



Flat Cat Living

SMALL SPACE • BIG LOVE

7-Day Enrichment Starter Kit

Simple daily activities for indoor cats living
in flats, apartments and small homes.



Designed for calm routines, tiny corners, window watching, smarter feeding and playful indoor days.





HELLO, FELLOW CAT PARENT

Welcome to your first week of small-space enrichment.

When your cat lives indoors, it takes extra thought and care to keep their mind sharp, their body active and their daily rhythm interesting.

This starter kit gives you seven practical activities you can do in a flat, apartment or compact home. Each day focuses on a simple enrichment need, from hiding and climbing to feeding variety and play.

You do not need fancy equipment. Start with what you already have, then add optional products only when they truly support the routine.



Use this gently. Pick the days in order, or choose the activity that fits your cat's mood and your home today.



MAKING THE MOST OF SEVEN DAYS

Each day gives you one small, doable experiment.

Every activity follows the same simple structure so you can act quickly and adapt it to your space.

1

Helps with

The behaviour or need the activity supports, such as foraging, scratching, confidence or exercise.

2

You need

Basic materials, prioritising items you may already have at home.

3

How to do it

Clear steps that keep the activity practical and easy to repeat.

4

Quick tip

A small adjustment to make the activity more useful for your cat.

5

Optional product

A category idea for later, kept as a placeholder until product picks are formally approved.



THE FOUNDATIONS

Five pillars for a happier indoor cat.

E

Environment

Create safe, stimulating places with boxes, perches, windows, shelves and hideaways.

R

Routine & Well-Being

Build predictable feeding, play and rest cues to make indoor life feel steadier.

P

Engaging Play

Use short interactive games to tap into hunting, chasing and pouncing instincts.

F

Smart Feeding

Encourage sniffing, searching and slower meals with simple foraging setups.

C

Conscious Purchases

Choose products that solve a real enrichment need without adding clutter.



IS YOUR INDOOR CAT BORED?

Common signs that your cat may need more variety.

Eating too quickly or begging for food soon after meals.

Scratching furniture or other unwanted areas.

Sleeping most of the day with very little play.

Late-night zoomies or sudden bursts of restless energy.

More attention-seeking, meowing or frustration than usual.

Over-grooming, hiding, irritability or other behaviour changes.

Behaviour changes can have many causes. If anything feels sudden, intense or health-related, check with your veterinarian.



CARDBOARD CASTLE

Turn a box into a tiny indoor territory.

HELPS WITH

Safe hiding, exploring, scratching and mental stimulation.

YOU NEED

Clean cardboard boxes, tape and scissors.

HOW TO DO IT

1. Stack and tape boxes to build a simple fort with more than one entry point.
2. Cut doorways and small windows so your cat can peek out.
3. Sprinkle a few treats inside to encourage gentle exploration.

Quick tip: Change the layout every few days. Optional product category: cardboard houses or play tunnels.



SLOW MEAL CHALLENGE

Make mealtime feel like a small hunt.

HELPS WITH

Slowing down eating and encouraging natural foraging.

YOU NEED

Muffin tin, paper balls or small cups, kibble or treats.

HOW TO DO IT

1. Place small portions of kibble in each cup of the tin.
2. Cover some cups with crumpled paper so your cat has to sniff and move obstacles.
3. Keep the first round easy, then make it more challenging as confidence grows.

Quick tip: Scatter a few pieces around the room for a treasure hunt. Optional product category: puzzle feeders or treat-dispensing toys.



WINDOW WATCH STATION

Create a calm observation spot.

HELPS WITH

Visual stimulation, bird watching and relaxing.

YOU NEED

A sturdy table or shelf near a window, blanket or cushion.

HOW TO DO IT

1. Set up a comfortable perch by a safe window.
2. Add a folded blanket or cushion so the spot feels settled.
3. Rotate the view when possible so your cat gets new sights and sounds.

Quick tip: Keep stability first. Optional product category: secure window perches or cat hammocks.



SCRATCH RESET

Redirect scratching into a better place.

HELPS WITH

Furniture scratching, stretching and territory marking.

YOU NEED

A scratching post, mat or cardboard scratcher, plus catnip if your cat likes it.

HOW TO DO IT

1. Place one scratching surface near a favourite nap spot.
2. Place another near an area your cat should not scratch.
3. Reward with praise when your cat uses the right surface.

Quick tip: Offer both vertical and horizontal options. Optional product category: sisal posts or replaceable scratch pads.



TOY ROTATION BOX

Make old toys feel new again.

HELPS WITH

Reducing boredom and renewing interest in familiar toys.

YOU NEED

A storage box and a selection of toys your cat already likes.

HOW TO DO IT

1. Divide toys into two or three groups.
2. Offer only one group at a time for a few days.
3. Hide the unused toys, then swap groups to refresh novelty.

Quick tip: Reintroduce toys during a short play session. Optional product category: feather wands or supervised interactive toys.



DIY FORAGE MAT

Use a towel to invite sniffing and searching.

HELPS WITH

Mental stimulation, foraging and slow feeding.

YOU NEED

A towel or fleece blanket, kibble or treats.

HOW TO DO IT

1. Lay the towel flat and sprinkle kibble on top.
2. Roll or fold the towel loosely so food hides in the layers.
3. Encourage your cat to sniff, paw and unroll the towel.

Quick tip: Try two smaller towels in different rooms. Optional product category: snuffle mats or cat-safe forage toys.



VERTICAL CLIMB PATH

Add a safe route upward.

HELPS WITH

Confidence, exercise and vertical territory.

YOU NEED

Sturdy boxes, low shelves, a sofa edge or stable step points.

HOW TO DO IT

1. Create a gentle stairway near a sofa, bed or approved perch.
2. Encourage movement with a few treats or a favourite toy.
3. Check that every surface is stable before your cat climbs.

Quick tip: Put a favourite blanket at the top. Optional product category: compact cat trees or wall-mounted climbing shelves.



BUY LESS, CHOOSE BETTER

Useful categories for apartment cats.

These are planning categories only. Add approved products and affiliate disclosures later.

Puzzle Feeders & Slow Bowls

Support slower meals and natural foraging.

Window Perches & Cat TV

Create a safe observation spot for everyday interest.

Scratchers & Posts

Protect furniture and give scratching a proper outlet.

Tunnels & Hideouts

Add novelty, movement and cozy retreat space.

Small-Space Cat Trees

Offer vertical territory without overwhelming the room.

Budget Toys & DIY Ideas

Keep rotation fresh without adding clutter.



CONTINUE THE JOURNEY

Ready for more structure?

This 7-day kit is a starting point. The future 30-Day Complete System can build on these ideas with more activities, printable planners, DIY guides and curated product recommendations.

Flat Cat Enrichment Kit

Planned future product: 30 days of small-space enrichment routines, printable cards and weekly planning support.

WAITLIST / CHECKOUT NOT ACTIVE





IMPORTANT NOTE

Use enrichment ideas with care.

This guide offers general information and ideas for indoor-cat enrichment. It is not a substitute for professional veterinary advice.

Always supervise your cat during activities, check that furniture and surfaces are stable, and consult your veterinarian if you have concerns about your cat's health or behaviour.

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