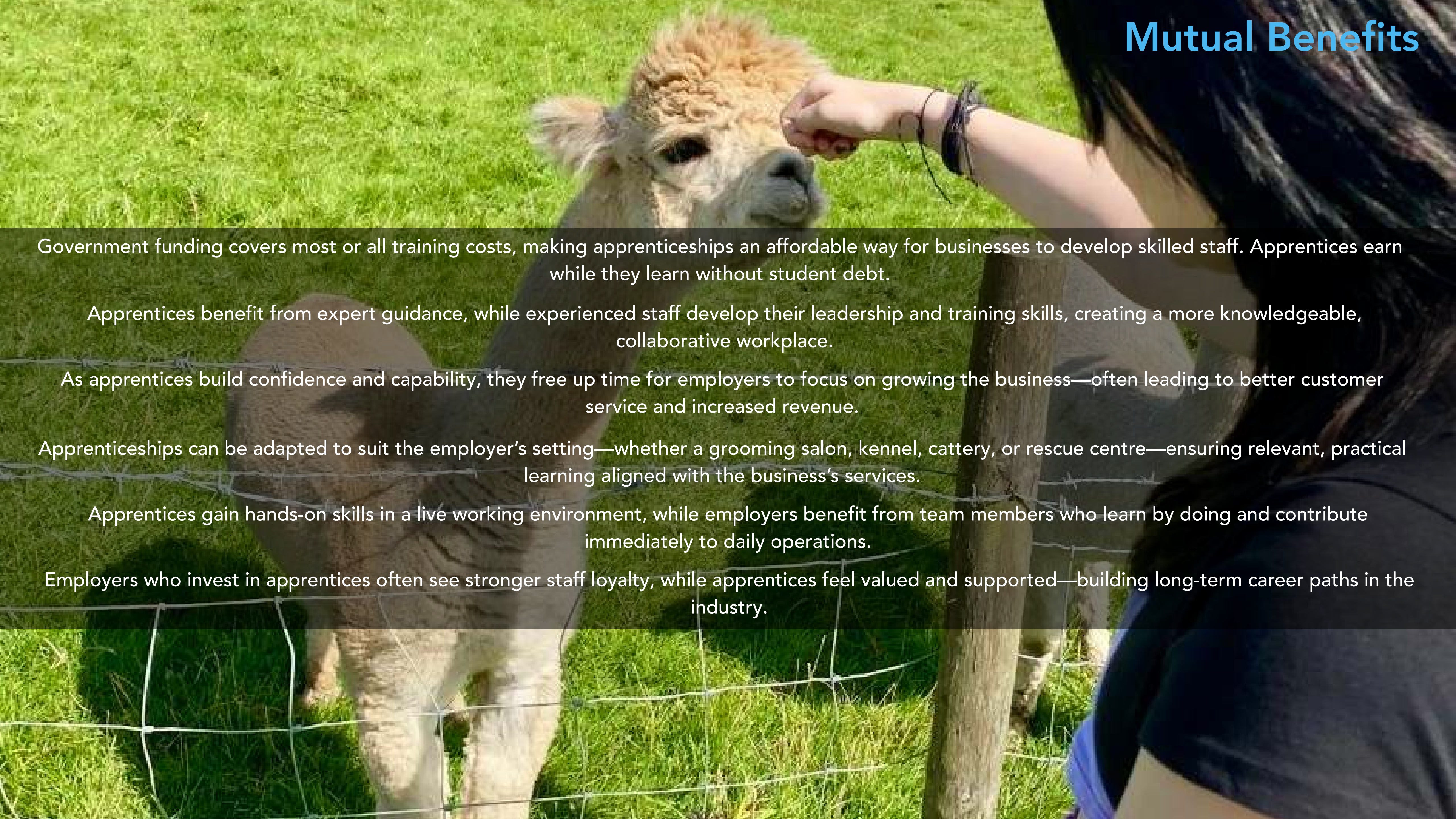
The Employers Role

- Create an apprenticeship service account. Don't worry; we will provide step-by-step guidance!
- Provide an employment contract. If you need assistance, we're here to help.
- Guarantee a safe working and training environment with proper supervision.
- Encourage the behaviors described in the Standard to succeed in the industry.
- Ensure there is sufficient space and resources available for essential assessments and the End Point Assessment.

Government Co-Investment and Incentives for Employers

For employers hiring individuals between the ages of 16 and 24, there is no mandatory government co-investment. However, if the apprentice is 25 or older, a 5% government co-investment fee is applicable, which translates to approximately £20 + VAT per month for either 12 or 18 months, depending on the apprenticeship. Employers can take advantage of a payment incentive of up to £3,000 when they onboard an eligible apprentice aged 16 to 18 (or under 25 with an EHCP plan), providing crucial financial assistance during the onboarding process.

For apprentices aged 19 to 24, a £2,000 incentive is available. These incentives are distributed to employers in two instalments: 50% at the 90-day mark and the remaining 50% at the 12-month milestone.

A photograph of a person with long dark hair, wearing a dark blue shirt, feeding a light brown llama through a wire fence. The llama is standing in a lush green field. The person's hand is extended, holding a small piece of food, which the llama is eating. The background is a bright green grassy field under natural light.

Mutual Benefits

Government funding covers most or all training costs, making apprenticeships an affordable way for businesses to develop skilled staff. Apprentices earn while they learn without student debt.

Apprentices benefit from expert guidance, while experienced staff develop their leadership and training skills, creating a more knowledgeable, collaborative workplace.

As apprentices build confidence and capability, they free up time for employers to focus on growing the business—often leading to better customer service and increased revenue.

Apprenticeships can be adapted to suit the employer's setting—whether a grooming salon, kennel, cattery, or rescue centre—ensuring relevant, practical learning aligned with the business's services.

Apprentices gain hands-on skills in a live working environment, while employers benefit from team members who learn by doing and contribute immediately to daily operations.

Employers who invest in apprentices often see stronger staff loyalty, while apprentices feel valued and supported—building long-term career paths in the industry.

Why Choose Us



As part of our ongoing effort to assist groomers in achieving their goal of becoming a qualified dog groomer, we are the only centre in the UK offering the [City and Guilds Level 2 Qualification \(click for link\)](#) with every apprenticeship **FREE OF CHARGE** (usually priced at £3500 each). As a specialist training provider, we are uniquely positioned to not only deliver expert tuition, but to mentor both apprentices and salons throughout the entire journey—ensuring lasting success and confidence on both sides.

In 2025 we expanded our high-quality training provision to include Level 3 Animal Care and Welfare Management apprenticeships. Whether you're a grooming salon, kennel, cattery, or rescue centre, our tailored approach ensures apprentices receive training relevant to your setting, while still meeting national standards.

Unlike large colleges and corporate providers, we offer a highly personalised experience, taking the time to understand each business and individual we work with. Our commitment is to quality, flexibility, and long-term success—because your success is at the heart of ours.



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For programme or enrolment questions, contact:
Steven Maney Sr. Apprentice Placement Advisor & Managing Director
email: stevenmaney@caninegroomschool.co.uk
phone/text: 07927 186250



"Alongside my wife Poppy and the dedicated team at Canine Groom School, we have proudly trained over a thousand groomers from across the globe through our private school. In recent years, we've witnessed a significant increase in individuals eager to launch their careers through our government-supported apprenticeship programs—not just in dog grooming, but also in Animal Care and Welfare."

We collaborate with people of diverse ages and backgrounds, striving to assist them in taking that crucial first step toward a fulfilling career—whether in a grooming salon, a kennel, a rescue center, or another animal care environment. Our mission is straightforward: to connect enthusiastic apprentices with nurturing employers and to provide exceptional, hands-on training that prepares them for lasting success."

As one of the UK's top training providers in grooming and animal care, we take immense pride in the personalized care, expert guidance, and practical experience we offer every apprentice. We are also committed to helping businesses cultivate strong, skilled teams they can depend on."

- Steven Maney, Canine Groom School LTD



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Whether you're looking to become an apprentice or take one on, we're here to guide you every step of the way.

Grow your team. Build your career. Shape the future of the animal care industry—with Canine Groom School.

Click below to complete the registration form, our team will then be in touch

Apprentices
[CLICK HERE](#)

Employers
[CLICK HERE](#)



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